



February 02, 2018

<b>The Manager</b> <b>DCS - CRD</b> <b>BSE Limited</b> PhirozeJeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <b><u>BSE Scrip Code: 539056</u></b>	<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, BandraKurlaComplex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <b><u>NSE Scrip Symbol: ADLABS</u></b>
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Dear Sirs,

**Sub: PRESS RELEASE**

We enclose herewith the Press release dated February 02, 2018 being issued by the Company which is self-explanatory.

Kindly take note of the same.

Thanking you,

Yours faithfully,

For **Adlabs Entertainment Limited**

Mayuresh Kore  
Chief Financial Officer

Adlabs Entertainment Ltd.

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## **Adlabs Entertainment Ltd. bags 'Best Customer Experience in Services Sector'**

*Succeeds service and hospitality players for the coveted title at the Customer Experience Awards*

**February 2, 2018, Mumbai:** Adlabs Entertainment Ltd. has been announced winners of the "Best Customer Experience in the Services Sector" category under the Customer Experience Awards amongst some very prominent brands. The award presented by Zendesk was a part of the 11th edition of The Customer FEST Show 2018 conducted by **KAMIKAZE B2B MEDIA**, held on 1st February 2018 at Taj Lands End, Mumbai.

Speaking on this occasion, **Mr. Ashutosh Kale, Jt. CEO, Adlabs Entertainment Limited** said, "Across industries, sectors, and regions, organizations are finding ways to improve customer experience in a more sustainable manner. We at Imagica, have taken a guest oriented approach where we integrate customer feedback and insight throughout the organization ensuring more enriching and exceptional experience year after year. Another important aspect has been the investment in our employees, as this directly translates into them working towards the goals of the organization."

Imagica, India's first family holiday destination of international standards indeed stands true to its tagline of 'Badi Interesting Jagah Hai!'. Consequently, providing a truly innovative experience to one and all is Imagica's primary objective. Being at the confluence of 3 industries i.e. service & hospitality, tourism and entertainment - Imagica looks at creating moments of magic at the park, during a guest's booking and decision journey and even after their visit.

Adopting a guest oriented approach has made the organization constantly compete internally to raise the bar vis-à-vis the previous years.

- Ensuring to settle for nothing but the best by 'exceeding guest expectations' at every turn, Imagica became the pioneer in web booking and holistic information provision by creating a user-friendly website.
- An on-ground guest centric initiative, called Smile Campaign was also introduced to imbibe in employees the culture of welcoming the guests with a smile. Further, guests were entertained while they awaited their turn for rides/attractions. Imagica's character interactions were initiated at the Imagica Novotel hotel through flash mobs to delight and surprise the guests.
- Birthday experiences were enhanced by giving an Imagica birthday badge to guests celebrating their birthdays at the park to cue all in-park employees to wish them. The most important initiative was sending gift cards out to every guest who helped Imagica achieve the 5 million milestone.

To measure the success of the initiatives undertaken, Imagica constantly collected feedback from its guests through TripAdvisor, in-park surveys and even 3<sup>rd</sup> party research on their likelihood to recommend. Imagica successfully scored a minimum Net Promoter Score of 75+ (classified as World Class) across mediums, thus strongly substantiating the successful bond forged between Imagica and its guests.



### **About KAMIKAZE B2B MEDIA's Customer Experience Awards**

KAMIKAZE B2B MEDIA's Customer Experience Awards celebrates the best practices in delivering outstanding customer experience across a broad range of industries and categories in the country. Besides providing leading brands with recognition for their hard work, the awards aim to support organizations by promoting continuous learning and innovation.

### **About Imagica**

Located between Mumbai and Pune, Imagica is one of India's leading holiday destinations, offering a gamut of interesting and unique entertainment experiences under one roof through its international standard Theme Park, a Mykonos themed Water Park and the largest Snow Park that India has ever seen. Connected to the park is Novotel Imagica, a hotel that offers customized stay packages, acting as a basecamp for guests to relax and unwind. Imagica is the perfect hangout for school picnics, corporate visits and the ideal magical venue for theme weddings, photo-shoots and memorable celebrations. With Imagica, Adlabs Entertainment Limited has created an unparalleled 'all weather entertainment destination' that provides a compelling experience for every family at every step.

#### **For further information, contact:**

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