

ADLABS Entertainment Limited

**badi interesting
jagah hai**

**ANNUAL
REPORT 2015-16**



theme park • water park • snow park • hotel



IMAGICA PRESENTS
INDIA'S LARGEST SNOW PARK



theme park • water park • snow park • hotel



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It is my pleasure & privilege to address you

I am grateful to you for believing and supporting our vision and plans. At Adlabs Entertainment Limited, my vision was to create an outdoor and participative entertainment experience with a Theme Park and an Integrated Entertainment Holiday Destination which compares with global standards. I am proud to say that we have succeeded in translating this vision to a reality with Imagica, which includes a Theme Park, a Water Park, a Hotel & now a Snow Park as well.

Since April 2013, over 3.4 million guest have visited the parks. While these numbers and guest feedback give us a good idea of their expectation and appreciation of the product, we have a long way to go in making this project every Indian's "must visit" holiday destination.

We launched our Hotel 'Novotel Imagica Khopoli' on September 16, 2015 with 116 rooms. We are pleased to inform that the hotel has got off to a great start with an healthy average occupancy of 75% in the first six months of operations. Novotel Imagica in a short period of operations has been able to establish its niche in the leisure and social segments and has firmly established Imagica's position as a multi-day family holiday destination.

During the six months of operations till March 2016, Novotel Imagica has hosted over 150 corporates and 6 destination weddings. This is a sort of record in this industry and we have also seen improvement in ARR since its launch. Novotel Imagica has garnered excellent customer feedback and reviews on TripAdvisor and other hotel review sites.

In fact, Novotel Imagica within few months of operations has received an award for the best "New Hotel in the Upper Mid Segment Category" by HICSA which is the Hotel Convention of Southeast Asia in Delhi in the month of March 2016.

The management has worked on a new branding and positioning and have decided to merge the entire offering under a single brand of 'Imagica'.

We feel that consolidating the Theme Park, Water Park and now the Snow Park under a single brand name Imagica will lead to optimization of marketing costs and a much better brand recall. This will also facilitate focus penetration of Imagica brand in the non-catchment areas with the philosophy of positioning Imagica as a complete holiday destination.

We have also launched a new brand logo embodying the Imagica experience as "Imagica badi interesting jagah hai".

We have actively pursued every stream of potential revenue such as Food and Beverages, Retail, Advertising and Sponsorships, Weddings, and MICE and continue to believe that we are merely at the brink of a large potential in each such stream.

We have surplus land of 170 acres, part of which has already been transferred to our 100% subsidiary Walkwater Properties Pvt. Ltd., which has applied to the Government of Maharashtra for an approval for a special township. We plan to monetize the surplus land and engage with reputed real estate players to develop a township on the said land. This will lead to alternative sources of cash flow and income for the Company, which can be used for reduction / repayment of debt.

We are committed to making our entertainment holiday destination a success and believe a sizeable upfront creative technical and Intellectual Property creation has already been done, allowing us to create newer formats of engagement with our consumers without much additional resources.

We thank all the shareholders for having faith in our company. We are excited to have you on board and we remain committed to making people happy and ultimately realizing the full potential of this venture.

With best regards,

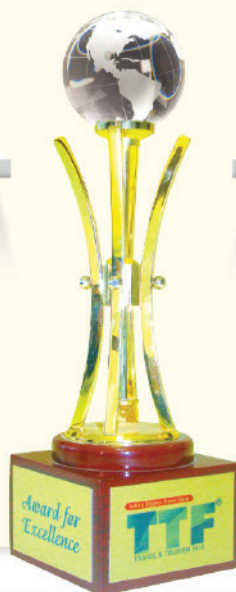
Manmohan Shetty
Chairman



Best New Upper Mid Segment Hotel,
HICSA – 2015



IAAPI Awards 2016 - Print Media



OTM - Most Promising
New Destination Award, 2014 & 2015



IAAPI Award, 2016



IAAPI Awards 2016 - Electronic Media



IAAPI Awards 2016 - Most Innovative Ride



facebook
12,92,500+
★★★★★



Tripadvisor
4/5 rating
★★★★★



Youtube Views
48,72,500+



Website
Pageviews
1,69,75,000+



ANDROID DOWNLOADS
238,500+



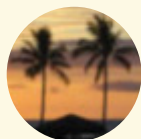
iOS DOWNLOADS
43,500+



Shubham N Bhilwara, India

"Its really a wonderful, amazing experience to going on this. It is a best aqua water park I have seen. In this free flow, jumperi, wave and many others adventure in it....."

"Love the adventure in water go for it"



nanki007 New Delhi, India

"This place is truly unforgettable. Had a great time with family. Built according to international standards One of the best in India!....."

"Great experience"



Mumbaiiyya Mumbai, India

"The creators of this theme park have really worked very hard to provide a theme park of international standards. The atmosphere is joyful, the services are impeccable and most importantly the people who run the administration and the management are very caring considerate and helpful. And remarkably polite....."

"Wonderful management. Caring staff."



Akshay M

"Best theme park i have ever seen. Visited the theme park in 30th may 2016 with my family, rides were amazing. Nitro, spin pendulum, Rajasauras and Gold rush express were the best. Snow world is awesome best n too large. Overall we had an excellent experience....."

"Awesome theme park"

Board of Directors



Company Information

BOARD OF DIRECTORS

Mr. Manmohan Shetty - Chairman

Mr. Kapil Bagla - Whole Time Director & CEO

Mr. Ashutosh Kale - Executive Director *

Ms. Pooja Deora - Non-Executive Director *

Mr. Prashant Purker - Independent Director

Mr. Ghulam Mohammed - Independent Director

Ms. Anjali Seth - Independent Director

Mr. Steven A. Pinto - Independent Director

Ms. Meghna Ghai Puri - Independent Director *

*(Appointed w.e.f. May 24, 2016)

CHIEF FINANCIAL OFFICER

Mr. Rakesh Khurmi

COMPANY SECRETARY & COMPLIANCE OFFICER

Ms. Madhulika Rawat

AUDITORS

M/s. A.T. Jain & Co., Chartered Accountants
(Firm Registration No. 103886W)

REGISTERED OFFICE

30/31, Sangdewadi, Khopoli-Pali Road, Taluka
Khalapur, District Raigarh 410 203
T: +91-2192 669 900 F: +91-22 4068 0088

CIN : L92490MH2010PLC199925

EMAIL

compliance@adlabsentertainment.com

WEBSITE

www.adlabsimagica.com

BANKERS AND FINANCIAL INSTITUTIONS

Union Bank of India

Indian Overseas Bank

Bank of Baroda

Corporation Bank

Jammu and Kashmir Bank

Bank of India

Central Bank of India

Syndicate Bank

Punjab and Sind Bank

Vijaya Bank

Dena Bank

Life Insurance Corporation of India

Tourism Finance Corporation of India Limited

REGISTRAR & TRANSFER AGENTS

Link Intime India Private Limited
C - 13, Pannalal Silk Mills Compound
L.B.S Marg, Bhandup (W)
Mumbai - 400 078 Maharashtra, India
Tel: (022) 2596 3838 Fax: (022) 2594 6969
website: www.linkintime.co.in



Corporate Social Responsibility



We hosted 21 mentally & physically challenged children including Teachers, Caretaker & Parents (35 members) from Swami Bramhanand Foundation's Sweekar School on September 23, 2015.



Imagica hosted 4 little angels with their families (14 members) in co-ordination with Make a Wish Foundation, Pune on August 31, 2015.