

March 10, 2026

<b>BSE Limited</b> Phiroze Jeejeeboy Towers Dalal Street, Fort, Mumbai- 400 001 <b>BSE Scrip Code: 539056</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 <b>NSE Scrip Symbol: IMAGICAA</b>
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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 Entertainment expands its portfolio of offerings with Indoor Entertainment – To Launch India’s first Hello Park in Hyderabad”.

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**



## Imagicaaworld Entertainment Limited

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*Imagicaaworld Entertainment expands its portfolio of offerings with Indoor Entertainment – To Launch India's first Hello Park in Hyderabad*

**Mumbai, 10th March 2026** – Imagicaaworld Entertainment Limited (BSE: 539056; NSE: IMAGICAA), India's largest amusement & Water Park player, announces that its wholly owned subsidiary Imagicaa Next Pvt. Ltd., has signed a Letter of Intent to launch its first **Hello Park** location in India at **Lake Shore Y Junction** in Hyderabad.

The Park will span approximately 10,000 square feet, **and is targeted to open before onset of the year end festive season**, enabling families and young visitors in Hyderabad to experience the new format during one of the most vibrant holiday periods of the year.

Lake Shore Y Junction Mall is one of the largest retail and lifestyle destinations in the country. The mall, opened in December 2025 spans nearly 1.6 million square feet and houses over 250 brands, 40+ dining options, and multiple entertainment zones, positioning it as a major leisure hub in West Hyderabad. Strategically situated at the bustling Kukatpally–Balanagar Y Junction, the development sits in one of the city's densest residential and commercial catchments and benefits from strong road and metro connectivity, making it a high-footfall destination for families and young consumers. This partnership marks the first location for the **Hello Park** chain in India, with Imagicaa Next planning to roll out multiple parks across key urban markets.

### **A New Format for Urban Entertainment**

Hello Park is an immersive indoor entertainment concept designed to blend physical play, digital interactivity and experiential entertainment in a safe and engaging environment. The format is aimed at children, families and young audiences, offering a curated mix of interactive zones, motion-based attractions, gaming experiences and collaborative play areas that encourage creativity, exploration and social interaction.

The park will cater primarily to children aged 3–12 years, while also providing family-friendly attractions, making it an ideal destination for birthday celebrations, school outings and weekend family visits. With its innovative mix of technology-enabled attractions and active play, Hello Park represents the next generation of indoor entertainment tailored for modern urban consumers.



**Commenting on the same, Jai Malpani, Managing Director at Imagicaaworld Entertainment said,**

*"We are delighted to bring the country's first Hello Park, to Hyderabad. Located in one of the city's busiest retail and residential catchments, the Lake Shore Y Junction mall offers excellent connectivity and access to a large and growing family audience, making it an ideal destination for launching this new concept.*

*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 viewed as either physical play or digital consumption. Hello Park bridges this gap by bringing the best of both worlds together where technology, imagination, movement and learning coexist seamlessly in a highly engaging environment.*

*This new format, having low capex, will be synergistic with our existing outdoor park businesses and will open up opportunities for cross-promotional engagement with younger audiences as well as their parents, further strengthening the Imagicaa brand's connection with families across India."*

**About 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.

**For more information, contact:**

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**Safe Harbour statement:**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.