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**ADLABS** Entertainment Limited

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**Adlabs Entertainment Limited Public Issue**  
**Revised Price Band: Rs. 180 to Rs. 215 per Equity Share**  
**Discount of Rs. 12 per Equity Share on Issue Price to all eligible**  
**Retail Individual Bidders**  
**BID/ ISSUE CLOSES ON Tuesday, March 17, 2015**

**Mumbai, March 12, 2015:** Adlabs Entertainment Limited (the “Company” or the “Issuer”) revises the Price Band for its public issue of up to 20,326,227 equity shares of face value of Rs. 10 each (“Equity Shares”) including a share premium per Equity Share (the “Issue”), the bidding period for which commenced on March 10, 2015. The Company and the Selling Shareholder, in consultation with the Global Co-ordinators and Lead Managers, have decided to revise the Price Band for the Issue. The revised Price Band is Rs. 180 to Rs. 215 per Equity Share. The discount on the Issue Price to Retail Individual bidders (“Retail Discount”) will remain at Rs. 12 per Equity Share. The minimum Bid lot will remain at 65 Equity Shares and in multiples of 65 Equity Shares thereafter. The Bid/ Issue Period has now been extended by 3 working days and consequently, the Bid/ Issue Period, which was scheduled to close on Thursday, March 12, 2015, will now close on Tuesday March 17, 2015.

The promoters are Mr. Manmohan Shetty and Thrill Park Limited. The Issue comprises a fresh issue of 18,326,227 Equity Shares (the “Fresh Issue”) and an Offer for Sale of 2,000,000 Equity Shares (“Offer for Sale”) by Thrill Park Limited (the “Selling Shareholder”). The Issue constitutes 25.44% of the Post-Issue paid-up Equity Share Capital of the Company.

The Issue is being made through the Book Building Process wherein at least 75% of the Issue shall be allotted on a proportionate basis to Qualified Institutional Buyers (“QIBs”), of which 2,722,135 shares were allocated to certain Anchor Investors on Anchor Investor Bidding Date (March 9, 2015). Further, not more than 15% of the Issue shall be available for allocation on a proportionate basis to Non-Institutional Bidders and not more than 10% of the Issue shall be available for allocation to Retail Individual Bidders in accordance with the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009 (the “SEBI ICDR Regulations”), subject to valid Bids being received at or above the Issue Price.

Also, 5% of the QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only, and the remainder of the QIB Portion shall be available for allocation on a proportionate basis to all QIB Bidders (other than Anchor Investors), including Mutual Funds, subject to valid Bids being received at or above the Issue Price. If at least 75% of the Issue cannot be allotted to QIBs, then the entire application money shall be refunded forthwith. All potential investors, other than Anchor Investors, may participate in this Issue through an Application Supported by Blocked Amount (“ASBA”) process providing details of their respective bank accounts which will be blocked by the Self Certified Syndicate Banks (“SCSBs”). QIBs (except Anchor Investors) and Non-Institutional Bidders are mandatorily required to utilise the ASBA process to participate in this Issue.

The Company owns and operates, Imagica – The Theme Park, which is one of the leading theme parks in India. The theme park features a diverse variety of rides and attractions of international standards, food and beverages (“F&B”) outlets and retail and merchandise shops, designed to appeal to a broad demography of the Indian populace, delivering memorable experiences, with a strong value proposition. Imagica – The Theme Park is a part of Adlabs Mumbai, a ‘one-stop’ entertainment destination that the Company offers at this location. Adlabs Mumbai also includes Aquamagica, a water park, which became fully operational on October 1, 2014; and a family hotel, Novotel Imagica Khopoli (managed by Accor Group), the first phase of which is expected to be completed by March 2015. Adlabs Mumbai, spread over an aggregate area of approximately 132 acres, is located at Khalapur, which is 74 kilometres from Mumbai, off the Mumbai – Pune Expressway. Until December 31, 2014, over 1.56 million guests have visited Imagica and Aquamagica. With addition of the water park, the soon-to-be-launched hotel and the snow park, the Company believes it will be able to enhance guest experience at Adlabs Mumbai and position Adlabs Mumbai as a wholesome entertainment destination.

The Equity Shares offered through this Red Herring Prospectus are proposed to be listed on BSE and NSE.

The Global Co-ordinators & Lead Managers (“GCLMs”) to the Issue are Deutsche Equities India Private Limited, Centrum Capital Limited & Kotak Mahindra Capital Company Limited.

**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 the RHP with the Registrar of Companies, Mumbai. The RHP is available on the website of the Securities and Exchange Board of India 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>; [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/ advertisement 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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