



AMUSEMENT PARK & RESORT  
BANGALORE ■ KOCHI

Over 17 million happy customers and growing





**George Joseph**  
*Chairman*



**Kochouseph Chittilappilly**  
*Vice Chairman*



**Arun K. Chittilappilly**  
*Managing Director*



**Priya Sarah Cheeran Joseph**  
*Director*



**M.P. Ramachandran**  
*Director*

Dear Shareholders,

I have great pleasure writing to you about certain important initiatives taken by Wonderla Holidays Limited during the year under review. As you are aware, your Company is in the Amusement Park business for over a decade. Our Parks in Kochi and Bangalore have resume the most sought after tourist destinations in South India. Your Company Offers unmatched fun and easement to the visitors who crave for safety, cleanliness and hygiene.

The year has been quite challenging for the Indian Economy. High inflation, higher interest rates, high fiscal deficit, subdued GDP growth etc continue to cast gloom. The economy has been slowing down. A few boozy steps by Government have not improved the business and consumer confidence.

During the year your Company has taken certain bold initiatives to accomplish its vision to be the premier, multilocalational amusement Park in the Country. Your Company has purchased 46.17 acres of prime land in Hyderabad to set up the Third Amusement Park. Expeditionous step, are being taken to complete all formalities such as conversion of land, obtention of necessary approvals, sanction of development plan etc with a view to commence the project work early. Your Company's growth plans require sizable capital outlay. The Company has kick started its capital raising plan by filing the Draft Red Herring Prospectus (DRHP) with SEBI for the proposed Initial Public Offer (IPO) of Equity Shares. The Company has also tied up adequate term loans with its Bankers to part fund the expansion plans.

Despite the adverse environment in the economy, your Company could register spectacular performances during the year too. The total revenue during the year increased to Rs. 139.37 crores from Rs. 114.39 crores during the previous year, registering an increase of 22%. The profits before tax increased to Rs. 50.03 crores from Rs. 43.87 crores, registering an increase of 14.06%. The profit after tax increased to Rs. 33.59 crores from Rs. 29.50 crores registering an increase of 13.86%.

There have been noticeable changes in the lifestyle and spending habits of Indian middle class. Today youngsters and families prefer to spend quality time in locations where they can have fun, shop, eat and relax under one roof. With different kinds of international rides and newly built up Resort at Bangalore, Wonderla is the most preferred destination for the people of Southern states. At the Resort, Your Company

also hosts indoor as well as outdoor activities, theme evening parties, corporate parties, social gatherings and other functions. The events are customised, delivering a good mix of fun and thrill with safety.

While focusing on business, the Company continues to be a socially responsible corporate. Following the success at Kochi Park, Your Company instituted the 'Wonderla Green Awards' for schools within the Bruhat Bangalore Mahanagara Palike limits in Bangalore rewarding the schools which adopt innovative and comprehensive steps to conserve energy and natural resources. As part of our ongoing corporate social responsibility initiative your Company provides free medical consultation to the villagers who reside near Bangalore Park.

The performance of your company during the coming years is going to be crucial in achieving its dreams. I have great confidence in the Wonderla Team. Here managers think differently and act differently to mobilize the Organization. The Company has developed capabilities to access global network of resources to cocreate unique experiences with customers to stay competitive.

I would like to thank all the employees who have contributed to Wonderla Holidays successful performance in FY 2012-13. I would also like to thank our business partners, vendors, state government and local authorities, Banks and other business associates. Finally, I would like to thank all our shareholders for their encouragement and support.

Best wishes,  
Sd/-  
**George Joseph**  
**Chairman**

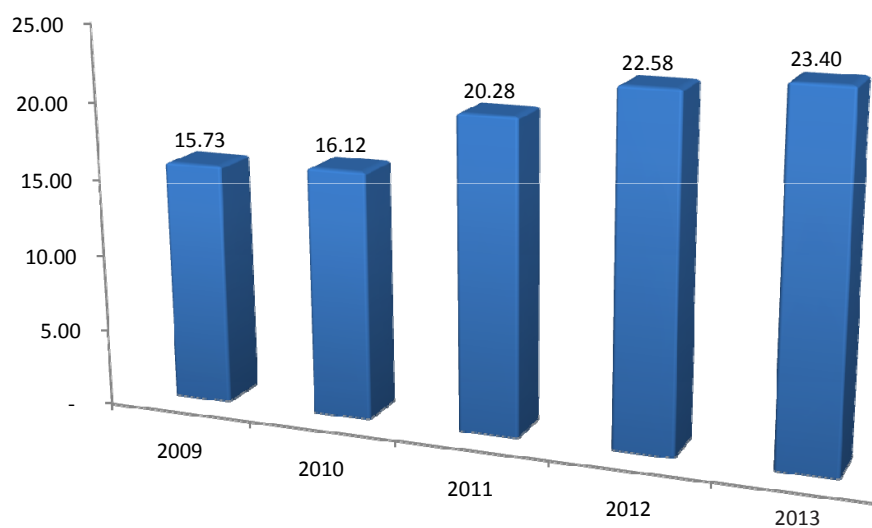
## Company Information

<b>Board of Directors</b>	:	George Joseph- Chairman Kochouseph Chittilappilly - Vice Chairman Arun K Chittilappilly- Managing Director Priya Sarah Cheeran Joseph- Director M.P. Ramachandran- Director
<b>Vice President Finance</b>	:	Nandakumar.T
<b>Company Secretary</b>	:	Santosh Kumar Barik
<b>Bankers</b>	:	State Bank of Travancore State Bank of India Axis Bank Ltd. HDFC Bank Ltd. ICICI Bank Ltd. Dhanalaxmi Bank
<b>Auditors</b>	:	B S R & Co. Chartered Accountants, Maruthi Info-Tech Centre 11-12/1 Inner Ring Road Koramangala Bangalore-560 071
<b>Registered Office</b>	:	Jadenahalli, Hejjala P.O, 28 <sup>th</sup> K.M, Mysore Road, Bangalore – 562109
<b>Amusement Parks Bangalore</b>	:	28 <sup>th</sup> K.M, Mysore Road, Hejjala .P.O, Bangalore – 562109
<b>Kochi</b>	:	803J, Pallikkara Kumarapuram, Kochi-683565

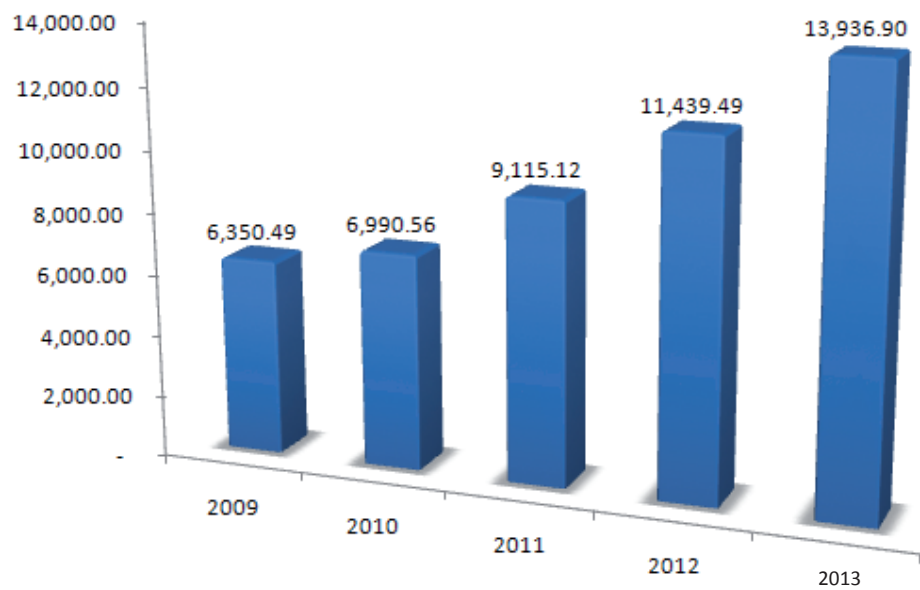
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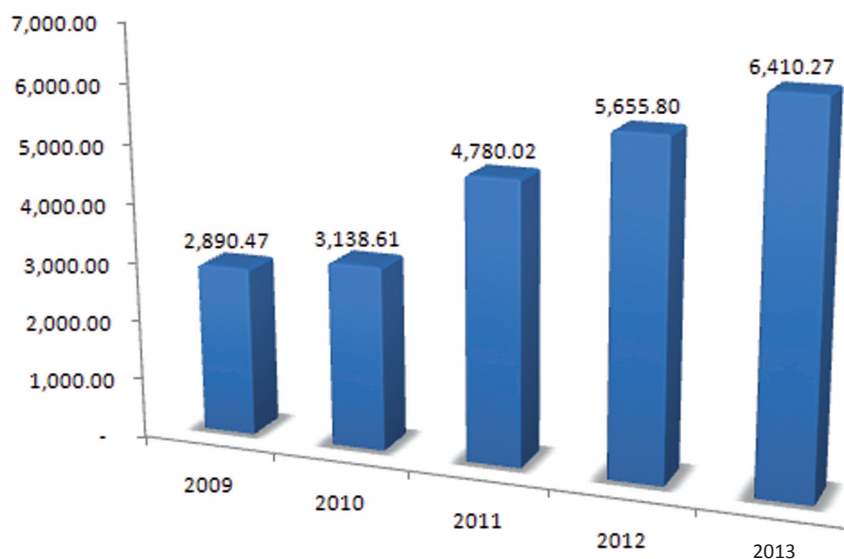
**Visitors (Nos. in Lakhs)**



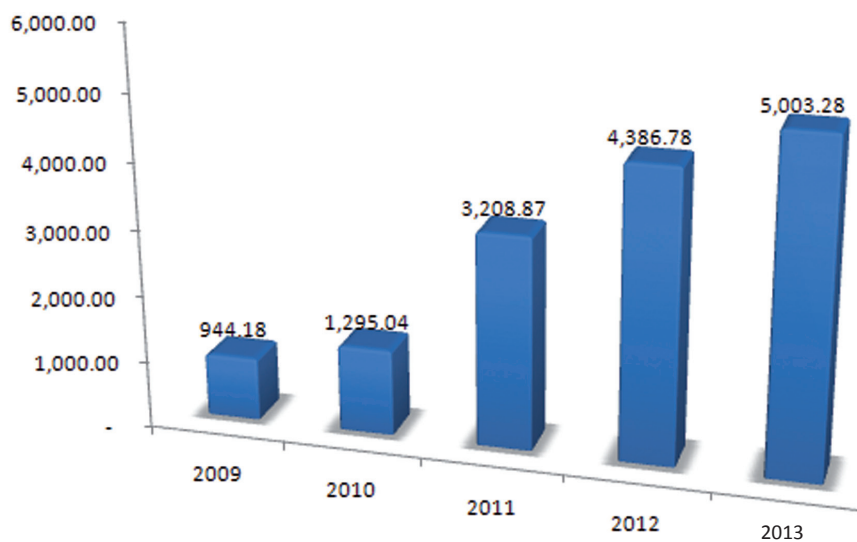
**Turnover (Rs. in Lakhs)**



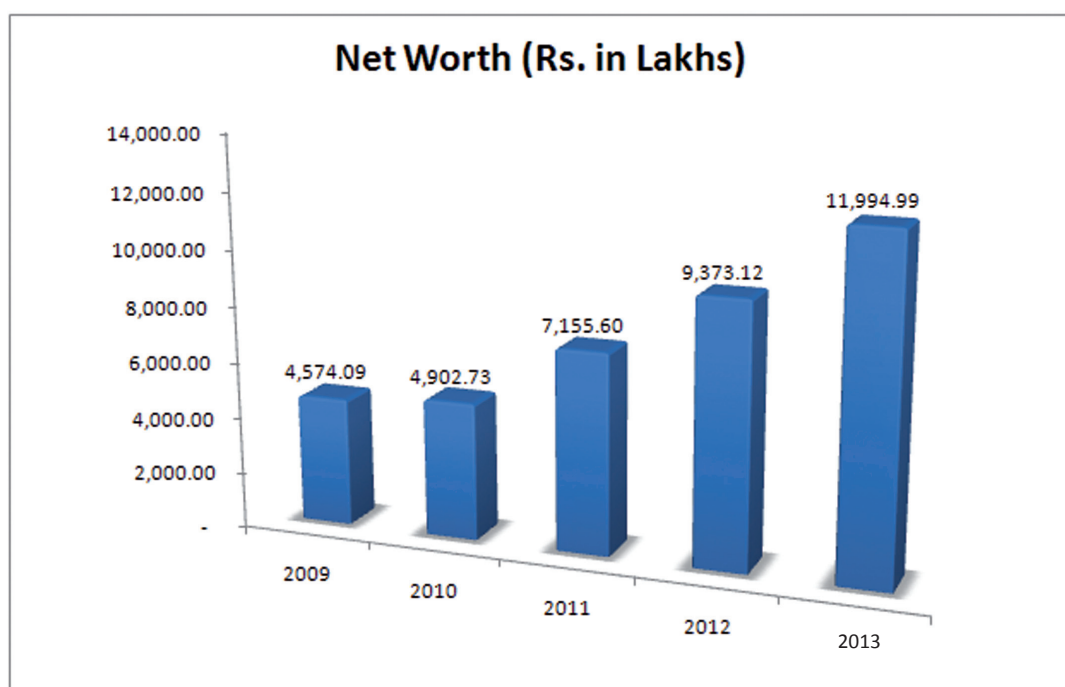
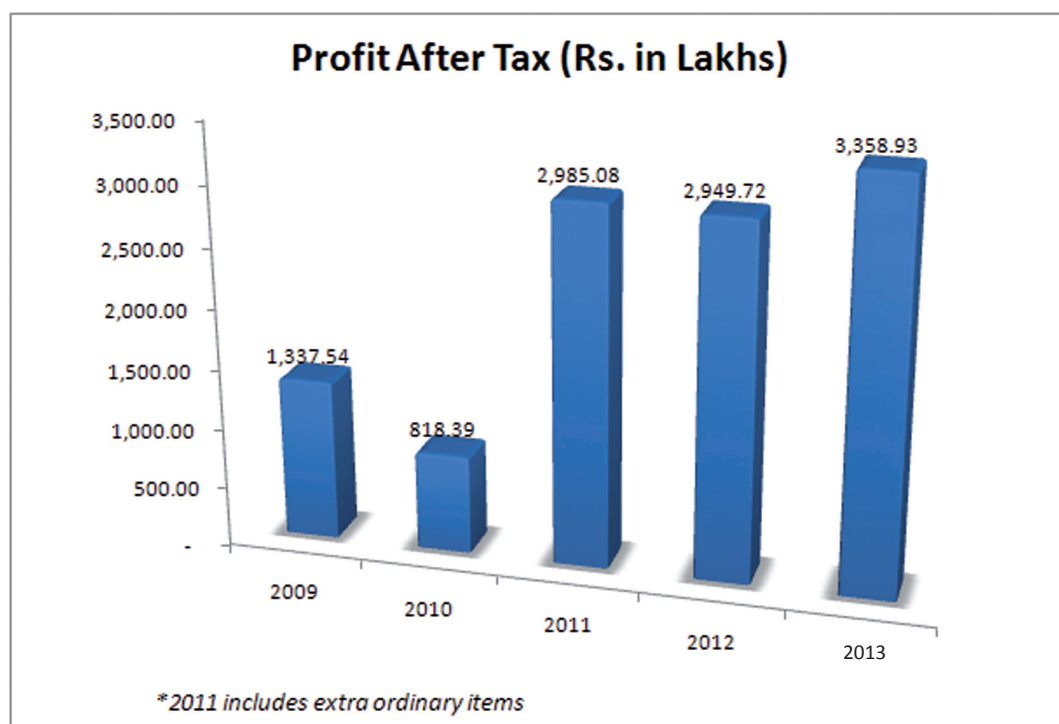
### Operating Profit (Rs. in Lakhs)



### Profit Before Tax (Rs. in Lakhs)







## NOTICE

Notice is hereby given that the Eleventh Annual General Meeting of the members of Wonderla Holidays Limited will be held at Wonderla Resort, 28<sup>th</sup> K M, Mysore Road, Bangalore-562109 on Wednesday, 24<sup>th</sup> Day of July 2013 at 02.00 p.m. to transact the following business:

### ORDINARY BUSINESS:

1. To receive, consider and adopt the audited Balance sheet as on 31<sup>st</sup> March 2013 and the Profit and Loss Account of the company for the year ended on that date together with the Director's Report and Auditor's report thereon.
2. To declare dividend.
3. To appoint a Director in place of Mr. George Joseph, who retires by rotation, and being eligible, offers himself for re-appointment.
4. To appoint M/s BSR & Co., Chartered Accountants, Bangalore as Auditors of the Company, for the period commencing from the conclusion of this Annual General Meeting till the conclusion of the next Annual General Meeting, and to fix their remuneration.

For and on behalf of the Board of Directors

Sd/-

**Santosh Kumar Barik**

Company Secretary

Kochi

May 27, 2013

### Notes:

1. **A member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend and vote instead of himself/herself and a proxy need not be a member of the company.**
2. A blank form of proxy is enclosed and if intended to be used, should be lodged with the company at the Registered Office at least 48 hours before the commencement of the meeting.