



## **An unforgettable New Year Celebration at Adlabs Imagica**

### **Experience moments that will become stories for a lifetime**

Bring in the New Year Eve like never before! The capital of fun and magic, Adlabs Imagica is hosting extraordinary celebrations at the magical land with a whole lot of entertainment extravaganza planned for guests to make it a memorable experience. Adding glamour to the event will be the popular play back singer, Shaan who is slated to perform his timeless hits live for the audience at the theme park.

**“Performing at Imagica at News Years Eve is going to be such an exhilarating experience. Planning a High adrenaline act to match the Rides at Imagica.”** said Shaan.

Imagica is a place where stories truly come alive; this New Year’s Eve Imagica is all set to make this a memorable night for one and all. Living up to its promise of having something for every member of the family, guests can have a new experience at every step and a thousand ways to have fun. From a melodious performance by Shaan, to 25 themed rides & attractions and 5 themed restaurants offering a variety of global cuisines into the night. Guests can also witness the Grand Imagica Parade, which is a visual delight, followed by a spectacular fireworks show at midnight.

Various other live entertainment options at the park for the New Year’s Eve include stand-up comedy act by popular artist VIP, non-stop music by DJ Joel Ferreira and live performances by Magicians, clowns, B- Boyers, Acrobats and various street artists.

So take time out from the usual routine of celebrating New Year’s and this year spend it with that special bunch as you scream your lungs out on the thrilling rides, enjoy the unique attractions and entertainment options, dine with Tubby, Mogambo or Detective Bow Wow and witness the magical parade with fireworks at one of India’s most preferred entertainment destination, Adlabs Imagica.

Imagica has made all possible provisions so that guests can make the most of their night. From organizing a special Bachha Party to ensure the kids can have their own party while the parents can enjoy the high energy rides, to making available cab drivers

so that post the celebration guests can reach home relaxed without the stress of driving back.

So this New Year's Eve, do something different, do something magical, visit Imagica for a one of a kind experience. Catch Shaan perform live at Imagica and spend a memorable New Year at Imagica with your loved ones. Book tickets on [www.adlabsimagica.com](http://www.adlabsimagica.com) or call on (022) 4213 04045.

Located conveniently off the Mumbai-Pune Express Highway, Imagica is just a happy drive away from Mumbai and Pune. Its 20 minute before Lonavala while driving from Mumbai. You can also reach Imagica by bus from Mumbai and Pune. In addition, there are local trains from Mumbai to Khopoli, and free shuttle services from the station to the park every day at 10am.

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

Adlabs Imagica and Aquamagica are projects of Adlabs Entertainment Limited (AEL) promoted by Mr. Manmohan Shetty. Imagica is one of India's leading theme park destinations, offering entertainment, fun, action, relaxation, dining and shopping at a single location. Aquamagica is our waterpark located next to Imagica, at Khalapur off Mumbai Pune Expressway and is positioned as a youth hangout party destination. The group has assembled an experienced team for development and implementation of both the projects. With Imagica and Aquamagica, Adlabs Entertainment Limited has created an 'all weather entertainment destination' that provides unique experiences to its guests.

### **Disclaimer:**

Adlabs Entertainment Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offer of its equity shares and has filed a draft red herring prospectus ("DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) as well as on the websites of the Global Co-ordinators and Lead Managers at <https://www.db.com/india/en/content/7272.html> and [http://www.centrum.co.in/centrum\\_capital/ipo\\_agree.php](http://www.centrum.co.in/centrum_capital/ipo_agree.php) and <http://investmentbank.kotak.com>, respectively. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the aforementioned offer document.

This press release is not for publication or distribution to persons in the United States, and is not an offer for sale within the United States of any equity shares or any other security of the Company. Securities of the Company, including its equity shares, may not be offered or sold in the United States absent registration under U.S. securities laws or unless exempt from registration under such laws.

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