

November 06, 2025

BSE Limited Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 <u>BSE Scrip Code: 539056</u>	National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 <u>NSE Scrip Symbol: IMAGICAA</u>
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Dear Sir/ Madam,

Sub.: Press Release

Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Please find enclosed herewith a copy of the Press Release titled “Imagicaaworld partners with global leader Hello Park to launch India’s First Immersive Digital-Physical Playground Experience”.

You are requested to take the same on 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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MEDIA RELEASE

Imagicaaworld partners with global leader Hello Park to launch India's First Immersive Digital-Physical Playground Experience

A first-of-its-kind asset-light 'phygital' playground that merges immersive technology, motion-based gaming and creative learning for kids and families.

Mumbai, November 6, 2025: Imagicaa Next Private Limited, Imagicaaworld Entertainment Limited's wholly owned subsidiary for bringing world class future-focused entertainment cum learning experiences - to India., announced a landmark partnership with Hello Park, the world's largest chain of immersive, digital-physical ("phygital") play parks for children. This partnership heralds the foray of Imagicaaworld into the Family Entertainment Centre (FEC) category. This asset light, in-city format is planned to be rolled out in malls and high footfall locations in the country. This collaboration entails exclusive rights to bring Hello Park to India, marking a major step in redefining family entertainment and experiential learning in the country.

Present across 50+ locations globally, Hello Park blends interactive projections, gaming, creativity, movement, and learning—turning traditional play areas into intelligent, digital-enabled activity zones. Designed to stimulate imagination, teamwork, sensory development and problem-solving, each Hello Park offers immersive projection zones, interactive games & educational activities, birthday and party experiences, workshops, storytelling & creative sessions, family-friendly dining and entertainment spaces.

Comment from Mr. Jai Malpani, Managing Director, Imagicaaworld Entertainment Limited "The introduction of Hello Park in India is a proud milestone for us and a significant step forward for the country's entertainment landscape. For years, children's recreation has largely been seen as either physical play or digital consumption. Hello Park breaks that barrier and brings the best of both worlds together where technology, imagination, movement, and learning beautifully coexist. This in-city format, which is proposed primarily in popular malls, is highly scalable and will be synergistic with our existing outdoor park businesses thus also opening doors for various cross promotional activities with younger audiences and their parents.

We firmly believe that meaningful entertainment should be accessible, inclusive, and enriching. Through Hello Park, we are bringing a globally successful phygital concept to Indian families; designed not only for fun, but for creativity, sensory development, and social interaction. This is entertainment with purpose, and it aligns strongly with our vision of building experiences that are joyful, innovative, and future-ready.

At Malpani Group, our mission has always been to push boundaries and introduce world-class experiences in India. With Hello Park, we are opening a new category of interactive play for children and families. And this is only the beginning. We remain committed to expanding such next-generation entertainment formats across the country, creating destinations that inspire, engage, and celebrate the spirit of a new India."



Comment from Mr. Alex, Zavyalov, Director and Co-Founder, Hello Park LL.C - FZ: *‘India is one of the most dynamic and fast-growing family entertainment markets in the world, and we are truly excited to bring the Hello Park experience here. Our parks are built on a simple belief that play should be intelligent, interactive, and inspiring. Children should not just watch screens; they should shape the world inside them. Hello Park turns technology into a tool of creativity, learning, movement and joy.*

Partnering with Imagicaa Next gives us the perfect foundation to grow in India. Their deep understanding of Indian consumers and their passion for innovation in entertainment makes this collaboration a natural fit. Together, we aim to redefine indoor play and offer families a space where imagination comes alive in motion, colour and light. We see India not just as a new market, but as a long-term home for Hello Park. This is only the first step, and we look forward to building many more immersive destinations across the country.”

The partnership ensures Hello Park will provide India centers with its global-standard software, hardware specifications, training, and operational support, including regular upgrades. Imagicaa Next will roll out multiple Hello Parks across feasible, high-footfall locations in India.

About Imagicaa Next Private Limited (INPL)

INPL, a wholly owned subsidiary of Imagicaaworld Entertainment Limited (IEL), is a future-focused entertainment and experience development venture dedicated to bringing world-leading leisure concepts to India. Through partnerships with global IPs and innovative entertainment formats, Imagicaa Next aims to expand India’s family entertainment ecosystem with high-quality, immersive experiences.

About Hello Park

Hello Park is the world’s largest chain of next-generation phygital entertainment parks, where the physical and digital worlds merge to create an immersive and dynamic play environment. Over the past five years, we have expanded into more than 12 countries — and our global presence continues to grow, proving the success of our innovative concept.

At Hello Park, familiar childhood activities are reimaged through projection-based interactive technologies, an integrated avatar platform, and advanced gamification. We transform traditional entertainment into a fully interactive experience, where every visitor becomes the main character of their own real-world adventure. Hello Park strikes a perfect balance between classic play and modern technology: no screens, headsets, or other devices — just pure fun in the real world. Each visit to Hello Park offers a unique journey filled with motion, emotions, and discoveries — designed for children and their parents to enjoy together. Your personal avatar remembers every experience and awaits your next visit!

Imagicaaworld Entertainment Limited

Imagicaaworld Entertainment Limited (BSE: 539056; NSE: IMAGICAA) owns and operates



India's leading theme and water parks, including Imagicaa, WetnJoy, Sai Teerth, and Aqua Imagicaa at various locations. The company offers a wide range of exciting experiences, from thrilling rides and water slides to spiritual attractions, catering to families and tourists of all ages. Imagicaaworld is committed to providing world-class entertainment across its parks.

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