

March 23, 2018



<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>	<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>
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Dear Sirs,

**Sub: PRESS RELEASE**

We enclose herewith the Press release dated March 22, 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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## IMAGICA AND GREEN GOLD ANIMATION VENTURE INTO A PIONEERING ASSOCIATION TO BRING CHHOTA BHEEM ALIVE

*- Two leading Indian entertainment brands come together for the first time ever to launch India's first character inspired ride 'Chhota Bheem The Ride' at Imagica –*

**Mumbai, 22<sup>nd</sup> March 2018:** Taking a cue from global counterparts, Imagica, India's favourite entertainment destination is geared to extend a unique consumer experience for guests at the Theme Park, in association with Green Gold Animation. This one-of-a-kind alliance with India's pioneer in producing original animated content, will witness the introduction of India's first character ride - '**Chhota Bheem The Ride**'. The kids-friendly attraction is scheduled to be unveiled at Imagica's Theme Park this May.

Providing a permanent presence for India's favourite character beyond television and digital space, this association along with other initiatives, is expected to drive footfalls at Imagica in Q1 by **1 Lakh** amounting to an increase of **~17%** compared to the previous year.

The association will introduce an assorted range of merchandise such as Chhota Bheem and his friends' apparels, toys, and Back To School products at all the stores and kiosks across the Theme Park. This will also take the character's interaction and popularity to the next level, as Chhota Bheem entertains guests from all across the country through '**Chhota Bheem The Ride**' at Imagica, Grand Imagica Parade alongside the stars of Imagica, meet and greet with fans and much more.

Further to etching a special place in consumer's heart in the Indian sub-continent, Chhota Bheem's popularity has helped Green Gold Animation to foray into international markets. The creator of the iconic character leads the space with over 20,000+ minutes of original animation, thereby creating a massive fan base in South East Asia, with plans of expansion in the Middle East and North American countries.

On this occasion, Mrs. Pooja Shetty Deora, Director, Imagica said, "Our vision at Imagica is to bring the best of experiences at par with international standards to the country, and our collaboration with Green Gold Animation is sure to set a benchmark in the space of Indian Theme Parks." She also added "This collaboration marks India's first of its kind, where a Theme Park is associating with an animated content creator to bring India's favourite character alive. We are sure our young guests will be thrilled and excited to meet Chhota Bheem at Imagica."



Talking about the association, Mr. Dhimant Bakshi, Jt CEO, Imagica shared, “We aim to build a synergistic association with Green Gold Animation and offer an engaging experience for our guests. Since our key target segment is families and children, we see this as an exciting and apt collaboration for both the entities, leading in their own spaces, to give an enthralling experience with Chhota Bheem at Imagica.”

Delighted about the association with Imagica, Mr. Samir Jain, COO and Executive Director, Green Gold Animation Pvt. Ltd. said, “Chhota Bheem is viewed by more than 60 million fans across the world. Our constant endeavour is to ensure that the character reaches out to more of his fans, leading us to collaborate with the country’s leading entertainment and holiday destination, Imagica. Our aim is to create an exciting association which can transcend into fun, excitement and entertainment for all the visitors coming to Theme Park. We are really excited about this venture and looking forward to the big surprise that is awaiting visitors this summer.”

### **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, photoshoots 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.

### **About Green Gold Animation Pvt. Ltd.**

Green Gold Animation is a pioneer in creating original Indian animation content and has been entertaining the young generation for over a decade. The shows produced by Green Gold have been hugely popular across all leading kids TV channels like Cartoon Network, Pogo, Disney, Discovery Kids & Hungama and across OTT platforms like Netflix, Amazon Prime and Voot, drawing an active viewership of over 60 million kids. The popularity of the characters created by Green Gold has transcended over the years and it has helped the company establish itself as a leading player in Licensing & Merchandising, Movie Production & Distribution, Digital Business, Retail Stores and Events.

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

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