

# ADLABS Entertainment Limited

April 25, 2016

<b>The Manager</b> <b>DCS - CRD</b> <b>BSE Limited</b> Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 Fax No.: 22722037/39/41/61/3121/3719 <b><u>BSE Scrip Code: 539056</u></b>	<b>The Manager</b> <b>Listing Department</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot no.C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Fax No.: 26598237/38 <b><u>NSE Scrip Symbol: ADLABS</u></b>
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Dear Sirs,

**Sub: MEDIA RELEASE**

We enclose herewith the media release dated April 25, 2016 being issued by the Company which is self explanatory.

This may also be treated as intimation pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly inform your members accordingly.

Thanking you,

Yours faithfully,  
For Adlabs Entertainment Limited



**Madhulika Rawat**  
**Company Secretary & Compliance Officer**  
**(Membership No. A21728)**



## **Imagica gets ISO certified for Integrated Management Systems by BIS**

**Mumbai, 25<sup>th</sup> April, 2016:** IMAGICA, India's favorite holiday destination, has been winning hearts across all age groups as well as various accolades since its launch in 2013. Adding another feather to its cap, Imagica Theme Park and Water Park have been awarded ISO Certification for Integrated Management System (IMS) by the Bureau of Indian Standards (BIS).

Imagica Theme Park and Water Park has been awarded with Quality Management System- IS/ISO 9001:2008 certificate, Environmental Management System- IS /ISO 14001:2004 Certificate for protecting and conserving nature and natural resources and the Occupational Health and Safety Management system – IS 18001:2007 certificates by the Bureau Of Indian Standards (BIS).

**Mr. Kapil Bagla, Director & Chief Executive Officer of Adlabs said,** “ Imagica has always given the highest importance to quality and safety for our guests and employees. Today, in a span of barely 3 years, we have been able to standardize all our operations and procedures to give the best of international standard experience to all our customers every time they visit our parks.”

The competitive strengths at Imagica include the operational excellence in the amusement park industry, high safety and hygiene standards as well as understanding of customer needs and ability to constantly innovate new attractions at the amusement parks.

Imagica boasts of a theme park, a water park and a state-of-the-art hotel – Novotel Imagica, all situated in Khopoli, around 90 minutes off the Mumbai-Pune expressway. Imagica has also launched India's largest snow park adding to the complete holiday destination experience. Together, the destination makes it one of the best getaway options in India which enables Indians to enjoy an international standard experience without the need to travel overseas.

### **About Adlabs Entertainment Ltd.**

Imagica is a project of Adlabs Entertainment Limited (AEL), promoted by Mr. Manmohan Shetty. Imagica is one of India's leading holiday destinations and offers a gamut of interesting experiences in one place through its theme park, water park, snow park and hotel. The group has assembled an experienced team for development and implementation of the projects. With



Imagica, Adlabs Entertainment Limited has created an 'all weather entertainment destination' that provides unique experiences to its guests.

Spread over 130 acres, and visited by over 3.5 million guests, the parks have it all; entertainment, fun, adventure, dining, shopping and accommodation at one single location. Located conveniently off the Mumbai-Pune Express Highway, the destination has been redefining the holiday experience in India, giving family entertainment a new high. To book tickets, log on to [www.adlabsimagica.com](http://www.adlabsimagica.com) or call (022) 4213 0405.

**For further information, please contact:**

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