



**NICCO PARKS &
RESORTS LIMITED**
JHEEL MEEL, SECTOR IV, SALT LAKE CITY
KOLKATA - 700 106

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Date: 15.06.2015

The Manager

DCS - CRD

Bombay Stock Exchange Ltd
1st Floor, New Trading Ring
Rotunda Bldg, P J Towers
Dalal Street

Mumbai- 400001

(Company Scrip Code: 526721)

Dear Sir,

Sub: Media Release

This has reference to the captioned subject.

In the view of the ensuing Annual General Meeting of the Company to be held on August 1, 2015 and on the eve of the Silver Jubilee Year of operations of the Amusement Park, a brief media release on the operations of the Company is annexed herewith.

This is for your information and necessary action.

Thanking you.

Yours faithfully,

For **NICCO PARKS & RESORTS LIMITED**

Rahul Mitra

AVP & Company Secretary

CC: 1. The Manager
Listing Department
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata 700 001.
[Fax Nos. (033) 2210 4500 / 4492]
(Company Code: 10024071)

Nicco Parks & Resorts Limited

15th June 2015

Nicco Park – the 1st theme park of Eastern India has come a long way since it's opening on 13th October 1991. The park has had the pleasure of hosting about 30 million people till date. On the eve of Nicco Park's Silver Jubilee, the management would like to share certain highlights we have achieved along the journey.

- First Indian company in the amusement park industry sector to be listed on the Stock Exchange.
- The Company is proud to have sustained revenue and earnings growth
- Debt Equity Ratio continues to be extremely favourable giving fiscal space for future investment and growth
- Paying dividends for last consecutive 20 years.
- Excellent track record and very high credibility with banks and financial institutions.
- High novelty maintained by continuous addition of rides and attractions.
- Realisation of better per capita spend from visitors every year.

Environment and Safety

- Nicco Park is a "Plastic Free Zone".
- Taking initiatives towards achieving Carbon and Water Positive status through conservation of energy and water and water re-circulation.
- A recipient of Certificate of Appreciation at the ICC Environment Excellence Award in 2012.
- India's first Amusement Park to achieve CII-ITC "Sustainability Award" 2013 – "Commendation Certificate for Significant Achievement".
- Visitors' safety being of utmost concern, apart from conducting daily inspection and ensuring the operational safety of the rides by in-house engineering team, periodic third party inspections are also conducted by renowned firms like Jacobs Engineering, TUV & SGS.
- Maintains international standard of water hygiene in Water Park.

Awards and Accolades

- River Cave Ride of Nicco Park has been awarded as 'Innovative & Most Popular Ride' in India during 2009-10 by Indian Association of Amusement Parks & Industries (IAAPI)
- Cyclone - Timber Roller Coaster Ride was awarded the 'Best Indigenously Manufactured Ride' in 2011-2012.
- Crazy Tea Party won the award for 'Best Innovative Ride (Indigenously Manufactured)' at the Indian Association of Amusement Park & Industries (IAAPI) National Awards for Excellence 2015
- Nicco Park was awarded the ICC Corporation Excellence Award for Small Medium Enterprises in 2011
- Nicco Park is India's first Small Medium Business Enterprise to achieve CII-EXIM Bank's "Business Excellence" Award on the European Foundation of Quality Management (EFQM) Model in 2012
- QIT achieved "Par Excellence Award" at Kolkata chapter on the quality circle organized by QCFI in 2009.
- QIT achieved "Par Excellence" Award at National Convention on Quality Circle organized by QCFI in year 2009.
- QIT achieved "Gold Award" at International Convention on Quality Circle organized by QCFI in 2010.
- QIT achieved "Par Excellence" Award at National Convention on Quality Circle organized by QCFI in year 2011.



Certifications

- ISO 9001 Certification in 1998: First amusement park in India certified
- ISO 14001 Certification in 2001: First amusement park in Asia certified
- OHSAS 18001 Certification in 2004: First amusement park in Asia certified
- SA 8000 Certification in 2008: First amusement park reportedly in the world certified

Projects & Consultancy division

Nicco Park has the distinction of designing and implementing eight Amusement Park Projects (7 in India and 1 in Dhaka) and five water Parks (3 in India and 2 in Dhaka) from concept to commissioning till date. It has also developed and implemented a unique Horror House concept in 5 Parks in last five years. Nicco Park also developed & manufactured 30 odd rides till March, 2015, including our Premium and award winning rides listed above, all engineered and manufactured by our in-house Project team.

Our expertise lies in:

- Master Plan for the indoor complex
- Project report for the financial institutions
- Selection, Ordering and Inspection of equipment / rides
- Manufacturing and supply of rides for Amusement Parks, and slides and other equipment for Water Parks
- Civil Design and Supervision, Installation and Setting Up of the Park
- Selection and training of Operations and Maintenance manpower

Some projects we have done:

- Nicco Park, Kolkata, 1991
- BDA City Centre in Bhubaneswar, 1998
- Nicco Jubilee Park (jointly with TATA Steel) in Jamshedpur, in 2001
- Park at Dhaka, Bangladesh in 2003-04
- Nicco Parks's Wet-o-Wild in 2006
- Composite Park at Agartala in 2008
- Barasat Park in Kolkata in 2008
- Park in Siliguri, in 2010
- Park at Mandermoni Resort (near Digha) in 2011
- Execution & implementation of Projects in Germany, UK, Japan, UAE, Kuwait, Bangladesh and India for consultancy, ride supply and theming



RESULT HIGHLIGHTS

| Particulars | 2011-12 | 2012-13 | 2013-14 | 2014-15 |
|---|---------------|---------------|---------------|---------------|
| Footfall (In Lacs) | 16.67 | 15.17 | 13.93 | 15.10 |
| Revenue | 3,316.51 | 3,084.41 | 3,643.33 | 4,439.65 |
| Direct Variable Costs | 398.20 | 359.64 | 361.52 | 442.90 |
| Advertisement, Sales and Marketing | 220.02 | 211.86 | 170.84 | 192.45 |
| License Fee and Entertainment Tax to Government | 393.67 | 364.23 | 447.29 | 532.89 |
| Employee Benefit Expenses | 716.75 | 790.43 | 1,054.76 | 1,157.93 |
| Repairs & Maintenance | 379.32 | 354.99 | 334.11 | 496.63 |
| Power & Fuel | 190.35 | 240.11 | 228.47 | 244.72 |
| Project Expenses | 156.68 | 8.79 | 143.84 | 187.08 |
| Other Expenses | 205.34 | 221.42 | 261.50 | 308.78 |
| EBITDA | 656.18 | 532.94 | 641.00 | 876.27 |
| Extraordinary Items | - | 8.88 | 4.66 | - |
| Finance Cost | 36.95 | 45.28 | 45.44 | 41.29 |
| Depreciation | 121.98 | 150.50 | 151.38 | 139.74 |
| PBT | 497.25 | 346.04 | 448.84 | 695.24 |

All figs in Rs Lacs



OPERATING REVENUE

| PARTICULARS | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 |
|---------------------------------------|----------------|----------------|----------------|----------------|
| Tickets and Rides | 2,009.3 | 1,850.3 | 2,283.6 | 2,735.7 |
| F & B from Park | 183.1 | 177.5 | 181.5 | 208.2 |
| Souvenirs and Other Items | 21.1 | 19.9 | 19.5 | 15.0 |
| Branding & Sponsorships | 88.4 | 81.1 | 67.1 | 67.1 |
| License Fees | 100.1 | 108.6 | 99.8 | 145.9 |
| Parking Fees | 22.0 | 24.0 | 23.6 | 22.3 |
| Income from Recreational Facility | 286.0 | 377.7 | 409.3 | 629.3 |
| F&B Income from Recreational Facility | 350.4 | 333.7 | 246.5 | 202.2 |
| Projects | 191.5 | 17.3 | 213.4 | 261.3 |
| TOTAL REVENUE FROM OPERATIONS | 3,251.9 | 2,990.1 | 3,544.3 | 4,287.0 |

All figures are in Rs Lacs



OPERATING STATISTICS

| FOOTFALL (Lacs) | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 |
|-------------------------|-----------|-----------|-----------|-----------|
| Total Ticketed Footfall | 13.25 | 11.60 | 11.58 | 12.03 |
| of which Water Park | 1.91 | 1.67 | 2.31 | 2.69 |
| Recreational Facility | 3.42 | 3.57 | 2.35 | 3.07 |
| Total Footfall | 16.67 | 15.17 | 13.93 | 15.1 |

| Income from Recreational facilities | 2011-12 | 2012-13 | 2013-14 | 2014-15 |
|---|---------|---------|---------|---------|
| Income from Recreational facilities (Rs Lacs) | 286.02 | 377.77 | 409.32 | 629.30 |
| Days of bookings | 535 | 481 | 471 | 449 |
| Average Income (Rs Lacs) | 0.5 | 0.8 | 0.9 | 1.4 |

Disclaimer

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