

June 20, 2025

<b>BSE Limited</b> Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai - 400 001 <b><u>BSE Scrip Code: 539056</u></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 <b><u>NSE Scrip Symbol: IMAGICAA</u></b>
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Dear Sir/Madam,

**Sub.: Investor Presentation**

Please find enclosed herewith the Investor Presentation.

The above is for your information and records.

Thanking you,

Yours faithfully,

**For Imagicaaworld Entertainment Limited**

**Reshma Poojari**

**Company Secretary & Compliance Officer**

Encl: As above



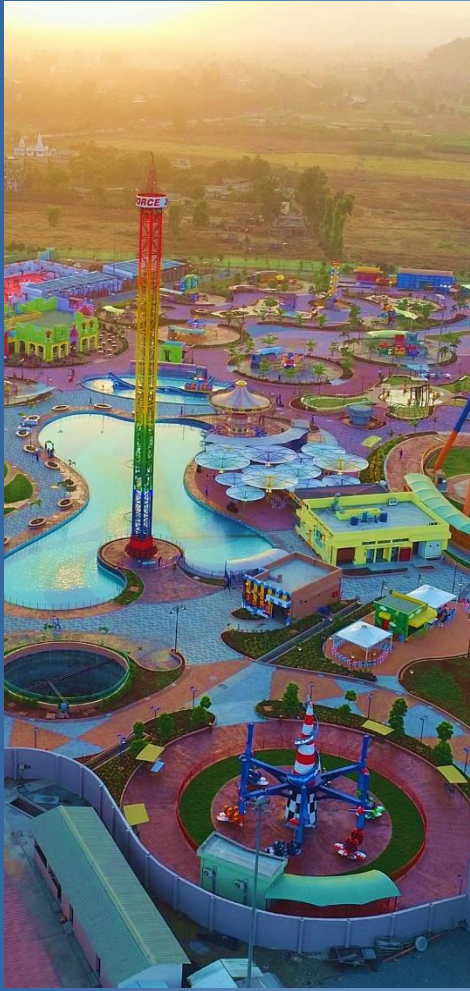
**Imagicaaworld Entertainment Limited**

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Corporate Identity Number (CIN): L92490MH2010PLC199925 - Website: www.imagicaaworld.com - Email: contactus@imagicaaworld.com



# Imagicaaworld Entertainment Limited

## Q4FY25 Investor Presentation





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## The Agenda

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### Introduction

Who We Are & What We Do



### Industry Overview

Set for Steady Growth



### Our Growth Strategy

Initiatives For Future Growth



### Financial & Operational Highlights

Historical Performance



### Annexures



# One Of The Largest Amusement & Theme Park Player In India By Revenue & Number Of Parks



## 8 Parks Strategically Located Parks Along Western Belt

### Madhya Pradesh

Indore (1)

### Gujarat

Surat (1)

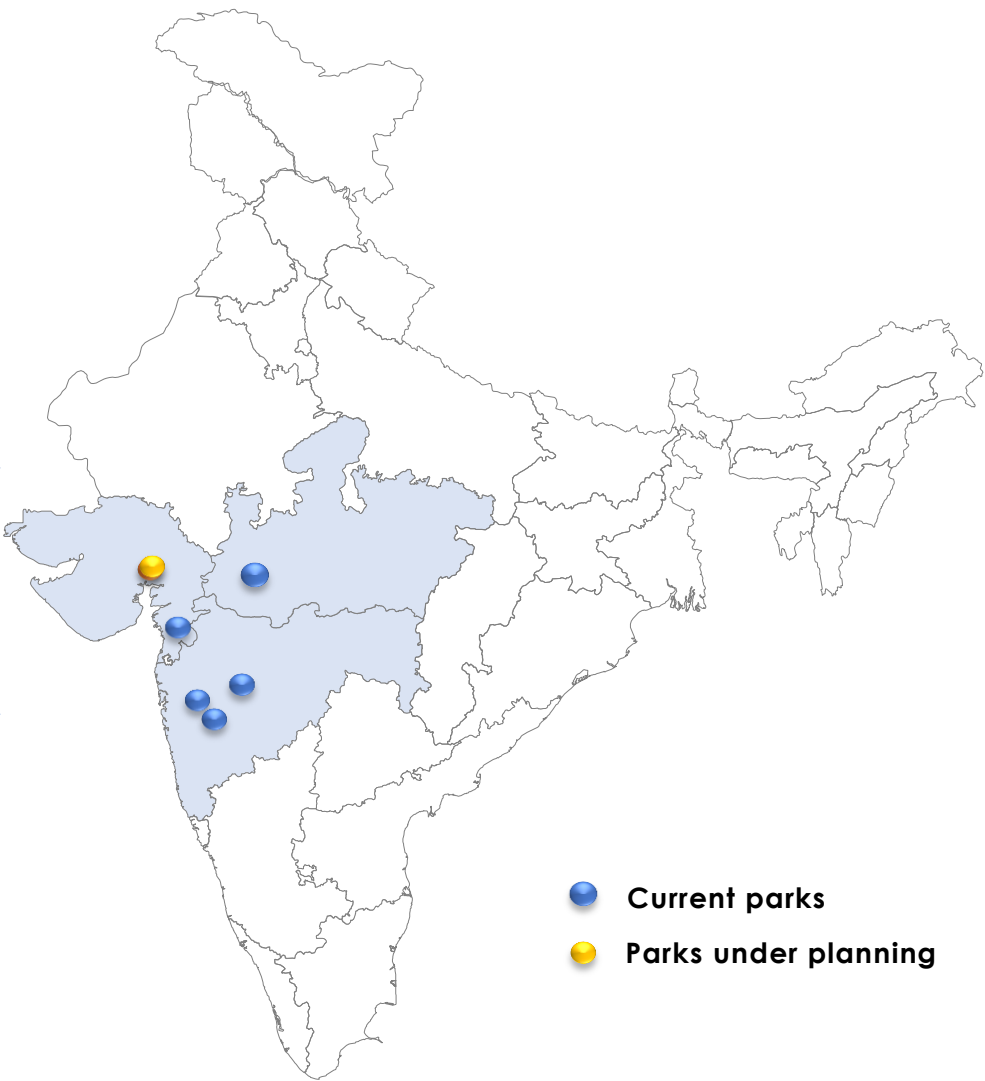
Ahmedabad\*

### Maharashtra

Khopoli (2)

Lonavala (2)

Shirdi (2)



- Current parks
- Parks under planning

## Current Portfolio of Brands



Theme & Water Park +  
5-star Hotel  
in Khopoli



Amusement & Water Park in  
Lonavala



Spiritual Park & Water Park in  
Shirdi



Water Park  
in Surat



Water Park  
in Indore

\*Map not to scale



# Imagicaaworld 2.0 – A New Trajectory



## Strong New Management

Over **2 decades of experience in Park Business** with professionalism and proven track record



## Addition of New Attractions at Existing Parks

During FY 24 & FY25, **initiatives taken across parks** leading to **addition of new rides & attractions** as well as **increased daily capacity**



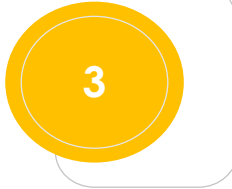
## Large Portfolio of Parks

Post acquisitions, Imagicaaworld has largest portfolio with **8 parks and 1 Five-star hotel**



## Improved Operational & Financial Performance

Consolidation of **7 parks** resulting in **2X Footfall and EBITDA**, with **1.5X Revenue increase**



## Entered New Geographies

New park located between **Indore and Ujjain** spread across **18 acres** with **20+ rides** and **3 multi cuisine restaurants**



**8\* Parks**  
Across 5 locations  
In Western India  
spread across **~220 acres**

**~28 Lakhs**  
Combined Footfalls  
across Parks with  
Strong Regional  
Dominance

**150+**  
Rides and  
Attractions along  
with Proprietary  
Character and  
Ride Content IPs

★★★★★  
**4+** Guest  
Experience  
Rating<sup>1</sup>

**287**  
**keys thematic**  
5-Star Deluxe Hotel  
with 13,000+ sq.ft.  
Banquet & Lawn

**ESG Conscious**  
Water Harvesting  
and Solar powered

1. Guest rating on social media / travel aggregator platforms



# Backed By Strong Promoters – Malpani Group



FMCG

Real Estate

Renewable Energy

Park Business

Hospitality & Education

## About Malpani Group

Based out of Sangamner in Maharashtra

Presence across **FMCG, renewable energy, real estate, hospitality, theme and water parks, and education businesses**

Their businesses are spread across multiple cities and have a wide customer reach

The group has created significant power generation capacity with presence in both wind and solar power projects across several major states



Well Diversified Business Portfolio of Malpani Group





Our Brands



## Industry with high entry barrier

- ✓ **Competitive risk is low** as our strong presence inhibits new players
- ✓ High capex and requirement of large land parcels act as a further deterrent
- ✓ Our Strong **presence in the western belt** is a key moat and creates huge entry barrier
- ✓ Established **early presence in right catchment** areas driving footfalls

## Proximity to large catchment areas with higher spending propensity

- ✓ Khopoli-Lonavala parks address primary catchment areas of **MMR + Pune ~34mn population**
- ✓ Shirdi park addresses primary catchment areas of **Shirdi & nearby regions**
- ✓ Current park in Surat and upcoming parks in **Sabarmati & Ahmedabad ~15mn population**
- ✓ Indore Water Park addresses cities of **Indore, Ujjain & Dewas ~8mn population**

## Wide offerings of rides & attractions across various park formats

- ✓ **150+ rides** and attractions across parks
- ✓ Presence across several formats including **amusement park, theme park, devotional park** and **water park**
- ✓ Constant efforts towards enhancing customer experience as well as adding capacity
- ✓ **Added new rides & attractions over past 3 years** which has increased daily capacity **and led to repeat visitors**





# Key Levers For Best-in-class Experience



01

## International Rides from Reputed Suppliers

Provides unique experience with Thrill rides sourced from **Switzerland, United States, Canada, Turkey, Italy** and many more

## Bouquet of Product Offerings

02

Product offerings with a combination of **Theme Park, Amusement Park, Water Park, Devotional Park & a 5-star Hotel**

03

## In house Food & Beverages

Provides **Thematic and Festival led cuisine experiences** to cater to sensibilities and taste buds of visitors with high hygiene standards

## Best Safety Standards

04

**ISO & BIS certified for safety & process compliances.**

Periodic 3rd party audits of rides and strict adherence of rehabilitation and maintenance activities

05

## Strong brand equity & recall

Demonstrated capabilities in **rich character content created in-house** ranging from the design and looks, films and adaptations to merchandise resulting in high brand recall

## Enhanced Customer Experience

06

Curated evening acts such as **The Grand Imagicaa Parade, Light & Fountain show** and **array of Events across the year** create memories leveraging technology to better understand customer preferences



# Strong Leadership Team

Promoters with more than two decades of experience in the park business



**Mr. Rajesh Malpani**  
**Chairman (Non Executive)**

- M.S. from Virginia Technical Institute (U.S.A)
- Extensive experience successfully diversifying Malpani Group's sectoral reach
- Strong Acumen in Finance, taxation and planning



**Mr. Manish Malpani**  
**Non-Executive Director**

- Mechanical Engineer with many years of hands-on experience in FMCG and real estate
- Pioneer in India's amusement & water park sector



**Mr. Jai Malpani**  
**Managing Director**

- London School of Economics and Bentley Graduate in Economics and Finance
- Responsible of the expansion and management of our park verticals
- Actively involved in Group Investments

## Key Management Professionals



**Mr. Dhimant Bakshi**  
**CEO and CMO**

- INSEAD Alumnus with 30+ years experience in Retail, Entertainment and Ecommerce businesses - Associated with IEL since 2012
- Experience across Reliance Retail, Shoppers' Stop & Future Group



**Mr. Mayuresh Kore**  
**CFO and Head - Legal**

- MBA Finance with 20+ years of diverse experience across project finance, treasury, investment banking
- Associated with IEL since 2009 leading Fund raising and Corporate Planning

## Experienced support from promoter group

**Mr. Prafulla Khinvasara**  
**CEO – Renewables**

- Experience in the areas of operations management & procurement
- He has been with the group for more than two decades

**Mr. Prashant Runwal**  
**Group – CFO**

- Chartered Accountant
- Strong expertise in the areas of M&A, Corporate Finance, Taxation, Accounting and Business Strategy

**Mr. Uday Khairnar**  
**Group – CTO**

- Experience in implementation of IT solutions including SAP



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### Annexures

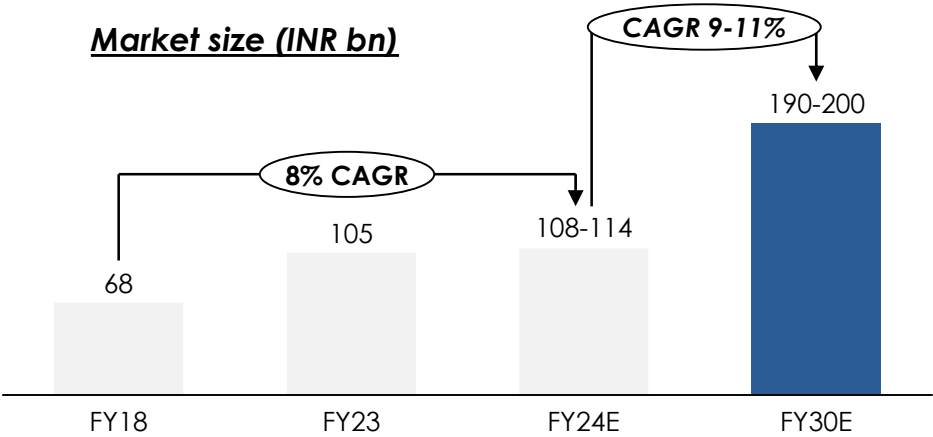




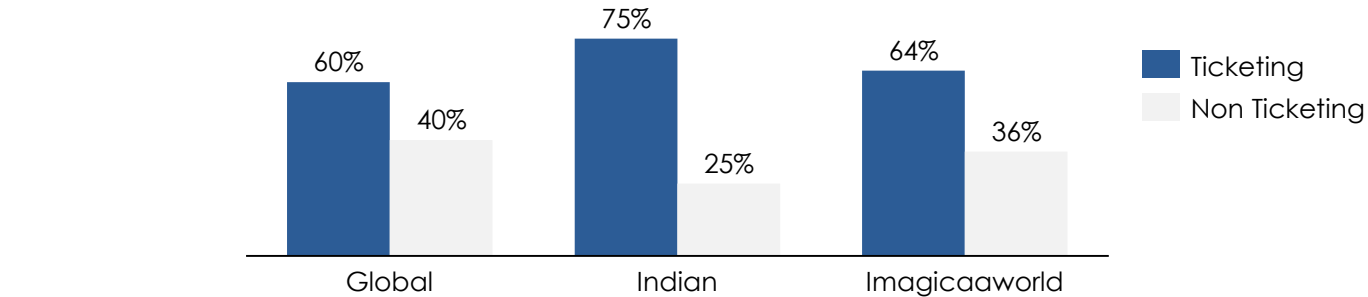
Indian Amusement & Theme Park industry to grow at healthy 9-11% CAGR from FY2024 to FY2030

- ✓ Growth is expected to be supported by expansion of players in diverse geographies including tier-2 and tier-3 cities
- ✓ Players are innovating their product and service offerings to enhance guest experience → adopting digital means of ticketing, offering group discounts, theme parties, festival celebrations to attract higher footfalls
- ✓ Ticket revenue continues to remain dominant stream for Indian amusement and theme park players
- ✓ Indian market is dominated by medium and small parks given high capex and regulatory compliances with few large parks

Outlook of Indian entertainment park industry market



Revenue Streams of Amusement Parks

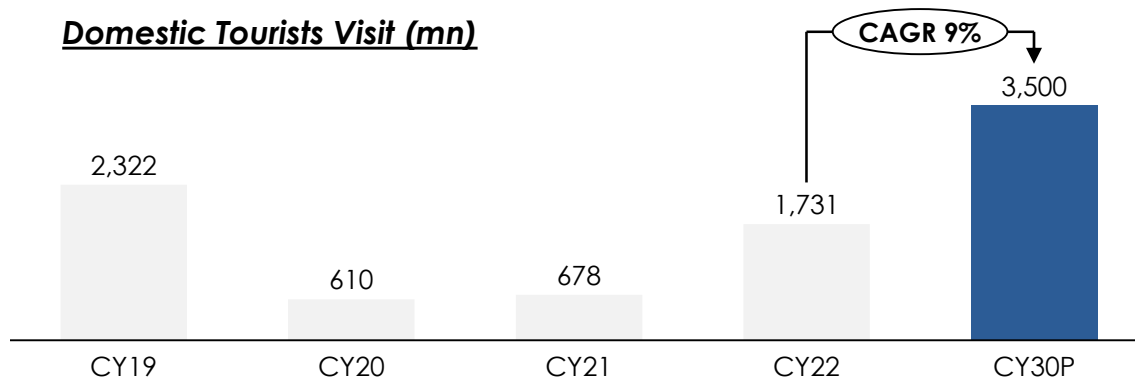


- Significant difference between revenue mix of Indian Amusement Parks compared to Global Parks
- Largely due to lower discretionary spending power of Indian consumers
- Imagicaa's non-ticketing revenue contribution is closer to global parks

# Factors Supporting This Growth

## Rise in domestic tourism due to increased connectivity

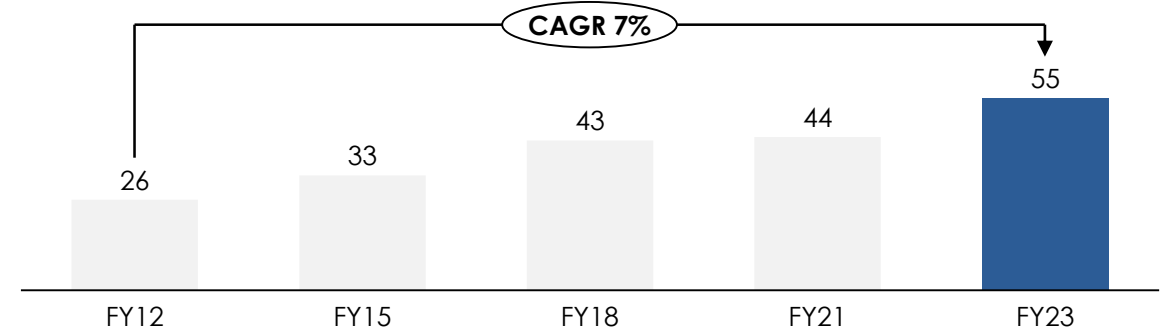
### Domestic Tourists Visit (mn)



- Robust growth in Domestic Tourist Visits (DTV) is aiding the tourism allied sectors like hotels, amusement parks etc.
- Additionally, state-level policy initiatives aimed at promoting tourism have also played a crucial role in driving up domestic tourism

## Increasing disposable income & evolving consumer behaviour

### Consistent rise in discretionary personal consumption, PFCE (INR tn)



- Spending on leisure activities like amusement and theme parks is linked to discretionary spending
- There is rising propensity of Indian consumers to spend due to increase in disposable income of households

## State government provide support to the industry

- ✓ **Maharashtra (Tourism policy 2016)** – fiscal and additional incentives for eligible units including water sports and amusement parks
- ✓ **Gujarat (Tourism policy 2021-2025)** – incentives in the form of capital subsidy, exemption of electricity duty etc. for parks with investment >INR 500 mn are eligible
- ✓ **Tamil Nadu (Tourism policy 2023)** – investments in the entertainment parks/projects spread over minimum 15 acres of land will be supported
- ✓ **Madhya Pradesh (Tourism policy 2016)** – Hotels, resorts, water parks, amusement parks are will be eligible for the subsidy/incentives

## Capital Intensive Business



Requires upfront investment for new park set up  
Incur Replacement & Refresh capex for new rides every 2-3 years to attract customers and get repeat footfalls

## Lack of differentiated offerings



Most players (except for few large players) do not have unique offerings in terms of overall experience or rides & attractions  
This constrains their ability to attract repeat demand

## Land Acquisition Hurdles



Parks are extremely land intensive business as typical large parks require around 30-50 acres  
Land acquisition is complex and key factor for finding strategic location, regulatory clearances and rehabilitation

## Executorial & Operational Expertise



Indian amusement and theme park industry players requires execution experience in operating and managing operations  
Longer break-even periods, players require expertise in execution and managing day to day operations



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## Expand And Upgrade Our Existing Parks

- ✓ Growth in revenue & footfalls from periodically introducing new attractions
- ✓ Innovate newer attractions based on concepts that are popular basis in-house market study

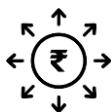
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## Foraying Into New Geographies

- ✓ Expand operations and further Strengthen Brand 'Imagicaa' by setting up new parks PAN India
- ✓ Adding one new location each year, with a focus of expanding into Tier I and Tier II cities in India

2



## Well Diversified Revenue Streams

- ✓ High Focus on F&B and Retail merchandise operations to increase Consumption and ARPU
- ✓ Monetisation through sponsorship opportunities to Brands and Advertisers
- ✓ Hotel Novotel Imagicaa, leveraging with park as a venue for MICE and Weddings

3



## Expand And Upgrade Our Existing Parks

- ✓ Revenue synergies from cross and upsell across parks
- ✓ Improvement in overall ARPU with pricing and Bundling
- ✓ Cost efficiencies in marketing, employee cost, procurement and other corporate overheads

4



## Pursue strategic collaborations to develop scale and capabilities

- ✓ Diversify portfolio through collaborations to provide more offerings to customers

5



# Building A Pipeline For Pan India Presence



Strategically located near key cities of **Indore and Ujjain**

Spread across **18 acres** with **20+ water rides & attractions**, and **3 multi cuisine restaurants with banquet** with 7 acres still available for future expansion

**Commenced Operations in March 2025**

Indore Park is seeing good footfalls, and we expect the steady the performance of the park to improve and achieve breakeven as operational leverage kicks in in coming years

**Aquaimagicaa – Indore, Madhya Pradesh – Launched in March 2025**



Won bid in March 2024 to establish a landmark concept at the iconic Sabarmati Riverfront in Ahmedabad under **PPP Mode**

Multiple indoor and outdoor attractions such **as Ferris wheel, racing track** etc., **F&B outlets** spread across **11 acres**

Project Master Plan ready, expecting environment clearances soon. Lease agreement to be executed and **ground-breaking expected in second half of CY 2025**

**Entertainment Hub – Sabarmati, Gujarat**





# Creating Pan India Entertainment Park Network



**Chandigarh**  
~1mn population

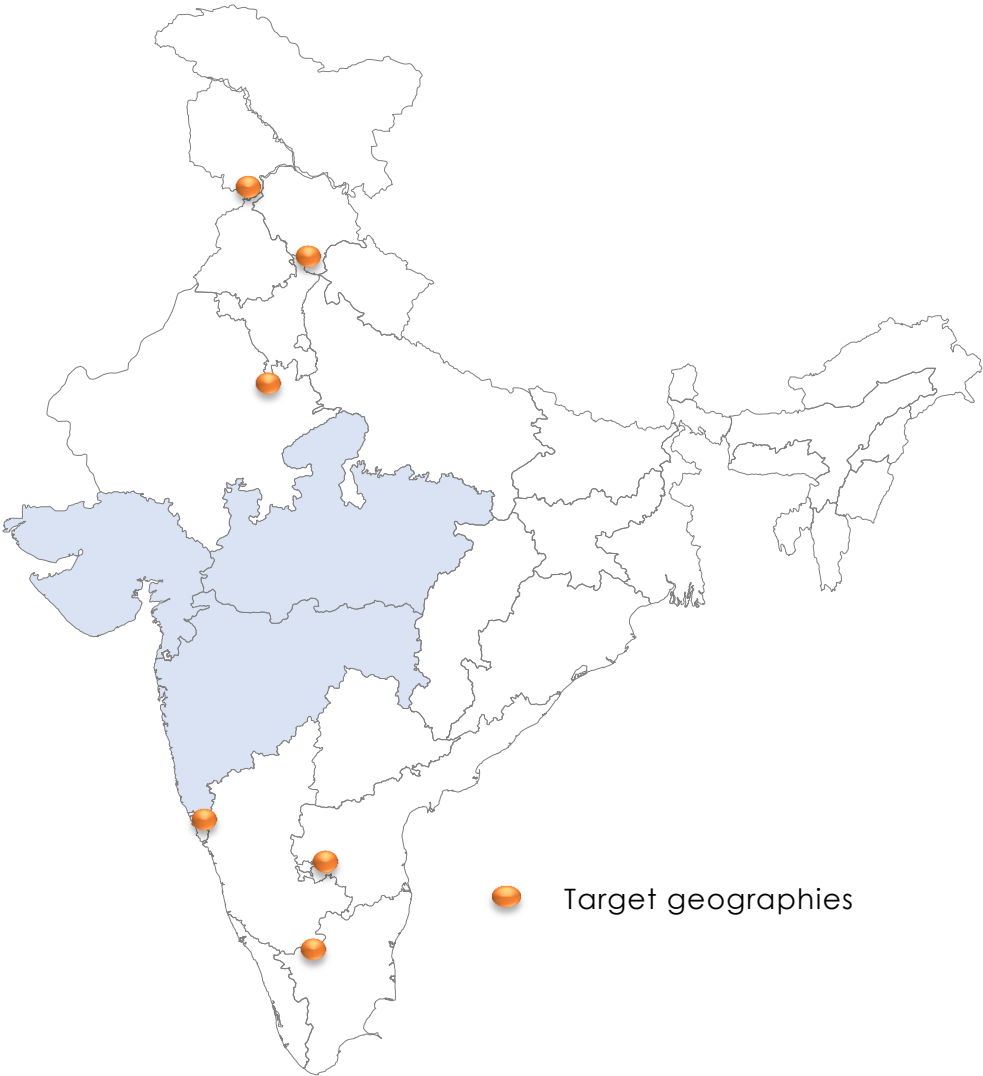
**Delhi/NCR**  
~72mn population

**Jaipur, Rajasthan**  
~5mn population

**Goa**  
~2mn population

**Bengaluru, Karnataka**  
~10mn population

**Coimbatore, Tamil Nadu**  
~3mn population



## Identifying the Right Location!

**1 Regions with large catchment areas**  
Target cities with >40 lacs population

**2 Ability to drive footfalls**  
Proximity & good connectivity to nearby cities

**3 Land availability**  
Typically target to build large or medium parks requiring space >10 acres

**4 Identify Collaboration Partners**  
Potentials tie-ups with government, alliance partners or international partners



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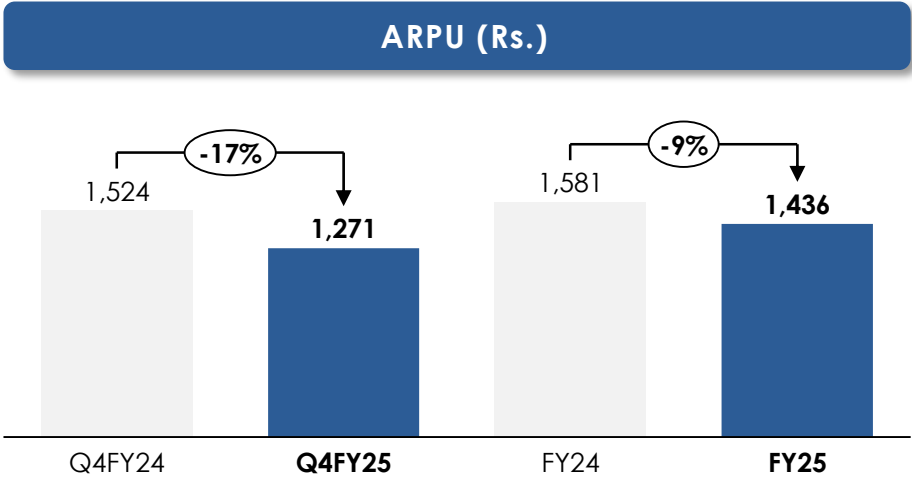
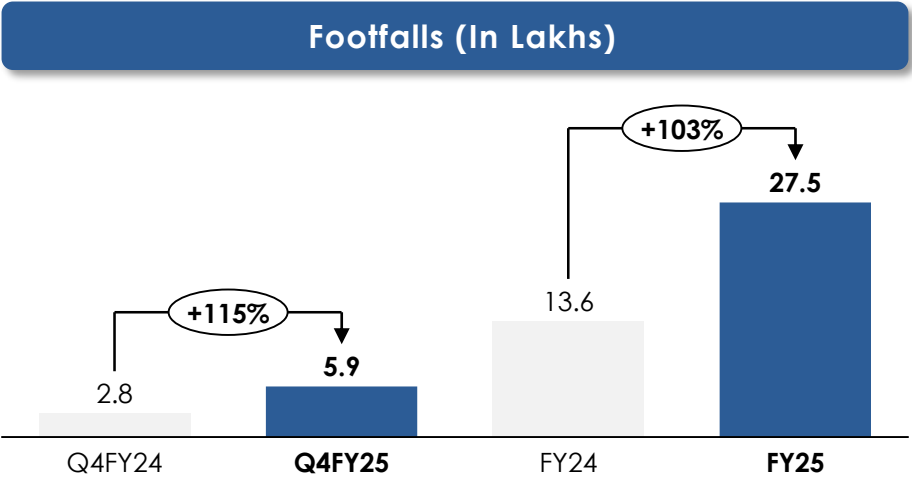
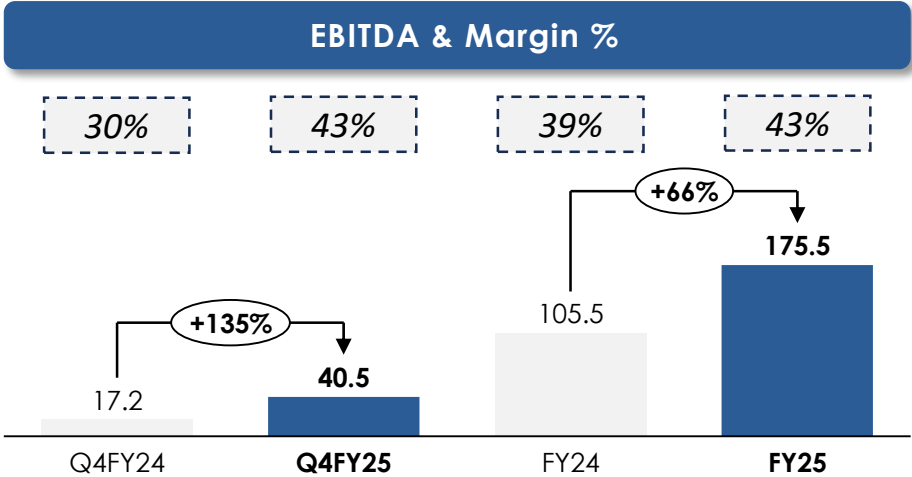
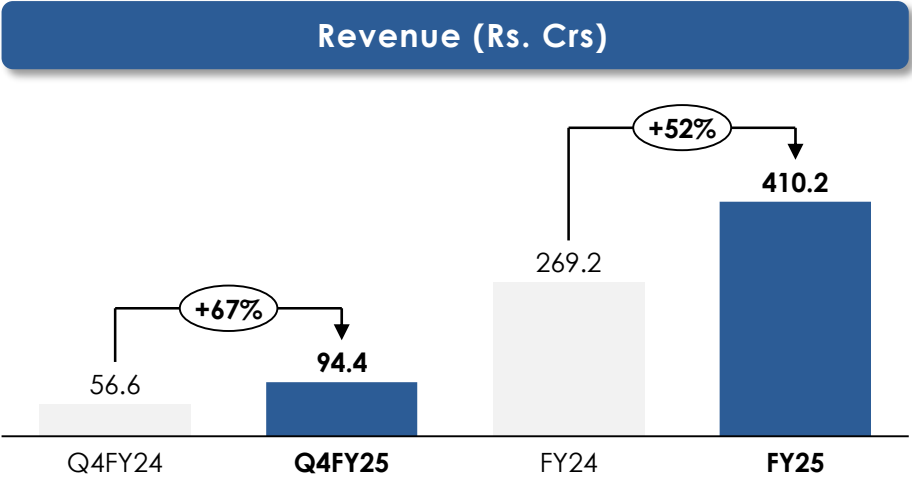
Turnaround Story



### Annexures



# Performance Highlights – Q4 & FY25\*



\*Q4 & FY25 includes Wet'n Joy Parks acquisition





# Profit & Loss Statement\*

Particulars (Rs in Cr)	Q4FY25	Q4FY24	YoY	FY25	FY24	YoY
<b>Revenue from Operations</b>	<b>94.4</b>	<b>56.6</b>	<b>67%</b>	<b>410.2</b>	<b>269.2</b>	<b>52%</b>
Operating Expenses	9.4	6.3		40.9	28.6	
<b>Gross Profit</b>	<b>85.0</b>	<b>50.4</b>	<b>69%</b>	<b>369.3</b>	<b>240.6</b>	<b>53%</b>
<b>GP Margin</b>	<b>90.0%</b>	<b>88.9%</b>		<b>90.0%</b>	<b>89.4%</b>	
Employee Cost	11.8	10.2		46.3	37.0	
Other Expenses	32.7	22.9		147.6	98.2	
<b>EBITDA</b>	<b>40.5</b>	<b>17.2</b>	<b>135%</b>	<b>175.5</b>	<b>105.5</b>	<b>66%</b>
<b>EBITDA Margin</b>	<b>42.9%</b>	<b>30.4%</b>		<b>42.8%</b>	<b>39.2%</b>	
Other Income	2.6	4.1		9.2	9.6	
Depreciation	23.0	15.5		89.1	79.3	
<b>EBIT</b>	<b>20.1</b>	<b>5.8</b>	<b>244%</b>	<b>95.5</b>	<b>35.8</b>	<b>167%</b>
<b>EBIT Margin</b>	<b>21.3%</b>	<b>10.3%</b>		<b>23.3%</b>	<b>13.3%</b>	
Finance Cost	4.5	0.4		10.7	1.6	
Exceptional Item Gain/ Loss	-0.6	5.5		1.7	-509.1	
<b>Profit before Tax</b>	<b>16.2</b>	<b>-0.04</b>	<b>NA</b>	<b>83.2</b>	<b>543.3</b>	<b>-85%</b>
Tax	0.5	-5.0		6.0	2.2	
<b>Profit / (Loss) for the year</b>	<b>15.7</b>	<b>5.0</b>	<b>217%</b>	<b>77.2</b>	<b>541.1</b>	<b>-86%</b>
<b>PAT Margins</b>	<b>16.7%</b>	<b>8.8%</b>		<b>18.8%</b>	<b>201.0%</b>	
Other Comprehensive income (net of tax)	0.0	0.3		-0.2	0.2	
<b>Total Comprehensive income (after taxes)</b>	<b>15.7</b>	<b>5.2</b>	<b>201%</b>	<b>77.0</b>	<b>541.3</b>	<b>-86%</b>
EPS	0.3	0.1		1.4	11.5	

\*Q4 & FY25 includes Wet'n Joy Parks acquisition

# Balance Sheet

ASSETS (Rs in Cr)	Mar-25	Mar-24
<b>Non-current assets</b>		
Property, Plant and Equipment	1,402.6	689.5
Capital work-in-progress	31.5	118.7
Intangible Assets	4.6	1.4
Goodwill	41.3	0.0
<b>Financial Assets</b>		
(i) Investments	11.3	9.9
(ii) Others Financial Assets	2.7	0.0
Deferred Tax Assets(net)	187.9	193.9
Other non-current assets	9.7	7.8
<b>Total Non Current Assets</b>	<b>1,691.6</b>	<b>1,021.3</b>
<b>Current assets</b>		
Inventories	20.0	16.0
<b>Financial Assets</b>		
(i) Investments	54.2	0.0
(ii) Trade receivables	9.7	4.1
(iii) Cash and cash equivalents	37.6	100.7
(iv) Bank balances other than (iii)	15.3	5.8
(v) Loans	0.1	0.0
(vi) Other Financial Assets	28.4	7.4
Current tax assets (net)	4.1	1.9
Other Current Assets	26.8	25.4
<b>Total Current Assets</b>	<b>196.2</b>	<b>161.2</b>
Assets held for sale	0.0	11.2
<b>TOTAL ASSETS</b>	<b>1,887.8</b>	<b>1,193.7</b>

EQUITY AND LIABILITIES (Rs in Cr)	Mar-25	Mar-24
<b>EQUITY</b>		
Equity Share Capital	565.8	481.9
Other Equity	687.0	257.8
<b>Shareholders Funds</b>	<b>1,252.8</b>	<b>739.7</b>
<b>Non-Current Liabilities</b>		
<b>Financial Liabilities</b>		
(i) Long Term Borrowings	105.0	88.2
(ii) Other Financial Liabilities	200.0	0.0
Provisions	0.3	0.1
Other non-current liabilities	9.0	55.0
<b>Total Non Current Liabilities</b>	<b>314.2</b>	<b>143.3</b>
<b>Current liabilities</b>		
<b>Financial Liabilities</b>		
(i) Short Term Borrowings	62.1	252.1
(ii) Lease Liability	0.0	0.1
(iii) Trade Payables	41.2	31.2
(iii) Other Financial Liabilities	205.4	6.3
Other Current Liabilities	12.0	20.7
Provisions	0.1	0.4
<b>Total Current Liabilities</b>	<b>320.8</b>	<b>310.7</b>
<b>TOTAL LIABILITIES</b>	<b>1,887.8</b>	<b>1,193.7</b>

FY25 includes Wet'n Joy Parks acquisition



# Cashflow Statement

Particulars (Rs in Cr)	FY25	FY24
<b>Profit After Tax</b>	<b>83.2</b>	<b>543.3</b>
Cash Generation from Operations	149.5	105.5
Income taxes paid	-2.2	-0.9
<b>Net Cash from Operating Activities</b>	<b>147.2</b>	<b>104.6</b>
<b>Net Cash from Investing Activities</b>	<b>-461.2</b>	<b>-130.3</b>
<b>Net Cash from Financing Activities</b>	<b>251.0</b>	<b>65.8</b>
<b>Net Decrease in Cash and Cash equivalents</b>	<b>-63.0</b>	<b>40.1</b>
Add: Cash & Cash equivalents at the beginning of the period	100.7	60.6
<b>Cash &amp; Cash equivalents at the end of the period</b>	<b>37.6</b>	<b>100.7</b>

FY25 includes Wet'n Joy Parks acquisition



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# Operational & Financial Summary



Particulars	FY20	FY21	FY22	FY23	FY24	FY25
<b>Operational data</b>						
Footfalls (Lakhs)	11.2	0.8	0.32	13.6	13.6	27.5
ARPU (Rs.)	1,392	1,367	1,568	1,459	1,510	1,462
<b>Financial data</b>						
Ticket sales	94	7	35	134	131	226
Room rentals	25	8	15	32	34	35
Food & Beverage	52	6	16	60	62	94
Merchandise	13	1	3	13	14	15
Other operating revenue	16	1	4	12	27	40
<b>Revenue (Rs. Crs)</b>	<b>200</b>	<b>22</b>	<b>72</b>	<b>251</b>	<b>269</b>	<b>410</b>
Material Costs	22	3	-24	28	29	41
Employee expenses	52	28	25	45	37	46
Marketing Expense	39	2	6	22	23	37
Repairs and maintenance	12	4	7	18	16	19
Power and fuel	18	7	11	20	22	23
Other expenses	67	12	15	32	37	68
<b>Operating EBITDA</b>	<b>-10</b>	<b>-35</b>	<b>32</b>	<b>85</b>	<b>106</b>	<b>176</b>

FY25 includes Wet'n Joy Parks acquisition





## Imagicaa Theme Park, Khopoli



Imagicaa Theme Park spans **110 acres** and features **26 rides**, including both indoor and outdoor attractions themed around Mr. India, I for India, and Deep Space

Highlights include thrill rides along with thematic shows, the **Grand Imagicaa Parade**, and **5 themed restaurants** offering a complete entertainment experience

## Imagicaa Water Park, Khopoli



Imagicaa Water Park, a **Mykonos-themed park** with **20 thrilling slides** and a **wave pool**, is adjacent to Imagicaa Theme Park

Highlights include Zip Zap Zoom, Crusader, Crazy fall and Loopy Woopy. Popular for parties, a live DJ entertains wave pool guests all day

## Novotel Imagicaa, Khopoli



Novotel Imagicaa Khopoli, a **5-star deluxe** family hotel with **287 stylish rooms**, offers premium meeting facilities, **all-day dining**, a **swimming pool**, and a **gym**.

Located adjacent to both parks, it provides attractive 1- and 2-night stay packages, making it an ideal base for guests to relax and enjoy the destination

### Wet'n Joy Water Park, Lonavala



**Wet'n Joy Water Park, Lonavala** is **India's largest water park** by ride and water body capacity, featuring **25+ international rides** primarily from **White Water (Canada)**

It houses **India's largest wave pool** spread across **60,000 sq. ft.** The park also offers **three multi-cuisine restaurants** and a total **parking capacity of 1,000+**, including **solar panel-covered parking**

### Wet'n Joy Amusement Park, Lonavala



Wet'n Joy Amusement Park spans **35 acres** and features **29+ international rides and attractions**, imported from Canada, Germany, Italy, and the Philippines

It is home to India's tallest ride, Z Force, and Turbo Force, the country's largest Giant Frisbee. The park also offers **five multi-cuisine restaurants**, along with various food and retail kiosks

### Wet'n Joy Water Park, Shirdi



Started in 2006 at Shirdi with **25+ Water park rides**, Wet'n Joy Shirdi is a high-quality attraction in the Ahmednagar district

The park also attracts Schools, Colleges, Corporate & Social Groups from as far as 200 kms from Shirdi, besides serving Shirdi visitors



### Aqua Imagicaa Water Park, Surat



Aqua Imagicaa Water Park in Surat features **16 international slides** inspired by the Amazon Forests, offering thrills and excitement

### Aqua Imagicaa Water Park, Indore



Spread across **18 acres** with **20+ water rides & attractions**, and **3 multi cuisine restaurants with banquet**

### Sai Teerth Devotional Park, Shirdi



Sai Teerth is **India's first devotional theme park** dedicated to Sai Baba, combining devotion, technology, and entertainment

It features four themed attractions—Teerth Yatra, Lanka Dahan, Sabka Malik Ek, and Dwarakamai—and showcases the first animatronic humanoid of Sai Baba



More than 1,100 children from underprivileged families made history at Imagicaa, where the simultaneously opened presents from the park and set a –

***Guinness World Record for Most People Unboxing Simultaneously***

## Guinness Books of World Records



**Trip Advisor's Travellers  
Choice Award - 2020**



**FICCI Travel & Tourism  
Excellence Award - 2019**



# THANK YOU

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