

August 11, 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.: Investor Presentation - Q1FY26 Financial Results

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

Please find enclosed herewith the Investor Presentation on the Unaudited Financial Results of the Company for the quarter ended June 30, 2025.

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

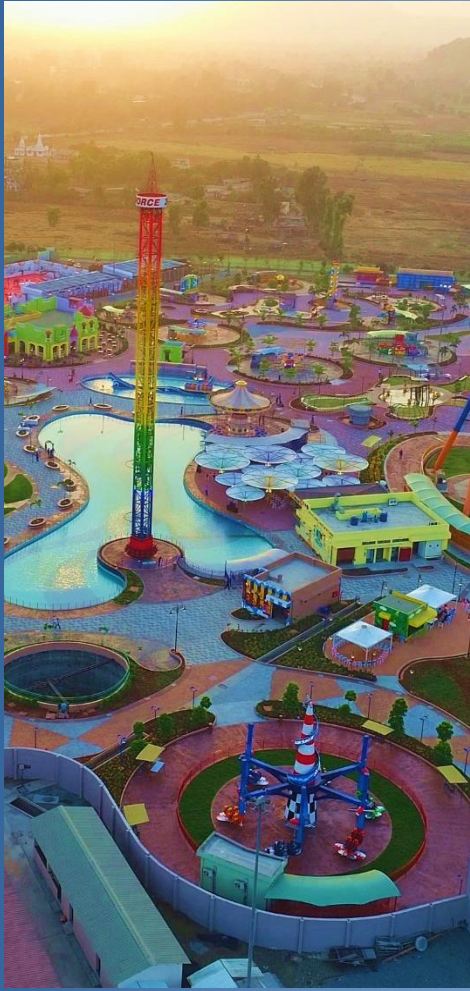


Imagicaaworld Entertainment Limited

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

Imagicaaworld Entertainment Limited

Q1 FY26 Investor Presentation



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The Agenda



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 (1)*

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**



Entering 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
Rating¹

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



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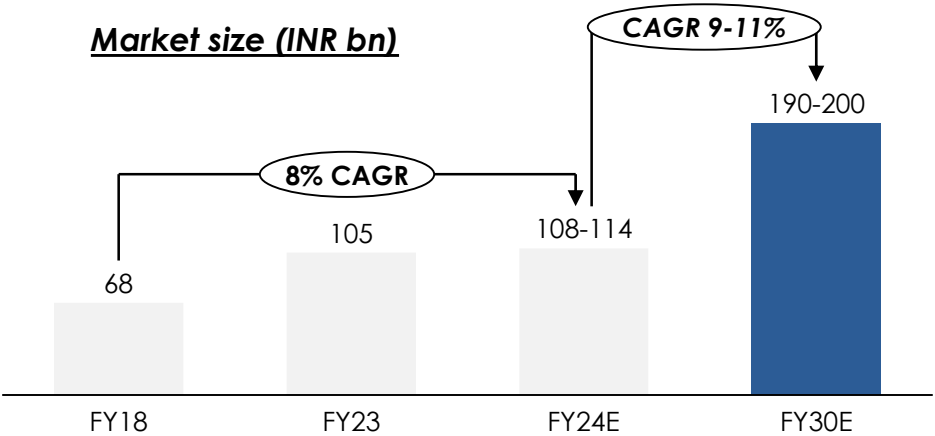
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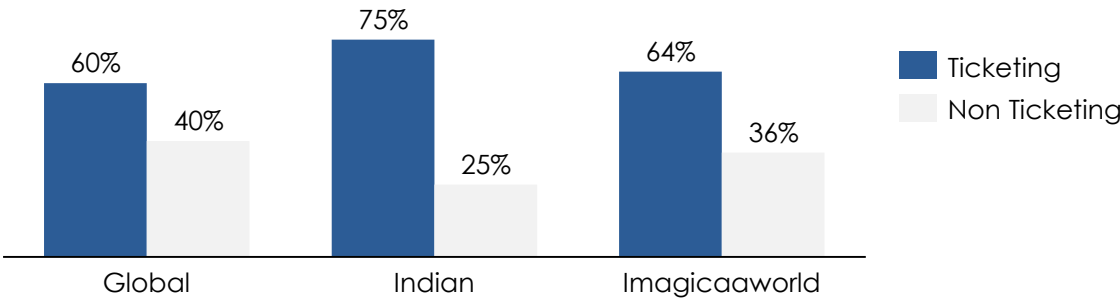
Indian Amusement & Theme Park industry to grow at healthy 9-11% CAGR from FY2024 to FY2030

- ✓ 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

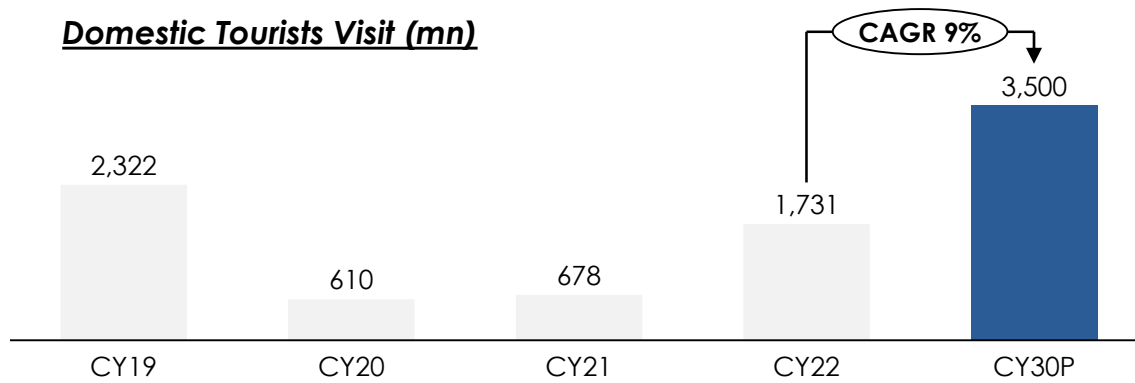


- Significant difference between revenue mix of Indian Amusement Parks compared to Global Parks
- Largely due to lower discretionary spending power of Indian consumers
- Imagicaa's non-ticketing revenue contribution is closer to global parks

Factors Supporting This Growth

Rise in domestic tourism due to increased connectivity

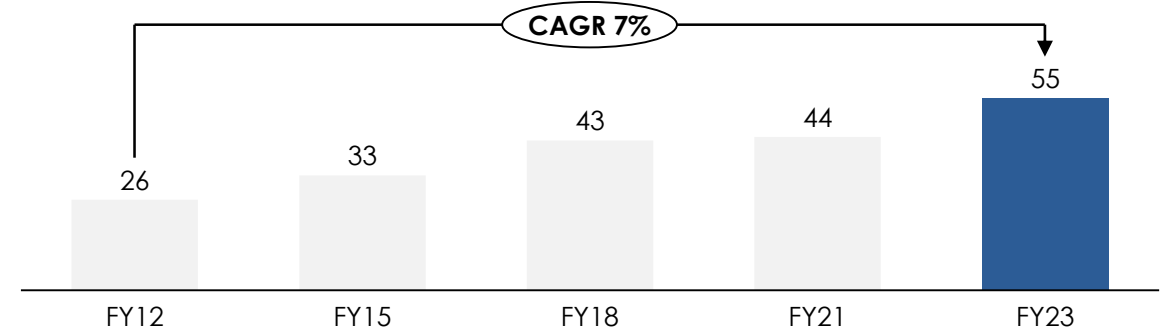
Domestic Tourists Visit (mn)



- 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

The Agenda



Introduction

Who We Are & What We Do



Industry Overview

Set for Steady Growth



Our Growth Strategy

Initiatives For Future Growth



Financial & Operational Highlights

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Annexures



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

1

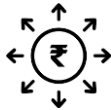
Foraying Into New Geographies



- ✓ 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
- ✓ Monetization 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

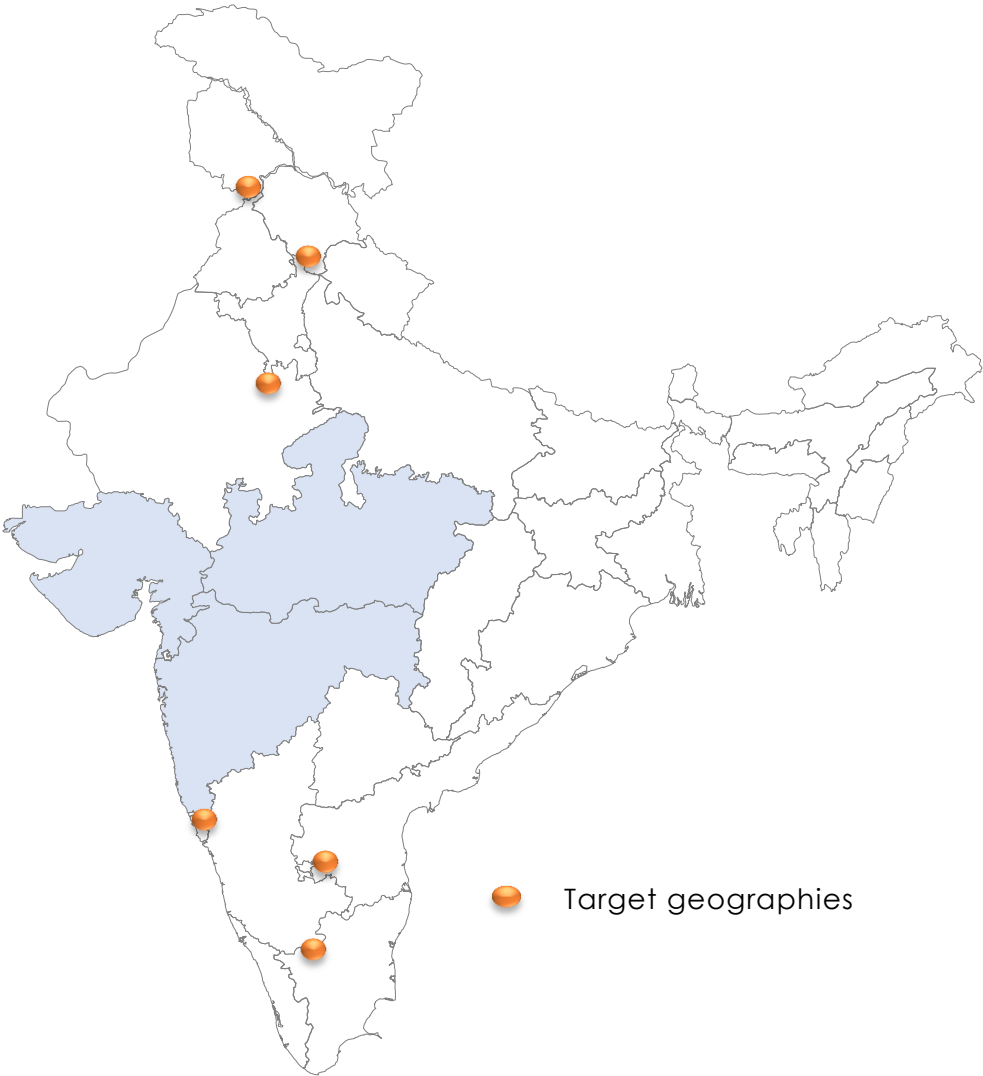
Delhi/NCR
~72mn population

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



The Agenda



Introduction

Who We Are & What We Do



Industry Overview

Set for Steady Growth



Our Growth Strategy

Initiatives For Future Growth



Financial & Operational Highlights

Turnaround Story



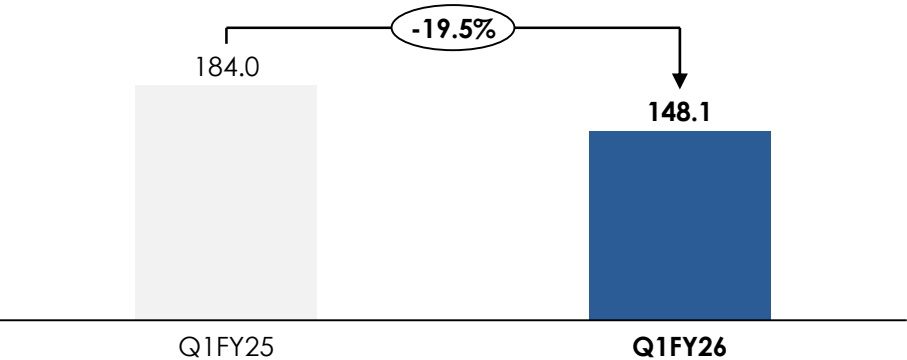
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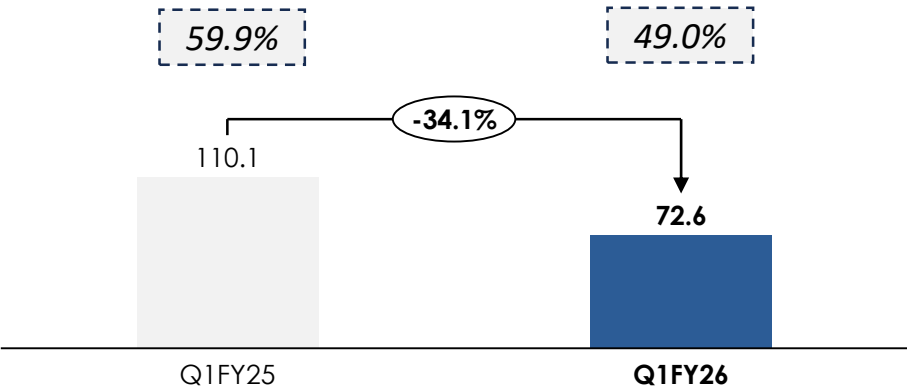
Performance Highlights – Q1 FY26*



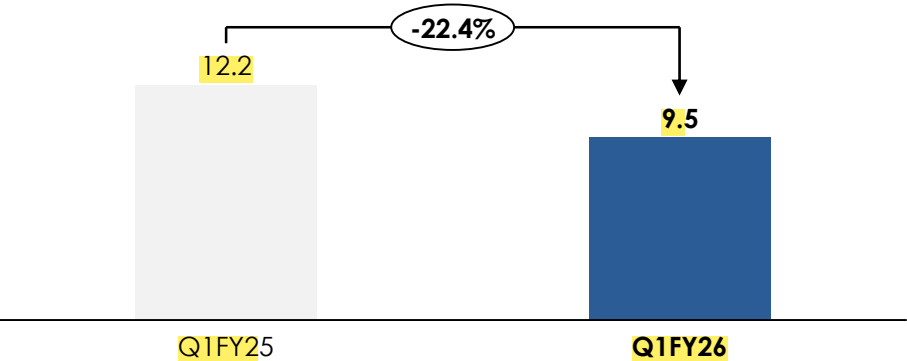
Revenue (Rs. Crs)



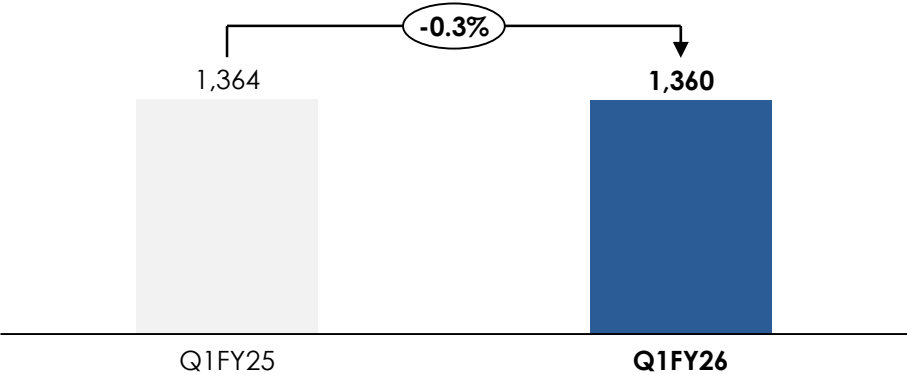
EBITDA & Margin %



Footfalls (In Lakhs)



ARPU (Rs.)



*Q1 FY26 includes numbers for Indore Water Park



Consolidated Profit & Loss Statement*



Particulars (Rs in Cr)	Q1 FY26	Q1 FY25	YoY
Revenue from Operations	148.1	184.0	-19.5%
Operating Expenses	13.4	16.5	
Gross Profit	134.7	167.5	-19.5%
GP Margin	91.0%	91.0%	
Employee Cost	11.8	11.0	
Other Expenses	50.3	46.3	
EBITDA	72.6	110.1	-34.1%
EBITDA Margin	49.0%	59.9%	
Other Income	3.3	2.4	
Depreciation	25.7	21.1	
EBIT	50.2	91.4	-45.1%
EBIT Margin	33.9%	49.7%	
Finance Cost	4.3	0.4	
Exceptional Item Gain/ Loss	1.0	3.0	
Profit before Tax	45.0	88.1	
Tax	0.7	22.2	
Profit / (Loss) for the year	44.3	65.8	-32.7%
PAT Margins	30%	36%	
Other Comprehensive income (net of tax)	-0.2	-0.2	
Total Comprehensive income (after taxes)	44.1	65.7	
EPS	0.8	1.2	

*Q1 FY26 includes numbers for Indore Water Park



The Agenda



Introduction

Who We Are & What We Do



Industry Overview

Set for Steady Growth



Our Growth Strategy

Initiatives For Future Growth



Financial & Operational Highlights

Turnaround Story



Annexures



Operational & Financial Summary



Particulars	FY20	FY21	FY22	FY23	FY24	FY25
Operational data						
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
Financial data						
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
Revenue (Rs. Crs)	200	22	72	251	269	410
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
Operating EBITDA	-10	-35	32	85	106	176

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

Imagicaaworld Entertainment Limited

CIN: L92490MH2010PLC199925

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