



theme park • water park • snow park • hotel

February 3, 2017

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

Sub: Media Release

We enclose herewith the media release on Q3 FY17 Results dated February 3, 2017 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)

Adlabs Entertainment Ltd.

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Press Release: 3rd February 2017

For Immediate Release

Adlabs Entertainment reports Q3 results. Revenues at Rs. 60.46 crore, EBITDA at Rs. 17.71 crore up 21%

Mumbai, February 3rd, 2017: Adlabs Entertainment Limited which operates Imagica – Theme Park, Water Park, Snow Park and a family hotel Novotel Imagica Khopoli announced its unaudited Financial Results for the Quarter ending 31st December 2016.

Performance highlights for the Quarter ended 31st December 2016

- Revenues declined by 8.69% to Rs. 60.46 crore vis-a-vis Rs. 66.21 crore in Q3FY16.
- EBITDA increased by 21.01% to Rs. 17.71 crore vs. EBITDA of Rs.14.64 crore in Q3FY16.
- Footfalls of the parks, Theme park, Water Park and Snow Park put together stand at 4.33 lacs, vis-a-vis 4.50 lacs in Q3FY16.

Standalone Financials at a Glance:

Rs. Crore	Q3 FY17	Q3 FY16	% change	9MFY17	9MFY16	% change	FY16
Combined Footfall (nos.)* (Lacs)	4.33	4.50	-4%	11.47	12.37	-7%	15.54
Revenue (Rs. Crore)	61.46	66.21	-9%	183.32	180.89	1%	233.98
EBITDA (Rs. Crore)	17.71	14.64	21%	49.02	33.04	48%	40.12

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:

“Our Q3 performance is reasonably robust. Without demonetization we would have posted much better results, considering that consumer sentiment was significantly dented in the post demonetization period.

We feel that demonetization will not have a lasting impact on our business as over 60% of our ticket bookings already happen in non-cash mode i.e. either through online or card payments.

In this quarter we have been able to increase our overall ARPU by 24% in comparison to the corresponding quarter Q3 FY16. The theme park ARPU is up by 24% and the Waterpark ARPU is up by 18%. Ticketing ARPU is up by 31% and non-ticketing ARPU has grown by 9%.

Novotel Imagica continues with its good performance in Q3 with the average occupancy at 67%, average ARR at Rs 7,197 and overall ARR including food at Rs 11,417. While we saw a dip in business immediately post demonetization, the impact was almost nullified in December with the occupancy rising to 89% and ARR improving to Rs 12,524.

Our cost reduction initiatives have also paid off, the benefits being permanent in nature. Consequently, our overall EBIDTA margins have notably improved from 22.1% to 29.3% in Q3"

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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