

ANNUAL REPORT 2016-17



ADLABS
Entertainment Limited

**badi interesting
jagah hai...**





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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. Ghulam Mohammed - Independent Director
Ms. Anjali Seth - Independent Director
Mr. Steven A. Pinto - Independent Director
Ms. Meghna Ghai Puri - Independent Director

CHIEF FINANCIAL OFFICER

Mr. Mayuresh Kore

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 Raigad 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 - 101, 247 Park, L B S Marg,
Vikhroli West, Mumbai - 400 083
Tel: (022) 4918 6000 Fax: (022) 4918 6060
Website: www.linkintime.co.in

It is my pleasure and privilege to address you.
I am grateful to you for believing in the project
and supporting our vision and plans.

Chairman's Message



Since April 2013, over 5 million people have visited the parks. While these numbers and guest feedbacks give us a good idea of their expectations; appreciation of the product has been so well received by customers across the country. This international standard holiday destination has now become a part of most of the domestic tourist's itineraries. We are also one of the most preferred destinations for MICE, weddings and family holidays. In spite of this, we have a long way to go in making this project every Indians 'must-visit' holiday destination.

Imagica has also bagged many accolades under its belt - the OTM Award for Excellence, Most Promising New Destination Award 2015 and also the Tripadvisor's Traveller's Choice Award 2015 to name a few.

Imagica is now looking to reach out to audiences beyond Mumbai and Pune. With Gujarat and major cities in Madhya Pradesh already contributing to a significant number of visitors, we are endeavouring to popularize the theme park concept across the nation. As part of various marketing activities, Imagica has initiated various alliances and on-ground activities to reach out the characters and the park features beyond Mumbai to reach directly out to their target audiences.

I am also pleased to update on the outstanding performance of our hotel 'Novotel Imagica'. This year the occupancy of our Novotel Imagica property has been upwards of 72% with an ARR in excess of INR 10,500. The quality and performance of the property has also been recognized by the Industry bodies and accordingly in 2016 the property has received award for the best "New Hotel in the Upper Mix Segment Category" by HICSA which is the Hotel Convention of Southeast Asia in Delhi.

The Revenue recorded for FY 2016-17 was Rs. 239 Crore, vis-à-vis Rs. 234 Crore in FY 2015-16, a growth of 2%. The EBITDA for FY 2016-17 stands at Rs. 60.85 Crore vs. Rs. 40.12 Crore signifying a growth of 52%. The growth in EBITDA has been achieved largely by rationalization of our fixed costs. The continuous efforts to optimize the Company's operating cost by our teams have resulted in a reduction of 6% in the overall operating cost of which 8% savings is reflected in the operating cost of the Park business. This cost reduction is more or less permanent in nature and we will observe the positive impact of the same in FY 2017-18 performance as well.

The focus area for FY 2017-18 would be the balance sheet of the company and we will aggressively push for rationalization of our finance. In line with this objective our interest rate on long term borrowings is expected to be reduced to 11% from the earlier 12.4% pa with effect from June 2017. In addition all our efforts are on monetising the land towards reducing the debt.

Brand Imagica needs to expand without increasing the present debt to other metro cities with a strategic partner or any local partner as most of the states are willing to provide the land for increasing their tourism foot falls.

We once again thank all our shareholders for having continued faith in our Company.

We are excited to have you on board and we remain committed to making people happy and to ultimately take this company to its full potential. We also like to thank our employees on this journey in making our vision a reality and continuously offering a high class entertainment experience to our patrons.

Manmohan Shetty
Chairman

AWARDS / RECOGNITIONS RECEIVED 2016 - 17



KIDS STOP PRESS 2016
Digital Awards
Best Outdoor Park



IAAPI AWARDS 2016-17
Most Innovative
Rides & Attractions
Winner



IAAPI AWARDS 2016-17
Innovative Promotional
Activity Through
Media - TV Commercial



facebook
1,483,000+
★★★★★



Tripadvisor
4/5 rating
★★★★★



Youtube Views
6,415,000+



Website
Page Views
94,940,000+



ANDROID DOWNLOADS
380,400+



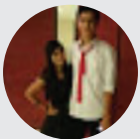
iOS DOWNLOADS
49,000+



Hitesh G

"Worth a visit. Had a great time with my family members. Will visit again. Full enjoyment. Will try the water park next time."

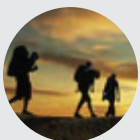
"Time well spent"



Parth S

This is place have anything you can do with your friends. Speedy rides, thrills. For me this is best theme park i have visited. Food quality is also good and also safety they have in their rides are great! Friends can enjoy more at IMAGICA."

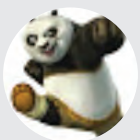
"Great time to spent with friends"



Ravi P

"It was an awesome experience and we enjoyed a lot. We will visit once more to Imagica soon. We have found that one day was less to enjoy because there are many rides and shows which everyone would like to repeat again and again."

"Awesome Place to Visit for Everyone"



Harshad H

"A day well spent with the most loved person in my life on her B'day and her decision of visiting this place was worth every second spent at the theme park. Awesome food at ZEZE Grill, superb rides and thrilling roller-coasters, nice and decent staff, hygiene every where.. what else do you want for spending a special day. Lastly, how can I forget my friend "The Detective Bow Wow", thank you for making us laugh so loud. A must visit place."

"BoW-Chick-WoW-WoW "





HORTICULTURE





Special Events
at Imagica

