

October 27, 2016

<p><b>The Manager</b> <b>DCS - CRD</b> <b>BSE Limited</b> Phiroze Jeejeeboy Towers, Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <b><u>BSE Scrip Code: 539056</u></b></p>	<p><b>The Manager</b> <b>Listing Department</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5<sup>th</sup> Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <b><u>NSE Scrip Symbol: ADLABS</u></b></p>
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Dear Sirs,

**Sub: Revised Media Release**

We enclose herewith the revised media release on Q2 FY17 Results dated October 27, 2016 being issued by the Company which is self-explanatory.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,  
For **Adlabs Entertainment Limited**



Madhulika Rawat  
Company Secretary and Compliance Officer  
(Membership No. F8765)

Press Release: 27<sup>th</sup> October 2016

For Immediate Release

**Adlabs Entertainment Limited reports Q2 results Revenues at Rs. 36.90 crores up 6%; EBITDA at Rs. 1.1 crores up 117%**

**Mumbai, October 27th, 2016:** Adlabs Entertainment Limited operates Imagica – Theme Park, Water Park, Snow Park and a family hotel Novotel Imagica Khopoli announced its unaudited Financial Results for the Quarter ending 30<sup>th</sup> September 2016.

**Performance highlights for the Quarter ended September 30th, 2016:**

- Revenues increase by 6% to Rs. 36.9 crore vis-a-vis Rs. 34.7 crore in Q2FY16.
- EBITDA increase by 117% to Rs. 1.1 crore vs. EBITDA loss of Rs. 6.3 crore in the Q2FY16.
- Footfalls of the parks, Theme park, Water Park and Snow Park put together stand at 1.98 lacs, vis-a- vis 2.48 lacs in Q2FY16.

**Standalone Financials at a Glance:**

Rs. Crores	Q2 FY17	Q2 FY16	% change	H1FY17	H1FY16	% change	FY16
<b>Revenue</b> (Rs. Crores)	36.9	34.7	6%	122.9	114.7	7%	225.3
<b>EBITDA</b> (Rs. Crores)	1.1	(-)6.3	117%	31.3	18.4	70%	40.2
<b>Combined Footfall</b> (nos.)* (Lacs)	2.0	2.5	(-)20%	7.13	7.87	(-)9%	15.5

Note: These are abridged financial highlights. For details please refer to published results.

\* Footfalls include Theme Park, Water Park and Snow Park

Commenting on the results, **Mr. Kapil Bagla, CEO, Adlabs Entertainment Limited** said:

Second Quarter is a relatively a soft quarter for various reasons like seasonality, monsoons, school & colleges opening post vacations. The business in Q2FY17 was affected by the severe and long sustained monsoons in western India particularly in the Mumbai-Pune and Gujarat region our primary markets. However despite reduction of footfalls we were able post good Revenues due to improved realizations (ARPU) and improved EBITDA margins. Despite heavy rainfalls all our Parks and the Hotel were fully operational during the season without a single disruption justifying the quality of our rides and attraction as well as adaptability of our operations team.

In this quarter we have been able to increase our overall ARPU by 25% in comparison to the corresponding quarter Q2 FY16. The ticketing ARPU is up by 28% and the gross realizations including service tax is up by approx. 44%. Further the non-ticketing ARPU has also grown by 18%.

Novotel Imagica continues with its good performance in Q2 despite low season with the average occupancy at 60%, Average ARR at INR 7300/- and overall ARR including F&B of INR 11,360/-. The Imagica Snow Park, which was launched in April have received a great response from the guests.

## **About Adlabs Entertainment Limited**

Adlabs Imagica is a project of Adlabs Entertainment Limited (AEL), promoted by Mr. Manmohan Shetty. Imagica is one of India's leading holiday destinations and offers a gamut of interesting experiences in one place through its Theme park, Water park, Snow park and Hotel. With Imagica, Adlabs Entertainment Limited has created an 'all weather entertainment destination' that provides unique experiences to its guests. Located conveniently off the Mumbai-Pune Express Highway, Adlabs Imagica is just a happy drive away from Mumbai and Pune.

## **Safe harbor statement**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

## **For more Information, please contact:**

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