

# ANNUAL REPORT 2018 - 2019





*Apno ke saath,  
full-on funbaazi*

**#Groupbaazi Mein Mazaa**



# INDEX

01	Financial Highlights
02	Notice of Annual General Meeting
12	Board's Report
40	Management Discussion and Analysis
51	Corporate Governance Report
69	Independent Auditor's Report on Financial Statements
76	Balance Sheet
77	Statement of Profit and Loss
78	Cash flow Statement
80	Notes to Financial Statements
121	Independent Auditor's Report on Consolidated Financial Statements
128	Consolidated Balance Sheet
129	Consolidated Statement of Profit and Loss
130	Consolidated Cash flow Statement
132	Notes to Consolidated Financial Statements
172	Form AOC-1
173	Proxy Form

**>8 MN VISITORS  
IN 6 YEARS**

**FOOTFALL - 1.6MN**

**VFS GLOBAL**

**TIMES TRAVEL  
AWARD 2019**

**ADVENTURE  
ATTRACTION  
SECTOR**

# Corporate

## Information

### BOARD OF DIRECTORS

Mr. Manmohan Shetty - Chairman  
Mr. Steven A. Pinto - Independent Director  
Mr. Ghulam Mohammed - Independent Director  
Ms. Meghna Ghai Puri - Independent Director  
Mr. Kapil Bagla - Non-Executive Director  
Mr. Ashutosh Kale - Executive Director & Jt. CEO

### BANKERS & 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

### KEY MANAGERIAL PERSONNEL

Mr. Ashutosh Kale - Executive Director & Jt. CEO  
Mr. Dhimant Bakshi - Jt. Chief Executive Officer (CEO)  
Mr. Mayuresh Kore - Chief Financial Officer  
Ms. Divyata Raval - Company Secretary & Compliance Officer

### STATUTORY AUDITORS

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

### SECRETARIAL AUDITORS

M/s. Aabid & Co., Company Secretaries  
(FCS No. 6579)

### REGISTRAR & SHARE TRANSFER AGENT

Link Intime India Private Limited  
C - 101, 247 Park, L.B.S. Marg,  
Vikhroli West, Mumbai - 400 083  
Tel: (022) 4918 6270 Fax: (022) 4918 6060  
Email: [rnt.helpdesk@linkintime.co.in](mailto:rnt.helpdesk@linkintime.co.in)

### COMPANY DETAILS

ADLABS ENTERTAINMENT LIMITED  
CIN: L92490MH2010PLC199925

### REGISTERED OFFICE

30/31, Sangdewadi, Khopoli-Pali Road, Taluka Khalapur, District Raigad - 410 203

### CORPORATE OFFICE

9<sup>th</sup> Floor, Lotus Business Park, New Link Road, Andheri (West), Mumbai - 400053  
T: 022 40680000 F: +91-22 4068 0088

Email : [compliance@adlabsentertainment.com](mailto:compliance@adlabsentertainment.com) Website : [www.adlabsimagica.com](http://www.adlabsimagica.com)





# Chairman's Message

## OUR MISSION

"We deliver best in Class entertainment for Delightful Memories, in a Clean, Safe and Happy Environment."

I would like to update that despite sincere efforts from the management to avoid a NPA scenario, the company slipped into NPA during the year. However, even though the company has become NPA, the operations of the park have been stable and not impacted by any means. We are providing the same quality of service and guest experience as before.

The lenders and the management have been working together on arriving at an amicable debt resolution. Various reports like Forensic, Valuation, Legal, etc has been prepared by reputed firms and been submitted to the lenders towards the process of debt resolution.

It is my pleasure to inform you that since the launch in April 2013, over 8.0 million people have visited Imagica. The visitors continue to show the appreciation of the product among our guests across the country. I am also pleased to update that our hotel 'Novotel Imagica' has become fully operational from September 2018. This year would be the first full year of operations with complete 287 rooms.

Imagica has also bagged many accolades under its belt like the IAAPI National Awards For Excellence 2018-2019 in five categories, VFS Global Times Travel Awards 2019 – Adventure Attraction Sector for the second time in a row.

Last year, GST was reduced to 18% from 28%. This year, we are diligently working towards getting the refund mechanism set-up for the SGST share of 9% in lieu of Entertainment tax waiver the company has received for its mega tourism status from Government of Maharashtra. The company has made a number of representations to the Government of Maharashtra with respect to the SGST refund. We have also approached the Bombay High Court to have this expedited.

As part of ongoing marketing activities, Imagica has forged strong cross promotion alliances with variety of brands across multiple industries such as airlines and travel, food and retail, banks, mobile wallets and service providers and education brands.

We are also one of the preferred destinations for MICE, weddings and family holidays. In spite of this, we have some way to go in making this project every Indian's 'must-visit' holiday destination.

I thank you for your investment and for having continued faith in our Company despite this difficult phase which we are going through. We assure you of our continued commitment to make people happy and to ultimately take this company to its full potential.

I would also like to thank our Board of directors and employees in this ongoing journey in making our vision a reality and continuously offering a high class entertainment experience to our patrons.

**Manmohan Shetty**  
Chairman



INDIA'S RETAIL CHAMPIONS AWARD 2019  
Winner – Entertainment Category



Innovative Promotional Activity through Media – OOH

Innovative Promotional Activity through Media  
Digital Marketing | Radio Category | TV Channel

Innovative Promotional activity through Print Media.



LIMCA BOOK OF RECORDS  
Largest collection and  
distribution of Toys Drive (2018)



INDIA LICENSING AWARDS 2018 (LIMA 2018)  
Licensee of the Year – Theme & Amusement Park



facebook

**1,509,468**



Tripadvisor

**4/5 rating**



Youtube Views

**19,941,739+**



Website  
Pageviews

**134,088,265+**



Imagica App  
Android  
Downloads

**352.71K+**



Imagica App  
iOS  
Downloads

**66.1K+**



Rekha Jitesh Parte

It was an awesome experience. So much fun. This is a perfect place to visit, fun and enjoy with your family and friends. All the rides are good enough. Multiple options like slides, crazy river, wave pool and rain dance we enjoyed. We loved it. Thank you to my family and Thank you Imagica for this wonderful experience.



Sanjay Kumar Das

It was my first time to visit a theme park, it was an awesome experience and best theme park I have seen. It is suitable for every age. All the rides are interesting and thrilling. Out of that, I found Nitro roller coaster, scream machine and deep space were just breathtaking. Some are very interesting like are I For India (Witness the magnificence of India in a unique flying experience! ), Dare to drop & Rajasaurus River Adventure.



Nachiket Kelkar

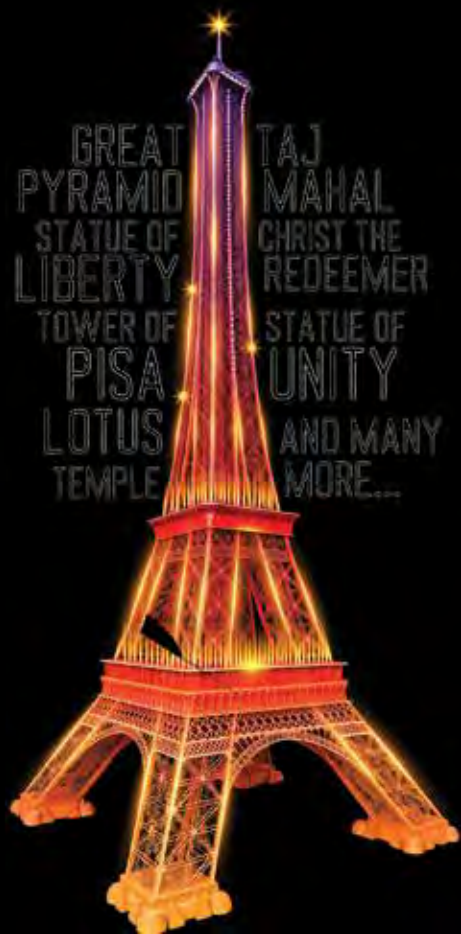
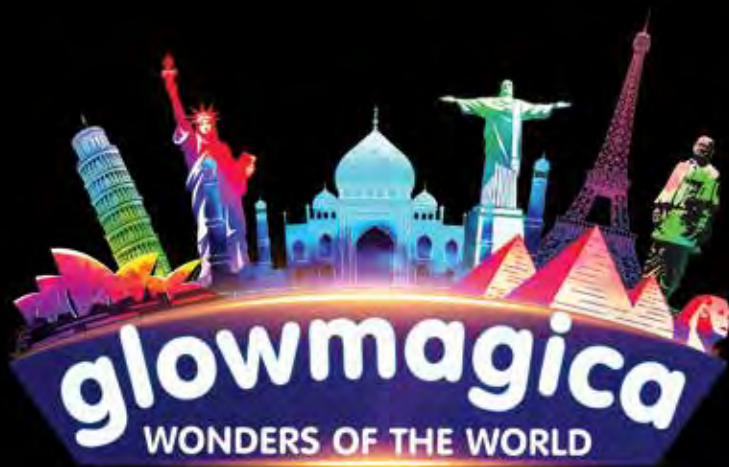
Full 2 dhamal  
Had a office picnic to this place. enjoyed the rides a lot. Food was delicious too. Best place to visit in summer



Priyal Mohite

full entertainment....very good management..  
specially aqua park is highly under life guards  
observance...big place but superb managed...  
cooperative and polite staff





## NEW ATTRACTIONS





WEDDING  
DESTINATION





Anniversary Bash Day

8,500+

Guests



New Year Eve

8,000+

Guests



Holi Bash

34,000+

Guests

