

# ANNUAL REPORT

## 2020 - 2021





*Apno ke saath,  
full-on funbaazi*

**#Groupbaazi Mein Mazaa**



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**>10 MN  
VISITORS  
IN 7 YEARS**

**1.6 MN  
AVERAGE  
FOOTFALL / YEAR**

**FICCI TRAVEL  
& TOURISM  
EXCELLENCE  
AWARDS 2019  
WINNER BEST THEME PARK**

# CORPORATE INFORMATION

## BOARD OF DIRECTORS

Mr. Manmohan Shetty - Chairman  
Ms. Anita Pawar - Independent Director  
Mr. Steven A. Pinto - Independent Director  
Mr. Ghulam Mohammed - Independent Director  
Mr. Dhananjay Barve - Independent Director  
Mr. Kapil Bagla - Non-Executive Director

## BANKERS & FINANCIAL INSTITUTIONS

Union Bank of India  
Indian Overseas Bank  
Bank of Baroda  
Jammu and Kashmir Bank  
Bank of India  
Central Bank of India  
Canara Bank  
Punjab and Sind Bank  
Life Insurance Corporation of India  
ACREs

## KEY MANAGERIAL PERSONNEL

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

## STATUTORY AUDITORS

M/s. V. Sankar Aiyar & Co., Chartered Accountants  
(Firm Registration No. 109208W)

## 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

### Imagicaaworld Entertainment Limited

(Formerly known as 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@imagicaaworld.com](mailto:compliance@imagicaaworld.com) Website : [www.imagicaaworld.com](http://www.imagicaaworld.com)



## CHAIRMAN'S MESSAGE

### OUR MISSION

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

The financial year 2020-21 has witnessed an unprecedented scenario, which has hit our industry possibly the most among all businesses. On account of the COVID-19 pandemic, the whole country was under lockdown starting March 2020 that continued for almost six months. Imagicaaworld Parks were shut down till December 2020. We were able to open our theme park on 24<sup>th</sup> December 2020, with strict safety measures and in compliance of relevant SOPs laid down by the authorities.

As our parks were closed for almost nine months, our revenue was significantly impacted, drastically reducing our top line by almost 90% in FY21.

The lenders and the management have been making steadfast engagements for an amicable debt resolution. However, due to the pandemic led disruption and underlying dynamics, the resolution has been further delayed.

Despite challenging times in last financial year, the Imagicaa parks continued to cater to our guests with utmost care during the limited period when we were permitted to operate, which has enabled us to serve more than 9.6 million people in aggregate since our launch in April 2013. We remain thankful to our guests for their support and patronage. Our hotel property; Novotel Imagicaa also operated with restrictions in FY21 and showed good promise, despite the challenging environment.

We have continued to focus on costs and in absence of revenues, the management had continued its efforts on rationalizing expenses, which should enable us to sustain in difficult times.

I would like to thank our employees and management who have stood by the company during such difficult times.

I thank you for your investment and for having continued faith in our Company despite this extremely 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





## The Economic Times Label Awards 2019 (India Licensing Expo 2019)

Winner - Entertainment Licensor of the Year

Winner - Best Merchandise by Theme & Amusement Park  
July 2019

## IAAPI National Awards For Excellence 2018-2019

WINNER - Digital Marketing

RUNNERS UP - Radio Ad

February 2020



## FICCI Travel & Tourism Excellence Awards 2019

Winner - Best Theme Park

(Infrastructure Category)

August 2019

Facebook  
**15,09,369**  
★★★★★



Tripadvisor  
**4/5 rating**  
★★★★



Youtube Views  
**26,128,887+**



Imagicaa App  
iOS  
Downloads  
**66.1K+**



Imagicaa App  
Android  
Downloads  
**372.33K+**



Website  
Pageviews  
**151,517,689+**



**Mitesh Davda**

One of the best entertainment park of india with the feel of the best one of the world !! Interior and exterior is amazing. Food safety and fun what else you need !!



**Jaydeep Vasava**

What a lovely place it is....even whole day is not enough to cover all the things....I have trip with my friends, we have enjoyed a Lot,at the end of the day we all are exhausted,yet some places are left to visit.. I m sure we are coming back again



**Vinit Singh**

Best place to enjoy your weekend and get a break from hectic life. Amazing and safe rides. It also provides food and accommodation services.



**Advait Danke**

One the best entertainment experience at Imagicaa! Had a lot of fun & thrill in every ride. It is best to experience the big rides in the early morning (before lunch) and then aiming for indoor rides (post lunch). As this planning helps to optimize the entire Imagicaa Experience! I recommend everyone to get the Express Ticket to save time & energy.



# NEW ATTRACTIONS







WEDDING  
DESTINATION



The Grand  
Imagicaa Parade



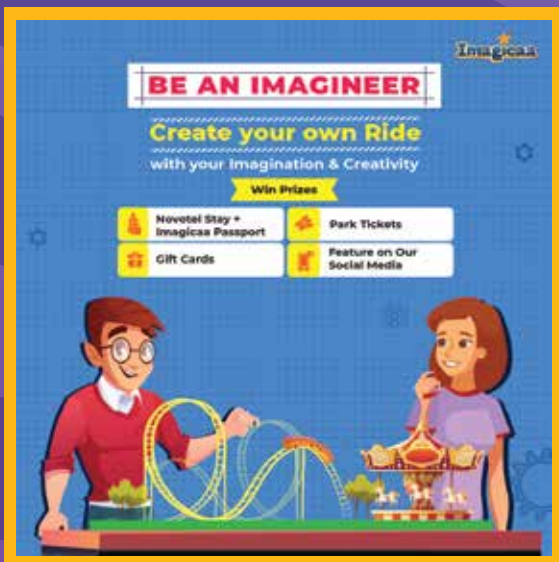
# CONSUMER ENGAGEMENT ACTIVITIES ON SOCIAL MEDIA



5 days of fun  
& learn activities



10,000+ doctors and  
medical staff registered



Be an Imagineer Contest -  
To build your Dream Ride



Making Friends & Family  
Dance to Imagicaa Jingle