

Wonderla Holidays Ltd  
Annual Report 2022-23



# CRAFTING LIFE LONG MEMORIES







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#### Forward-looking statements

Some information in this report may contain forward-looking statements which include statements regarding Company's expected financial position and results of operations, business plans and prospects etc. and are generally identified by forward-looking words such as "believe," "plan," "anticipate," "continue," "estimate," "expect," "may," "will" or other similar words. Forward-looking statements are dependent on assumptions or basis underlying such statements. We have chosen these assumptions or basis in good faith, and we believe that they are reasonable in all material respects. However, we caution that actual results, performances or achievements could differ materially from those expressed or implied in such forward-looking statements. We undertake no obligation to update or revise any forward- looking statement, whether as a result of new information, future events, or otherwise.



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Wonderla

# CRAFTS LIFELONG

by offering thrilling and unforgettable experiences to visitors of all ages. From exhilarating rides and water slides to captivating shows and delicious food, Wonderla ensures that every moment spent at their amusement parks is filled with joy and excitement. Whether it's a family outing, a day with friends, or a special celebration, Wonderla goes above and beyond to create magical moments that will be cherished for years.





# MEMORIES

The Company achieved tremendous performance, breaking previous footfall, sales, EBITDA, and PAT records in FY23. The Company's focus and investment in new attractions contributed to the ongoing increase in footfall and income. Our team members and intelligent marketing strategies helped us achieve this growth.

Leveraging our expertise of over two decades, we will continue curating exceptional experiences for our customers. Our dedication to excellence and attention to detail ensures that every experience we deliver is unique and unforgettable.



## CURATING MEMORABLE EXPERIENCES

**We are a themed entertainment destination that strives to create unforgettable experiences for our guests, whether it's through our thrilling rides, immersive attractions, world-class entertainment, or exceptional customer service.**



Our commitment to innovation and creativity sets us apart in the industry, as we constantly push boundaries to provide unique and exciting entertainment options for people of all ages, while ensuring safety.

With three parks in Bangalore, Hyderabad, and Kochi, we offer entertainment, fun, and adventure all at a single location. Our resort in Bangalore complements the park experience. With a diverse range of attractions, delectable food, and guest amenities, we create a world where everyone cherishes joyous moments of life.

Within our parks, we provide a diverse range of water and land-based attractions that cater to guests of all ages. From gravity-defying roller coasters to tranquil water slides that offer a refreshing escape, our attractions are designed to evoke joy and laughter.

We believe that great food is an essential part of the experience, and we offer a wide array of mouth-watering options to satisfy every craving.

But what truly sets us apart is our commitment to curate joyous moments and memorable experiences for our customers.



## Vision

Adding 'Wonder' to lives and bringing people closer.

## Mission

Build and operate resource efficient amusement spaces to deliver a fun, thrilling, and hygienic experience to our guests.



**3**

Amusement parks

**10**

Banquet halls

**162**

Total rides across locations

**33 lacs**

Footfall in FY23

**110 acres**

Total land area covered

**4**

New rides introduced

**39 million**

Visitors since the year 2000



# KEY HIGHLIGHTS

## Amusement Park, Bangalore - Perfect blend of excitement and relaxation

Escape the urban chaos and immerse yourself in a world of wonder at Bangalore's Amusement Park. With 40 thrilling land rides and 21 exhilarating wet rides, this high-tech hub of India offers a perfect blend of relaxation and excitement.

**2005**

Launched in

**33%**

Footfall increased

**61**

Rides

**51%**

Revenue increase

**8%**

Average ticket  
revenue growth

**14%**

Average non-ticket  
revenue growth

**Recoil, Wonder Splash,  
Wonderla Bamba, Tarantula,  
Equinox, Sky Wheel, Drop  
Loop, Rain Disco, Wave Pool  
and Play Pool**

Signature rides

## Major events



### Rhythm Night

The Rhythm Night organised at Wonderla Bengaluru left an indelible mark on attendees as they experienced the captivating performance of Raghu Dixit, a renowned Indian folk-rock fusion artist. The energy was electric, with an enthusiastic crowd enthusiastically dancing and singing along to the mesmerizing rhythms of Raghu Dixit's music. His unique blend of folk, rock, and fusion resonated deeply with his devoted fans, who knew every word to his beloved songs. The addition of live food and beverage stalls enhanced the ambiance, creating a delightful fusion of outstanding music and delectable cuisine. As the night neared its end, fans departed with joyous memories and a profound admiration for the enchanting music that had graced the event.



### Decybel — EDM night

EDM Night held at Wonderla Bengaluru left an enduring impression on Electronic Dance Music enthusiasts in the city. The event was a remarkable experience, featuring pulsating beats, exhilarating performances, and an enthusiastic crowd that was fully immersed in the music. Renowned artists graced the stage, captivating the audience with their electrifying sets. The undeniable highlight of the night was the sensational performance by Le Twins. Hailing from Mexico and Latin America, these talented twin DJs, singers, and composers showcased their unparalleled energy and distinctive showmanship.





### Wonderla Resort, Bangalore - Combining luxury and comfort

The Wonderla Resort in Bangalore combines luxury and comfort to provide an unforgettable hospitality experience. With 84 lavish rooms, our three-star leisure resort surpasses expectations, creating cherished memories that last a lifetime. From weddings to corporate events, our four banquet halls and well-equipped boardroom offer the perfect venue for gatherings of up to 800 guests.

**69%**  
Occupancy

**58%**  
Revenue increase

**6%**  
Growth in average room rent





## Key highlights contd...

### Amusement Park, Kochi - Providing unforgettable experiences

Embark on a thrilling journey to Wonderla Kochi, where 33 land rides and 21 wet rides await your arrival. Spread across 30 acres, this fun-filled paradise promises an unforgettable adventure that will leave you craving for more. Experience the joy and excitement that make Wonderla Kochi a happening place.

**2000**

Launched in

**47%**

Footfall increased

**55**

Rides

**72%**

Revenue increase

**18%**

Average ticket  
revenue growth

**9%**

Average non-ticket  
revenue growth

**Recoil, Equinox 360, Flash  
Tower, Wonder Splash,  
Maverick, Skyring, Skywheel,  
Wave pool, Korneto and  
Fusion slide**

Signature rides

### Major events

#### Onam celebration by unveiling World's tallest Onapottan installation

In 2022, we commemorated Onam and extended a warm welcome to visitors at Kochi Park with a magnificent and environmentally friendly Onapottan installation. Standing tall at a height of 25 feet, this installation aimed to promote cultural awareness about the legends and festivities associated with Onam, particularly the lesser-known Onapottan form of Theyyam from North Malabar.

The construction of this impressive structure was overseen by Shaji Vasan, a skilled sculpture artist hailing from Karapuzha, Kottayam. It required the collaborative effort of five artists, working diligently for 30 days. To ensure sustainability, the team utilized materials like mats, baskets, wires, and palm leaves, and opted for natural dyes, such as saffron and turmeric powder, for coloring. Notably, the structure was constructed without the use of any natural adhesives, with the wires meticulously tied together, considering the challenges posed by the rainy season.

