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THRILLER®

Journal of Indian Association of Amusement Parks and Industries



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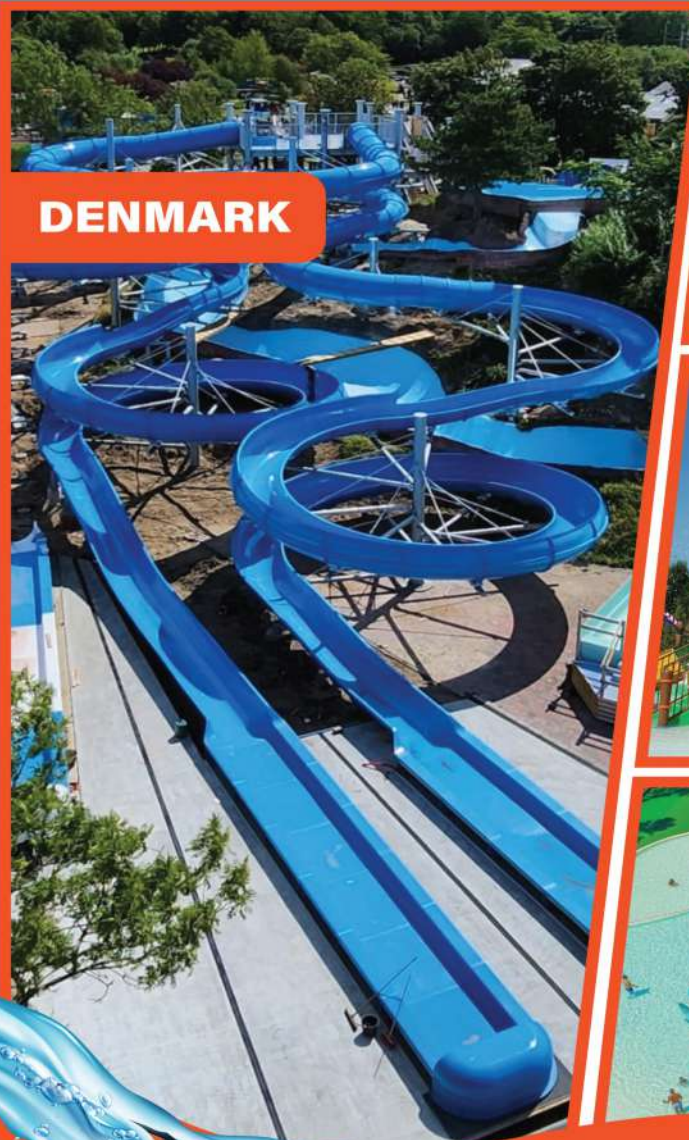


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Chairman's *Message*

“
With annual revenue of over ₹ 11,500 crores and an anticipated double digit CAGR, this industry may be one of the major contributors to GDP of India in near future.
”

Dear Members,

Greetings!

Attractions industry in India is now again on its fast growth trajectory! With annual revenue of over Rs. 11,500 crores and an anticipated double digit CAGR, this industry may be one of the major contributors to GDP of India in near future. We are also witnessing a very rapid growth of Indian Indoor Amusement Center industry (IAC) and the market size of this organized industry is estimated to be over Rs. 4000 crores as on date with approx. over 2500 IACs. It is also anticipated to have a leapfrogging growth with CAGR of almost 15% during the next 5 years.

The celebration of the 25th anniversary milestone of IAAPI reflects the collective efforts of its founders, past presidents, and members. The kick-off event in Delhi on the 19th January 2024 with a whole day seminar and training program was joyous and demonstrates the commitment to knowledge sharing and continuous improvement for the benefit of its members amongst great extravaganza.

On this great occasion IAAPI published a research paper on “Market Assessment of Amusement Parks and Indoor Amusement Centres in India” in coordination with its knowledge partner PricewaterhouseCoopers

(PwC) India, for the benefit of its stake holders. This paper analyzed global theme parks vis-a-vis Indian parks in terms of present revenue, ticket size, footfalls etc. and its future growth prospects. IAAPI also launched its new logo, full of vibrancy and encompassing the dynamic and effervescent expanse. We also launched the new Membership App and website on this occasion.

We are eagerly awaiting to meet you all during IAAPI's annual signature event, the “Amusement Expo”. It will be yet another milestone jamboree with 200 companies from India and all over the world will be demonstrating their products and experiences. A record footfall of over 12,000 people will be a testament to the widespread interest and enthusiasm surrounding the attractions sector.

Let us continue our collaborative efforts to propel the attractions industry to new heights and contribute to the vibrant growth story of India.

Warm regards,

- Shrikant Goenka
Chairman, IAAPI



Vice Chairman's Message

**More the members, stronger we are.
Our membership committee is now
on a membership drive and taken our
membership base to over 400
and counting!**

Dear Members,

Welcome to the grandest and busiest edition of the IAAPI Amusement Expo!

The 22nd edition of the Amusement Expo holds special significance as IAAPI celebrates its 25th anniversary on January 19, 2024. This event marks a dual celebration of our Silver Jubilee and the largest expo to date.

The Indian Amusement Industry, currently valued at 11,500 crores and growing at a CAGR of 10.20%, as published by PWC recently, showcases the immense potential and vitality of our sector.

The Amusement Expo serves as a crucial platform for professionals, enthusiasts, and innovators to converge and showcase the latest trends, products, and services shaping our industry. It embodies a celebration of creativity, imagination, and the limitless possibilities within amusement and entertainment.

As we navigate unprecedented times and surmount challenges of the past, our resolve to thrive and adapt grows stronger. The Amusement Expo stands as a testament to our resilience, where we gather to exchange knowledge, forge new connections, and inspire each other to push boundaries.

Explore the vast expanse, engage with 160+ exhibitors from 15+ countries across 87,000 square feet of floor area. From admission systems to Virtual Reality, Outdoor Playground Equipment, Rides & Slides, Gaming Machines, Technology, Automation, Design, Landscaping, and more, delve into a world of adventure, networking, and profit opportunities.

We encourage everyone to seize this incredible opportunity. Engage in enriching conversations, share expertise, and above all, find inspiration. Let us collectively shape the future of the amusement industry and create unforgettable experiences for generations to come.

And yet again, mark your diaries for the 2025 edition - 19th to 21st February 2025, Hall 4, Bombay Exhibition Centre, Mumbai.

We look forward to another spectacular gathering of industry leaders, innovators, and enthusiasts as we continue to push the boundaries of amusement and entertainment. Save the dates and be part of shaping the future of our dynamic industry!

Warm regards,

**- Ankur Maheshwari
Vice Chairman, IAAPI**

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MANAGING COMMITTEE 2023-24

Chairman - Shrikant Goenka

Vice Chairman - Ankur Maheshwari

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- Ajay Sarin
- Balwant Chawla
- Pradeep K Sharma
- Rohit Mathur
- Arunkumar Muchhala
- Iqbal Mohammad
- Prashant Kanoria
- VGPR Premdas
- Ashok Goel
- Maneesh Verma
- Rajeev Jalnapurkar
- Vincent Adaikalaraj
- Ashwin Dange
- N. D. Rana
- Rajen S Shah

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Safety	Pradeep Sharma	Razi Halim	Advisory & Nomination	Chairman - Rajen Shah, Members - N D Rana, Balwant Chawla, Yogesh Dange, VGP Ravidas, Shrikant Goenka	
Training & Education	VGPR Premdas	Flt Lt Anand Lamdhade			
Indoor Amusement Centers (IAC)	Abbas Jabalpurwala	Tarun Rangwani			

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EAST REGION	Kamalesh Chandra	Rajesh Raisinghani
WEST REGION	Rohit Mathur	Darpan Shah
SOUTH REGION	A I Shalimar	Sumit Ahuja

FOUNDER MEMBERS (IAAPI)

Arun Kumar Muchhala
Muchhala Magicland Pvt Ltd, Mumbai

Ashok Goel
Pan India Paryatan Ltd, Mumbai

Balwant Chawla
Polo Amusement Park Ltd, New Delhi

N D Rana
Saya Amusement Mfg Ltd, Ahmedabad

Rajen Shah
Arihant Industrial Corporation Ltd, Mumbai

PERMANENT MEMBERS

- MGM Anand (in place of MGM Maran)
MGM Dizzeeworld Pvt. Ltd.
- Suraj Muchhala (in place of Late Mr. Nikhil Vakharia)
Madhu Fantasyland Pvt. Ltd.

THRILLER

THRILLER Committee Chairman:
Arijit Sengupta
On behalf of Indian Association of Amusement Parks and Industries :

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Mr. Ashok Goel

Ashok Goel, a serial entrepreneur, and Chairman of EsselWorld Leisure is a visionary and a veteran in the tourism, entertainment, and amusement industry. He is also the Founder President of Indian Association of Amusement Parks and Industries (IAAPI). An Innovator with an eye for detail, Ashok Goel is credited with several thoughtful strategies that have brought a windfall change in the tourism, entertainment, and amusement industry. An avid traveller and fuelled by his personal fervour for the amusement industry, he has visited almost every amusement park in the world.



Mr. Arunkumar Muchhala

Mr. Arun Muchhala, an esteemed figure in the corporate sector, has garnered recognition for his significant contributions to building affordable, environmentally friendly homes. As a first-generation entrepreneur, he has played a pivotal role in the metamorphosis of his group from a construction material supplier to one of the largest conglomerates spanning real estate, hospitality, education, and entertainment sectors. Attributing his achievements to core values such as trust, ethics & a relentless commitment to growth and development, Mr. Muchhala has spearheaded successful ventures like Sai Baba Park, Sai Baba Nagar, Sai Baba Dham, Sai Baba Vihar Complex, Sai Baba Complex, and Sai Baba Enclave. Furthermore, his flagship entertainment destination, Suraj Water Park, has received prestigious accolades and recognition.



Mr. Balwant Chawla

A man for whom happiness of others comes first, gave birth to the company - Polo Amusement Parks Limited, 3 decades ago with vision of providing happiness through Amusement & Water Parks. Globally, his passion for entertainment is seen in Delhi, Nagpur, Tashkent & Consultancy in other countries. He is also the Founder member of IAAPI and Chairman of Polo Group. Mr. Balwant Chawla is on a mission to express his vision of providing happiness through upcoming projects.

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Mr. N D Rana

In 1985, inspired by the vibrant entertainment scenes witnessed abroad, SAYA Amusement was founded by him with a dream to bring similar joy to India. In this venture, the country was introduced to a new realm of amusement through the importing of rides for festivals. Recognizing the untapped potential, conferences were organized in metro cities from 1986 to 1988, engaging with international business leaders and laying the groundwork for the industry's growth. In 1993, fueled by the support of friends, the Indian Association of Amusement Parks and Industries (IAAPI) was established.



Mr. Rajen Shah

Rajen Shah, the founder of Arihant Industrial Corporation Ltd. has been a pioneer in India's water parks industry. He is one of the founding members of IAAPI. He opened The Great Escape Water Park in 1996 and drove Arihant to finish more than 850 projects in 63 countries. A recipient of several awards for his remarkable contributions, including the 'Award for Outstanding Service in Amusement Park Industry' from IAAPA. The visionary guidance of Mr. Shah has helped Arihant secure more than 25 national and international awards and recognitions. Arihant continues to set benchmarks in innovation and design in creating aqua marvels.



(Late) Mr. Nikhil Vakharia

(Late) Nikhil Vakharia, a visionary, who built the entire edifice of the IAAPI. His profound qualities of enthusiasm, perseverance, vision and live networking created a springboard for many aspirants to mould their theme parks and careers. He held on to his dreams and converted them into reality. His relentless work drove him to success. He was the pioneer to promote IAAPI not only in India but across the World. He was also the founder of Madhu Fantasyland Pvt. Ltd.



Mr. MGM Anand (Permanent Member)

MGM Dizzee World's journey is a story of consistent growth and innovation since its inception to its current status as a leading theme park in South India. MGM Anand's leadership strategies has shaped the theme-park into a regional powerhouse, adding modern attractions trending with the times and has ensured the name MGM synonymous with Fun and Entertainment. To date, MGM Dizzee World continues to lead the industry and continues to captivate visitors, showcasing. Anand's enduring commitment to creating a world-class entertainment destination.



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Mr. Ashok Goel
 1999 - 2003



Mr. Balwant Chawla
 2003 - 2005



Mr. Rajen Shah
 2005 - 2007



Mr. VGP Ravidas
 2007 - 2008



Mr. Arijit Sengupta
 2008 - 2009



Mr. N D Rana
 2009 - 2011



Mr. Santokh Chawla
 2011 - 2013



Mr. Yogesh Dange
 2013 - 2015



Mr. Ajay Sarin
 2015-17 / 2020-21



Mr. Shirish Deshpande
 2017 - 2018



Mr. Pradeep Sharma
 2018 - 2019



Mr. Sohansinh Jadeja
 2019 - 2020



Mr. Rajeev Jalnapurkar
 2021 - 2023





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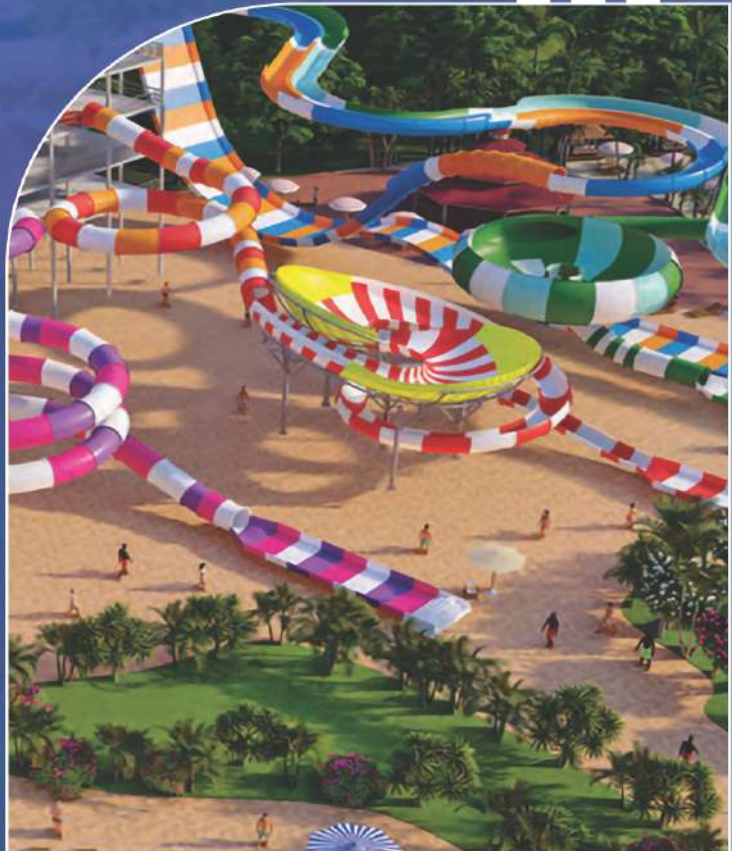
110 mn

Guests Entertained Annually



35+

Awards and Recognitions



IAAPI Rebrands Itself: 25 Years Young, Fresh, and Forward-Thinking



IAAPI
We Make People Smile

Celebrating a milestone moment, the Indian Association of Amusement Parks and Industries (IAAPI) is thrilled to announce its 25th-year mark with a captivating rebranding endeavour, marking the Silver Jubilee. The revelation introduces a new logo that breathes fresh life into the association's visual identity, boasting a contemporary design, lively colour schemes, and a surge of revitalised energy and excitement.

This dynamic logo launch isn't just a visual makeover; it's a testament to IAAPI's commitment to innovation and staying ahead in the ever-evolving amusement industry. Led by Mr. Shrikant Goenka, Chairman of IAAPI, the association remains resolute in its mission to nurture growth, collaboration, and innovation within the sector.

Mr Goenka shares his enthusiasm, remarking, "In commemorating 25 years of IAAPI's journey, the new logo symbolises our dedication to modernity and staying ahead in industry trends. While embracing this contemporary look, our core values of fostering growth, collaboration, and innovation stand unwavering.

The Silver Jubilee signifies the collective efforts and achievements of our members and stakeholders. With this rebranding, we anticipate a future filled with renewed energy and continued contributions to the vibrant amusement community."

The new logo isn't just a visual shift; it encapsulates the association's 25-year journey, visually narrating its evolution. IAAPI's commitment to leadership and excellence in the Indian amusement and entertainment sector shines through this rebranding.

As we dive into reshaping our IAAPI logo, it's crucial to uphold the values instilled by our respected founders and board members. This thrilling phase in IAAPI's journey seamlessly weaves tradition into the fabric of innovation. Our revamped identity isn't just a change; it makes a striking statement, demonstrating our commitment to excellence and staying pertinent in the ever-evolving amusement industry landscape.

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Journey



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IAAPI CELEBRATED ITS 25TH ANNIVERSARY



Felicitation of Mr Balwant Chawla,
Founder Member



Felicitation of Mr N D Rana,
Founder Member



Felicitation of Mr Rajen Shah,
Founder Member

Dear Member,

IAAPI celebrated its 25th Anniversary in a grand way on 19th January 2024 at Shangri-La, New Delhi.

On occasion of its anniversary IAAPI:

- Released Amusement & IAC Industry report by PwC,
- Felicitated Founder Members,
- Unveiled its new logo,
- Launched Member portal, mobile app and website.

The day long event included:

- Leadership session by Prof. Ranjeet Nambudiri from IIM-Indore.
- Panel discussion -
 - Driving Growth Prospects in Amusement Industry.
 - Exponential growth of Tourism - Amusement, Food, Travel.

Industry professionals from Amusement, Food, Travel, Real estate, retail shared their insights and thoughts at the sessions.

The day concluded with musical evening followed by dinner.

I would like to thank members for their support and participation at the anniversary celebration.

As we now embark on our next journey from the 25th to 50th year of growth and prosperity of the amusement industry, we at IAAPI look forward to your continuous support to IAAPI initiatives.

Wishing you all the very best.

Best regards,
Shrikant Goenka



Unveiling of IAAPI's New Logo



Releasing of PwC Report



Launching of Member Portal, Mobile App & Website

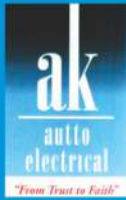


Panel Discussion



Panel Discussion





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IAAPI'S 1ST OUTBOUND MEMBER DELEGATION TO MALAYSIA

| 18-20 March, 2024 |

Dear Member,

I am pleased to inform you that IAAPI in coordination with Malaysian Association of Theme Park & Family Attractions (MATFA) has planned a **visit to Malaysia** from **18th - 20th March, 2024**.

Malaysia is chosen because of the close proximity to India and operates in the similar price range and climatic conditions. This visits will help members to understand the best practices adopted. Networking session with MAFTA members is also planned for the benefits of our members.

DAY 1 - 18th March 2024

- Arrival in Kuala Lumpur & transfer to hotel
- Visit **SplashMania @ Gamuda Cove waterpark**
- Meeting with MATFA Members & Networking Dinner

Hotel: Berjaya Times Square (5*)

Adults	Rate Per Person
Single Room	₹31,500/- + Taxes
Twin Sharing	₹19,500/- + Taxes

DAY 2 - 19th March 2024

- Full day visit to **Genting SkyWorlds Theme Park**

DAY 3 - 20th March 2024

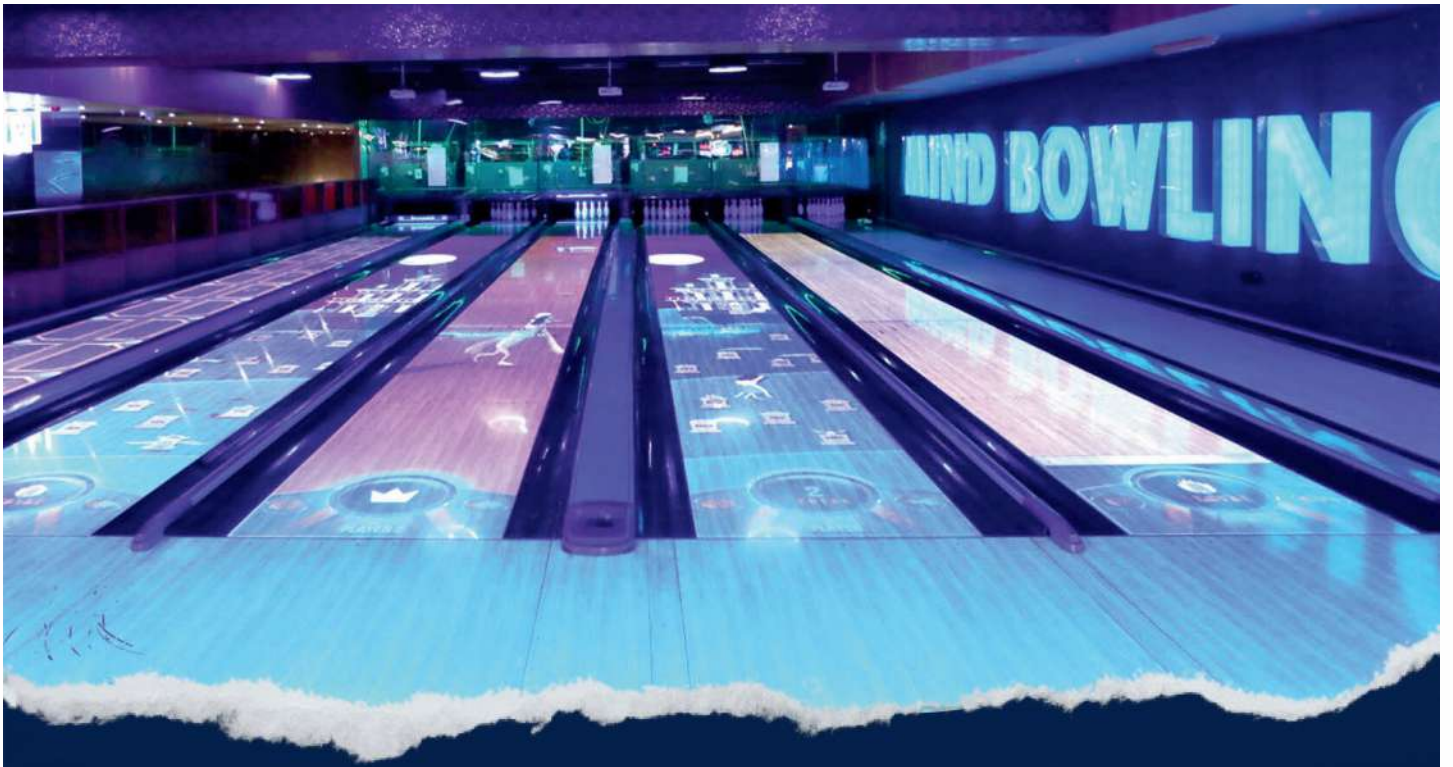
- Check out & visit **KLCC Aquaria and City Tour**
- Lunch and Departure to airport

**Above rates
are valid
only for
first 25
Members**

The visit is planned not only for the promoters / owners, but even for key senior executives of your organization. We are positive that this first initiative trip will be beneficial to our members.

**Best Regards,
VGP Ravidas,
Chairman - International Relations**

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SAFETY CONCLAVE 2023



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IAAPI organised its 4th edition of Safety Conclave on 13th December, 2023 at Courtyard by Marriott, Mumbai.

Mr. Razi Halim - Vice Chairman Safety in his opening remark welcomed the delegates and gave the overview of the event and concurrent sessions which were planned during the day.

Mr. Pradeep Sharma - Chairman Safety Committee welcomed all the delegates for the conclave. As we are all aware that the purpose of doing Safety Conclave is to provide a platform for our members to gain knowledge on safety and understand latest trends in maintenance in Amusement sector. I am glad that this year our eminent speakers will touch upon some critical aspects which our industry is facing with regards to Safety and Security at Amusement Park and Indoor Amusement centres.

The Topic & Speakers were as follows:

Safety in Amusement & Water Park - **Ms. Franceen Gonzales**, Chief Experience Officer - WhiteWater West & Chairperson - ASTM F24.

Standardization in the field of Amusement Rides and Water Parks - **Mr. Aman Dhanawat** - Scientist-B/ Assistant Director, Bureau of Indian Standards.

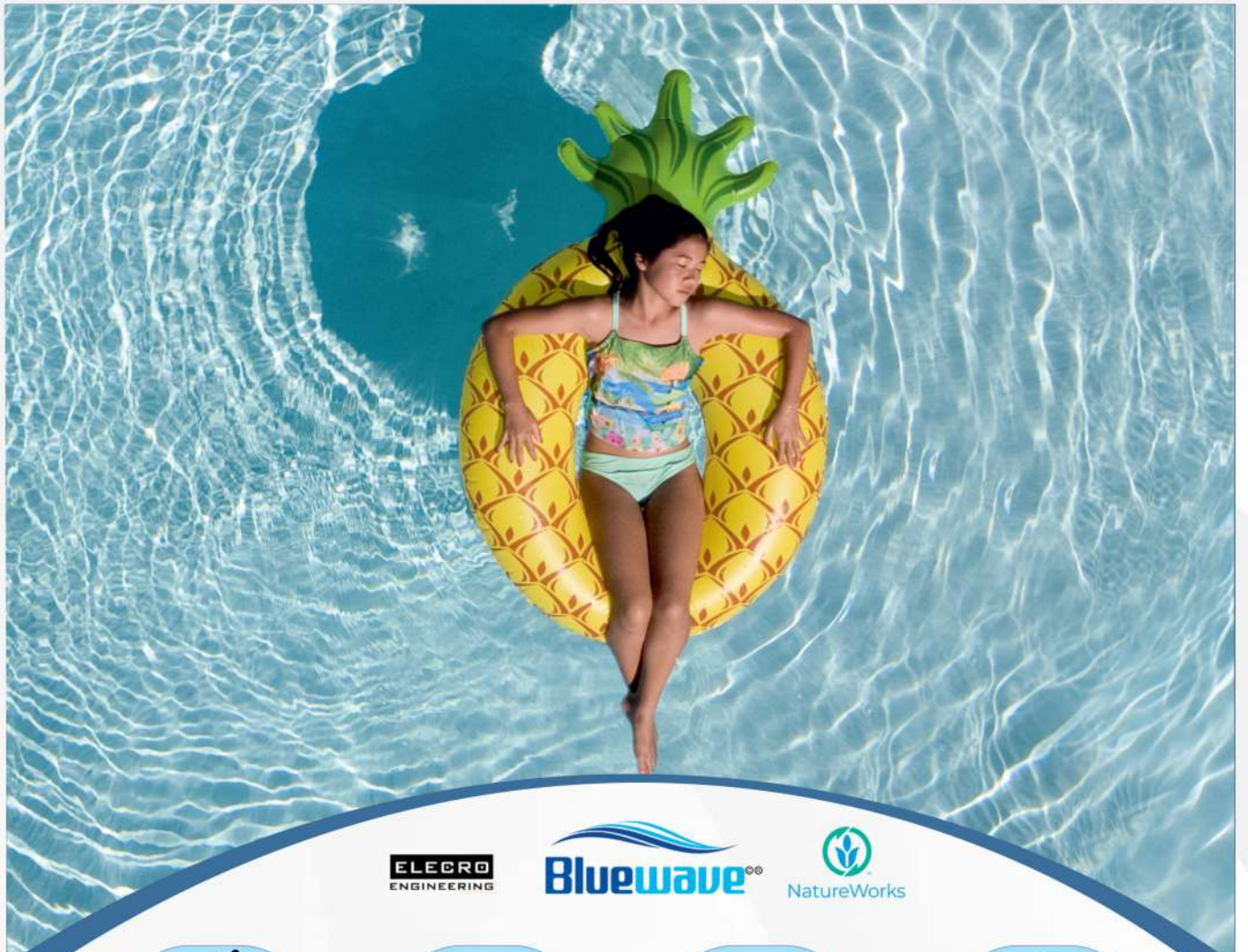
Site Emergency Action Plan - **Mr. Arvind Mandke** - Fire Advisor to JNPA and Former CFO of Thane and CIDCO.

The Occupational Safety and Health Management Systems - **Mr. Sumedh Shirsat** - Dy. General Manager - SCM Network, Jio Digital Life- Reliance Industries Ltd.

Go-Karting-Setup and Operational Safety - **Mr. Yohann Setna** - CEO of CoASTT Automotive Centre of Excellence.

The sessions had in-depth knowledge.





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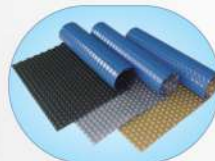
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GLIMPSES OF SAFETY CONCLAVE 2023

Few Feedbacks

- We need to organize such sessions to get the maximum knowledge to our benefits
- Important topic delivered very well effectively
- Very good presentation! Many thought provoking points to take back
- Interactive & knowledgeable speaker. Learned lots of things in this session.
- Excellent sessions
- Informative sessions on product Knowledge, Safety awareness as well as standard of Amusement park and Water park.



Mr. Razi Halim Vice Chairman Safety thanked the speakers and delegates for making the conclave a success.

73 delegates from 29 companies attended the safety conclave.





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ASSOCIATION NOTICEBOARD

Report of MEP Committee - Western Region visit

As an ongoing process of MEP Committee to meet and interact with IAAPI manufacturers at their manufacturing facility, Mr Ajay Sarin - Past President & Chairman - MEP Committee and Mr Anil Padwal - Secretary General, IAAPI visited members in Palghar District in western region on 14 December, 2023.

Companies visited:

- Ankam Play System Pvt Ltd
- Arihant Industrial Corporation Ltd
- Synergy Water Park Rides Pvt Ltd

Members welcomed team IAAPI and during interaction mentioned that these kind of efforts taken by the MEP Committee will help IAAPI manufacturing members to connect, network, collaborate amongst each others. They felt that it will help in growing individual business through better understanding. This understanding will also encourage manufacturers to provide quality rides which will help Indian Amusement Industry to grow.

Feedback from members during our meeting and interactions based on the questionnaire are:

- Members felt that Indian manufacturers need to collaborate, network amongst each other which will help individual and industry growth.
- Market is upright and industry is growing. Order book is good. IAAPI is a solid platform and shaping the Indian Industry in right direction.

Challenges faced by members during manufacturing and marketing are:

- Trained manpower is required to overcome the issue of shortage of skilled labour along with automation.
- Manufacturing need to upgrade in terms of pricing, quality and implementation safety guidelines and systemization.
- Create awareness about quality and sustainability.
- Comparison with level 2 & level 3 manufacturers at the time of negotiations.
- Implementation Safety guidelines, education and systemization.

Feedback to IAAPI

- B2B session for manufacturers
- Preparing Business plan
- Zero defect
- Costing and more

The committee will discuss the issues and feedbacks received during the visit and will address it through training program, newsletters or by mutual interactions.



Ankam Play System Pvt Ltd



Arihant Industrial Corporation Ltd



Synergy Water Park Rides Pvt Ltd

IAAPI's Board of Directors Meeting held on 26th February 2024

A day prior to the signature event - Amusement Expo 2024, the Board of Directors meeting was held on 26th February 2024 at Hotel Lalit, Mumbai. The meeting focussed on various progress aspects of the association in which member promotion and privileges is an integral part. The meeting also focussed on the updating the board on the 22nd edition of Amusement Expo 2024.





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Meeting with Government of Bihar and Bihar Tourism

Mr Maneesh Verma - Director - IAAP, Mr Kamalesh Kumar Singh, MD - Chappak Water Park and Mr Anil Padwal, Secretary General - IAAP met Shri Abhay Kumar Singh - Secretary Tourism, Govt of Bihar and Shri Anand Kishor, MD - Bihar Tourism on 11 January, 2024 in Patna. IAAP presented its recommendations for Bihar Tourism Policy which was highly appreciated by the Secretary as the State will be releasing new policy shortly and IAAP's suggestions will help them making appropriate amendments in the policy. Bihar Tourism confirmed its support as Partner State for Amusement Expo 2024.



Meeting with Shri Abhay Kumar Singh,
Tourism Secretary - Government of Bihar



Meeting with Shri Anand Kishor,
MD - Bihar Tourism, Government of Bihar

Meeting with Ministry of Tourism, Govt of India, New Delhi



Meeting with Shri Ajay Bhatt -
Hon'ble Minister of State for Tourism, Govt of India



Meeting with Ms Radha Katyal Narang,
IRS - Director, Ministry of Tourism, Govt of India

Member Meet Drive - Patna

Member Meet drive was held in January 2024 in Patna. Mr Maneesh Verma - Director, IAAP and Vice Chairman - Membership Committee and Mr Anil Padwal visited Chappak water Park in Patna on 11 January, 2024. They met Mr Kamalesh Kumar Singh, MD - Chappak Water Park and took park tour. During our visit IAAP met members and non-members from Patna. During the visit, members showed their facility and discussed on various issues faced by the industry in their state. This visit also helped IAAP to connect with non members and gave an opportunity to highlight the benefits of becoming a member of the association.



Visit to Chappak Water Park - Patna



Visit to Dreamworld Water Adventure - Patna

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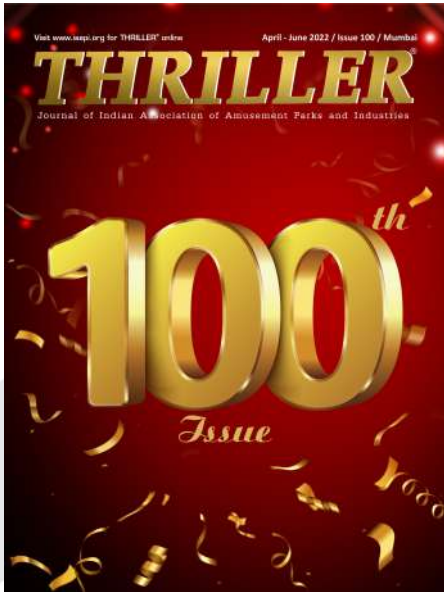


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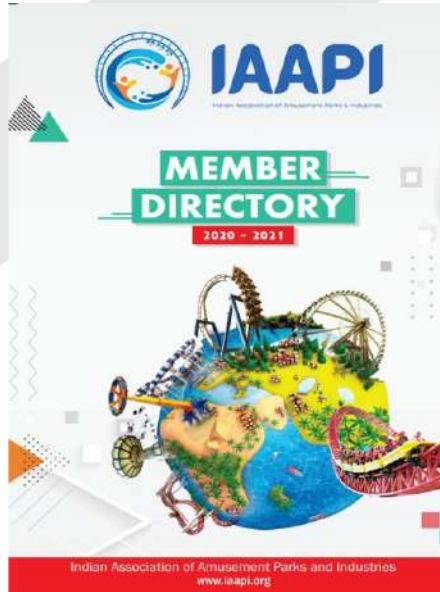
ASSOCIATION NOTICEBOARD

IAAPI Publications

IAAPI publishes regularly in-house magazines e.g. THRILLER, Safety Insights, MEP Insights, Newsletters, Membership Directory, Annual Reports etc. In-house magazines are a great way to keep members informed, engaged, updated and connected with what's going on in the Industry. They can also be a valuable tool for promoting company culture and values. Here are the glimpses of our in-house publications:



THRILLER



MEMBER DIRECTORY



ANNUAL REPORT



MEP INSIGHT



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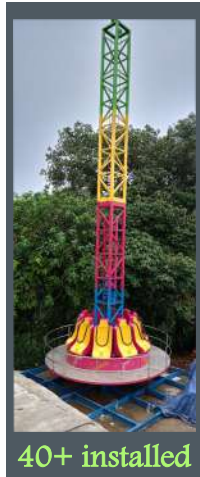
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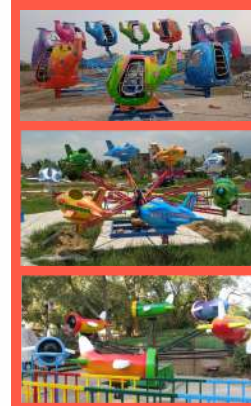
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Membership Referral Incentives

With the core objective to create brand awareness of IAAPI and to increase its membership, IAAPI is pleased to introduce Membership Referral Incentives.

We would urge members to kindly refer and promote IAAPI amongst your industry contacts which would help us to increase IAAPI membership.

Membership Referral Incentive is listed below: Manufacturers



Membership confirmed through referrals	Incentive
3 contacts	<ul style="list-style-type: none"> • 1 Delegate Complimentary at Networking Night • 1 Delegate Complimentary at IAC Connect OR Safety Conclave • Member company acknowledgement in THRILLER
4-6 contacts	<ul style="list-style-type: none"> • 1 Delegate Complimentary at Networking Night • 1 Delegate Complimentary at IAC Connect OR Safety Conclave • 1 Full page Advertisement in THRILLER (1 issue) • 1 Delegate Complimentary at Award Night • Member company acknowledgement in THRILLER
7 & above	<ul style="list-style-type: none"> • 2 Delegates Complimentary at Networking Night • 1 Delegate Complimentary at IAC Connect OR Safety Conclave • 2 Full page Advertisement in THRILLER (2 issues) • 2 Delegate Complimentary at Award Night • Member company acknowledgement in THRILLER

Note:

- We encourage to suggest 3 or 5 years membership to your referrals
- Above incentive is applicable for FY and on receipt of membership payment from the referral company.



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Welcome New Members 2023-2024

Members are an integral part of IAAPI and contribute to the growth of the association.

We welcome the new members for the year 2023-2024 as follows:



NEW ORDINARY MEMBERS FOR 2023-2024

Sr.	Company Name	City	State
1	Amuse Engineering Ride	Valsad	Gujarat
2	Amusement & Picnic Resort (P) Ltd	Chennai	Tamil Nadu
3	Aqua Jungle Water Park & Resorts	Mirzapur	Uttar Pradesh
4	Aqua Venture Rides	Mumbai	Maharashtra
5	Asian Fun World	Kalaburagi	Karnataka
6	B K Resort Waterpark	Thane	Maharashtra
7	BARPL Engineers Manufacturers LLP	Aravalli	Gujarat
8	BFUN FEC LLP	Bangalore	Karnataka
9	Bhutani Entertainment Private Limited	Noida	Uttar Pradesh
10	BOGO FUNZ Amusement	Coimbatore	Tamil Nadu
11	Bouncy Bunch	Indore	Madhya Pradesh
12	CISO Institute of Oceanic Studios Pvt. Ltd./ Marine World	Thrissur	Kerala
13	CRAZY Amusements Pvt Ltd	Vijayawada	Andhra Pradesh
14	Driiwitty Entertainment Private Limited	Bangalore	Karnataka
15	Essex Farms Pvt Ltd	New Delhi	Delhi
16	Fun King / Nandha Trading	Tiruppur	Tamil Nadu
17	Fun Time	Bangalore	Karnataka
18	Funtasia Water Park & Resort	Varanasi	Uttar Pradesh
19	Globale Imagination Private Limited	Mumbai	Maharashtra
20	Glycon Industries LLP/ Flying Rabbit	Pune	Maharashtra
21	Goenka Farm/ R.B. Goenka	Nagpur	Maharashtra
22	Goldenkey Entertainment LLP	Tirupur	Tamil Nadu
23	H. A. Corporation Pvt Ltd	Ahmedabad	Gujarat
24	HAPPYON PVT LTD	Ahmedabad	Gujarat
25	HOPUP / Let's Funjoy Adventure Pvt. Ltd.	SAS Nagar	Punjab
26	Karapuzha Aero Adenture Private Limited	Wayanad	Kerala
27	KMIT Solutions Pvt Ltd	Coimbatore	Tamil Nadu
28	KSA Tours and Travels Pvt Ltd	Kochi	Kerala
29	Little Fingers India Pvt Ltd	Bangalore	Karnataka
30	Little Munchkins LLP	New Delhi	Delhi
31	M/S BOUNCE	Hyderabad	Telangana
32	M/s. Vishaal Promoters Pvt Ltd	Madurai	Tamil Nadu
33	Mahaanandi Entertainment	Bangalore	Karnataka
34	Maven Associates (Maven Fun)	Hyderabad	Telangana
35	Modern Amusement Equipment Private Limited	Gwalior	Madhya Pradesh
36	Modern Masti Private limied	Gwalior	Madhya Pradesh
37	Mr Been Trampolin Park	Pune	Maharashtra
38	Nilansh Builders Private Limited	Lucknow	Uttar Pradesh
39	NordicMojo LLP	Pune	Maharashtra
40	Orbit Amusement Games	Delhi	Delhi
41	OS Enterprises	Chennai	Tamil Nadu
42	Play Arena Sports and Adventure Pvt Ltd	Bengaluru	Karnataka
43	Rebounce Entertainment Pvt. Ltd.	Surat	Gujarat
44	Replay International Pvt Ltd	Nagpur	Maharashtra
45	RON Adventures Pvt. Ltd.	Thane	Maharashtra



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46	Rukmini Amusement Ltd. (Kanha's FunCity)	Bhopal	Madhya Pradesh
47	Run and Ride Park (Thrill Park)	Tenkasi	Tamil Nadu
48	S.K. Enterprises	Secunderabad	Telangana
49	Shilus Properties LLP	Mumbai	Maharashtra
50	Shivtej WaterPark & Adventures	Kolhapur	Maharashtra
51	Skydream Amusements	Chennai	Tamil Nadu
52	Sonnalgi Aquapark Private Limited	Solapur	Maharashtra
53	Spectrum Water Rides Private Limited	Nagpur	Maharashtra
54	Tejas Constructions & Infrastructure Pvt Ltd	Pune	Maharashtra
55	Thrill Ride	Pune	Maharashtra
56	V. Land Water Park and Resort	Kasaragod	Kerala
57	Vision Amusement Park Pvt Ltd	Delhi	Delhi
58	White Copper Entertainment Pvt Ltd	Pune	Maharashtra
59	Winera International	Surat	Gujarat
60	Wondervalley Recreations & Hospitality Pvt. Ltd.	Bangalore	Karnataka

NEW ASSOCIATE MEMBERS FOR 2023-2024

Sr.	Company Name	City	State
1	Amrit Corp Limited (Unit : Amrit Food)	Gaziabad	Uttar Pradesh
2	Aquaventure	Jaipur	Rajasthan
3	Bazel Services (Cukoo)	New Delhi	Delhi
4	BDC Digiphoto Imaging Solutions Pvt Ltd	Mumbai	Maharashtra
5	Bizzna Enterprise	Bangalore	Karnataka
6	Bobby Video World	New Delhi	Delhi
7	Cranesoul Engineering Pvt. Ltd.	Ahmedabad	Gujarat
8	Cryptic Adventure Sports Pvt. Ltd.	Bhopal	Madhya Pradesh
9	Darshil Enterprise	Jamnagar	Gujarat
10	Deve Rus Advisory Services Pvt Ltd	Mumbai	Maharashtra
11	Dhris Enterprise	Vadodara	Gujarat
12	Formula-Zero Electric Energy Private Limited/ ELETTRICO	Chennai	Tamil Nadu
13	Funtime Leisure Pvt Ltd	Chennai	Tamilnadu
14	Hitech Engineering Co.	Vasai	Maharashtra
15	Horvert Inc	Chennai	Tamil Nadu
16	Innovatiview India Pvt. Ltd.	Noida	Uttar Pradesh
17	Jones Lang Lasalle Property Consultants (India) Pvt Ltd	Gurgaon	Haryana
18	Kaam Adventures LLP	Mumbai	Maharashtra
19	Kever Industries	Pune	Maharashtra
20	Khosla Profil Pvt Ltd	Mumbai	Maharashtra
21	Kreative Dimensions	Mumbai	Maharashtra
22	Meghparma Industries LLP	Bhiwandi	Maharashtra
23	Mosaico People Pvt Ltd	Gautam Buddha Ngr	Uttar Pradesh
24	Options Unlimited Entertainment & Productions	Pune	Maharashtra
25	Orange Space Craft Pvt Ltd	Ahmedabad	Gujarat
26	Prera Textiles International Private Limited	Panipat	Haryana
27	Rhino Engineers Private Limited	Ahmedabad	Gujarat
28	Sejal Infraprojects Private Limited	Mumbai	Maharashtra
29	Setu Associates	Rajkot	Gujarat
30	SG Theme Maker	Kota	Rajasthan
31	Sharma Billiard Accessories	New Delhi	Delhi
32	Shipdocket Worldwide Entertainment Provider	Raigad	Maharashtra

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NEW ASSOCIATE MEMBERS FOR 2023-2024

Sr.	Company Name	City	State
33	Straight Drive Sports & Leisure Pvt Ltd	Coimbatore	Tamil Nadu
34	The Gaming Company	Thane	Maharashtra
35	Universal Toys Private Limited	Hyderabad	Telangana
36	Wondertech Entertainment Private Limited	Indore	Madhya Pradesh
37	YTF & Treats Pvt Ltd	Pune	Maharashtra

NEW FOREIGN ASSOCIATE MEMBER FOR 2023-2024

Sr.	Company Name	Country
1	Ace Manufactory Ltd	Hong Kong
2	Guangzhou Zhuoyuan Virtual Reality Tech Co., Ltd	China
3	LASERWAR / AMK Expo LLC	Russia
4	MI Concept + Design Inc.	Canada
5	Sanderson Global	Philippines

MEET THE IAAPI SECRETARIAT TEAM



Anil Padwal
Secretary General
Associated since January 2014



Aarti Vedpathak
Sr. Deputy General Manager
Associated since October 2004



Padma Aryal
Deputy General Manager
Associated since January 2006



Rahim Shaikh
Assistant Manager
Associated since December 2023



Nilesh Baikar
Office Executive
Associated since April 2016



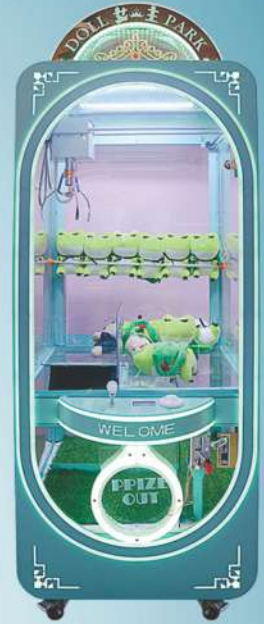
Priti Mane
Accounts
Associated since October 2023



Shatrughan Agnihotri
Office Assistant
Associated since March 2004

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☎ Mr.Yash Shah (CEO) - 84018 43822 | Manish Oza (Manager) - 90999 18505



Mr.Rajnibhai Shah

(Founder & Chairman)

98250 15316

22nd IAAPI amusement expo

PREVIEW



IAAPI Amusement Expo 2024 Preview:

A Sneak Peek into the Future of the Entertainment Industry - It's RIGHT here.

The entertainment industry has always been known for its ability to captivate audiences and transport them into a world of fun, thrills, and excitement. Each year, professionals, enthusiasts, and industry leaders eagerly anticipate the International Amusement, Leisure, and Attractions Expo (IAAPI) to discover the latest innovations, trends, and technological advancements that will shape the future of this dynamic industry.

This 3-day event scheduled from 27th to 29th February 2024 is power packed with exhibitors from across the globe, innovative technologies, attractions, from go-karts to carousels and everything related to this sector is RIGHT here. One of the key highlights of IAAPI Amusement Expo 2024 will undoubtedly be the showcasing of cutting-edge rides, attractions, and technologies. Exhibitors from across the globe will unveil their latest creations, giving attendees a first-hand experience of what the future of amusement parks and leisure centers will look like.

Visitors can expect an array of mind-blowing and adrenaline-pumping rides that push the boundaries of physics and imagination. From gravity-defying roller coasters to virtual reality experiences that transport users into fantastical worlds, there will be no shortage of exciting attractions to explore in 2024.

In addition to thrilling rides, IAAPI Amusement Expo 2024 will also explore emerging trends in immersive entertainment. Virtual and augmented reality technologies will take center stage, revolutionizing the way we experience amusement parks and attractions. Visitors can expect to witness the integration of these technologies into rides and games, resulting in a more interactive and engaging experience for guests.

Moreover, the event will feature concurrent events, networking platform, National Awards of Excellence, IAC Connect and much more.

The IAAPI Amusement Expo 2024 is not just a platform for professionals and enthusiasts to gather and explore the future of the entertainment industry. It is also an opportunity for networking, collaboration, and fostering new partnerships. Exhibitors, buyers, and investors will come together to forge new business relationships and explore joint ventures that will drive the industry forward.

**Do mark your Calendars for 2025:
19th to 21st February 2025,
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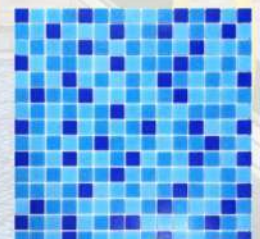
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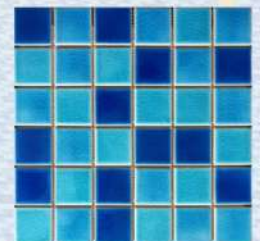
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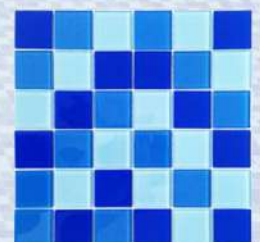
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- Franceen Gonzales

Ms. Franceen Gonzales, Chief Experience Officer for WhiteWater, has developed and operated parks large and small for over 30 years. She is a safety, operations, and industry standards expert who speaks professionally at conferences and has a worldview of best practices in parks. Franceen has served on the IAAPA board twice, was the World Waterpark Association board chair, and is Chair of ASTM Committee F24. She is also a four-time Bloolooop 50 Influencer and IAAPA Lifetime Service Award Recipient.

I could hear the emergency whistles from across the waterpark. BEEEEEP!... BEEEEEP!... BEEEEEP!... Urgent blasts to scream out, "I NEED HELP!"

It was the early 1990s and I was the Director of Operations at a park in Texas, when a young man was rescued from a pool. I briskly walked toward the emergency whistles as they laid him on the deck. I soon took over compressions for CPR as he didn't have a pulse. When I found out later that he had died, I just sat there, dumbfounded. Somewhere in the back of my head I thought maybe they could have saved him at the hospital. For the next days and weeks, I could only think, "what could we have done differently?" It was later found that he had a medical condition...something I couldn't control but I knew could happen again. So, I then asked myself, "what can I do to be ready next time?"

The next phase of my career was built on PREVENTING incidents from happening but also making sure my team was PREPARED for when something beyond their control does happen. How do you do that?

To PREPARE, we built an Emergency Action Plan that included things like ride incidents, potential drownings, waterborne illnesses & then we practiced RCR. Recognition, Communication, Response. Every scenario had those elements, and we learned the best ways to manage those phases. At the beginning of every shift, we did a surprise scenario to test that the team on duty had the leadership and skill to handle any emergency. We went so far as to practice managing relations with families affected by emergencies. We learned how to talk with families to be



empathetic and helpful. We practiced how to deal with the media if the emergency gained attention. We practiced how we did the reporting and investigation to make sure we were thorough. We even practiced what would happen if there was a lawsuit. The preparation helped my team be confident every day that they knew how to handle anything that happened that day. They also learned how to be a team and to rely on one another.

So, this brings me to the PREVENT side of the equation. How could we prevent incidents from occurring? While there are many best practices one learns while working in a park, how did we know we were doing the very best we could? Over the next decade, I worked to implement a new way of improving lifeguard performance through clandestine audits using the Ellis & Associates program. I went to a World Waterpark Association conference and later joined the Safety Committee. There was a document called the WWA Considerations for Operating Safety, which became the best practices standard for the industry.

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It was voluntary so, I implemented every best practice I could. There were no laws mandating waterparks had to follow it. So, what came next was very interesting. It was 2001 and I was the general manager of a waterpark in Phoenix, Arizona. The World Waterpark Association Safety Committee chairperson encouraged me to go to my first ASTM F24 meeting. But I wasn't prepared for what I was to experience & it changed the trajectory of my career as a result. I walked into the main committee room to find over 100 people. Mostly men, mostly older than I, and all seemed to be engineers. Yet, what really grabbed my attention was that we were sitting in meetings talking about the technical aspects of amusement rides and diving deep into how these rides should be designed, engineered, fabricated, installed, tested, operated, maintained, and inspected.

I really enjoyed the debate, the discussion, and importantly, the consensus. We all had to agree on the language and even I, as a voter from a small park had the same voice as Disney since each company got one vote. I got involved working on the draft of what would become ASTM F2376, the standard for waterslides. Me and about 5 other people had many meetings, often in the hotel lobby of the meeting, drafting the standard. I had to learn the format, but importantly that within the rest of ASTM F24, there are standards for Design, Manufacturing, Auditing, and Operations & Maintenance. We didn't have to reinvent the wheel for Waterslides. We simply needed to refer to these standards, then focus our energy on the parts specific only to Waterslides. In 2006 we finally passed the standard for publication after numerous ballots to gain consensus.

So why are these standards so important? For one, our industry loves to invent things. We are really good at it. So, what happens when someone invents something but doesn't design it well? That's when guests and employees can get hurt. But if a designer of a new type of attraction had a standard as a guide, they can responsibly design all the thrill, but still result in a safe ride. In a sense, our industry standards support innovation by providing guidance such as requiring an engineer to do a Risk Analysis on the intended design and then implement mitigations to those risks. These standards also require safety factors for design for fatigue so that rides remain structurally sound.

During my time on ASTM F24 Executive Committee, I learned quickly that acceleration limits are important. How many G's can be experienced for how long before it poses a safety concern? How does one measure the G's experienced on a ride? That is in the ASTM F2137 standard. Thousands of hours by many super-talented people from all over the world went into the development of it. It was so foundational that ASTM F2291, EN 13814, and ISO 17842 each reference that standard. This is the standard for the world in measuring accelerations. India has



their new BIS standards based on ISO. Our whole industry is interconnected.

During these last 25 years, I've been to many countries to help them understand there are established, global industry standards that cover myriad topics and types of attractions. I advocate for their adoption and use by reference where possible as I know firsthand the benefit of using the standards. Many States in the US reference compliance with ASTM F24 standards by law. There are now nearly 25 ASTM standards addressing many types of attractions like adventure, trains, and go-karts in addition to mechanical rides and water attractions. Many other countries have followed suit to adopt these standards into their regulations.

Today I work for WhiteWater, which designs and builds water-related attractions all over the world. While each country is different, our designs are based on these global industry standards, and they are adjusted to meet the local requirements. When countries adopt the global industry standards, it makes it easier for owners to purchase attractions without extra cost to adjust to the local requirements. It also gives owners the peace of mind that their attractions meet the standards, which the most respected parks in the industry also use. We are seeing globalization of certain brands and that means park systems may have parks in different countries. All the more reason to be designing, manufacturing, and operating attractions using the same standards, no matter where you are.

I am currently the ASTM Committee F24 Chair. My friend Greg Hale of Disney and I have garnered the support from IAAPA to work on the convergence of the ASTM F2291, F1193, F2974, and F770 standards with EN 13814. The result will be that while EN standards are required by law in Europe, their content will be very similar to that of ASTM standards, which can be voluntarily utilized anywhere in the world, and which have been adopted in many countries.

As I look back on the nearly 30 years, I have operated parks and the 10 years working for a well-recognized manufacturer, I am grateful to have been able to learn from many talented people. I am also blessed to have participated in the development of standards and the adoption of standards standing side by side with giants of our industry. I truly believe these standards make a difference in preventing injury and illness.

Congratulations IAAPI on 25 years! To many more years of SAFE, fun attractions for all to enjoy!

IAAPI is thankful to Ms. Franceen Gonzales for sharing "Standards and Protocols to ensure safety in Amusement & Water Parks".



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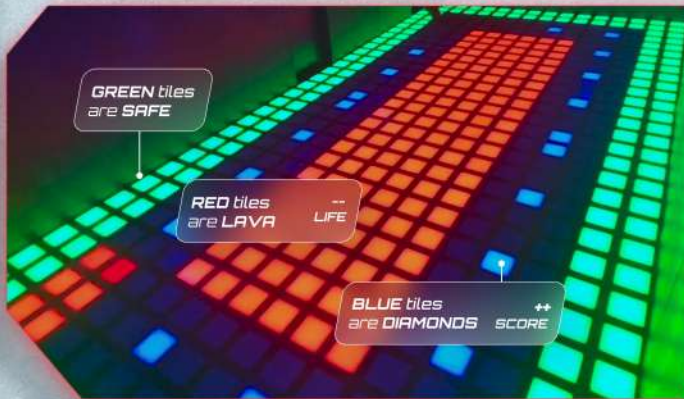
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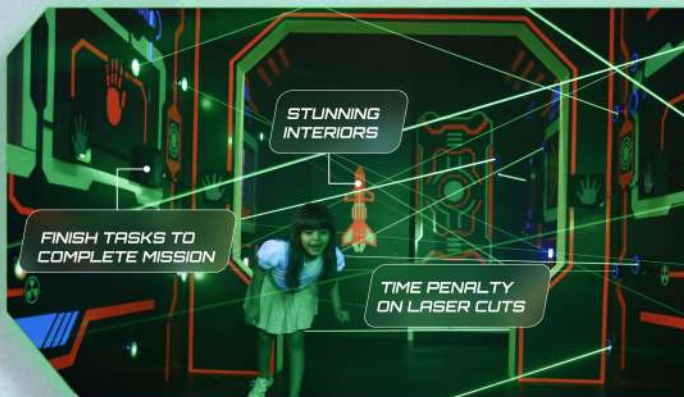
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Standardization in the field of Amusement Rides and Water Parks

- Aman Dhanawat

Mr. Aman Dhanawat - Pursued B-Tech in Mechanical Engineering from IIT Indore in 2018. Currently working as Scientist 'B'/Assistant Director in Bureau of Indian Standards. Total working experience of more than 4 years and handling the BIS Technical Committee MED 06, which deals with the standards on safety in amusement rides and water parks.



Under Mechanical Engineering Department of BIS, the Continuous Bulk Conveying, Elevating, Hoisting Aerial Ropeways And Related Equipment Sectional Committee, MED 06 has developed total of 9 set of standards for safety in amusement rides and water parks and continuously keeps them updating with respect to advancing technologies and industry safe practices.

Standards on Safety in Amusement Rides and Water Parks:

The code of recommended practice for amusement rides safety is in six parts, IS 15475 (Part 1 to 6) under the general title as follows:

- Part 1** General Information
- Part 2** Safety requirements
- Part 3** Design, manufacture, and erection
- Part 4** Selection, training, and supervision of operators
- Part 5** Operation and maintenance procedures
- Part 6** Performance tests

The code of recommended practice for safety in water parks is in three parts, IS 15492 (Part 1 to 3) under the general title as follows:

- Part 1** General Information
- Part 2** Safety requirements
- Part 3** Instructions

BIS (Bureau of Indian Standards) is the National Standard Body of India established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental thereto.

BIS has been providing traceability and tangibility benefits to the national economy in a number of ways - providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing. Keeping in view, the interest of consumers as well as the industry, BIS is involved in various activities as given below:

- i) Standards Formulation
- ii) Product Certification Scheme
- iii) Compulsory Registration Scheme
- iv) Foreign Manufacturers Certification Scheme



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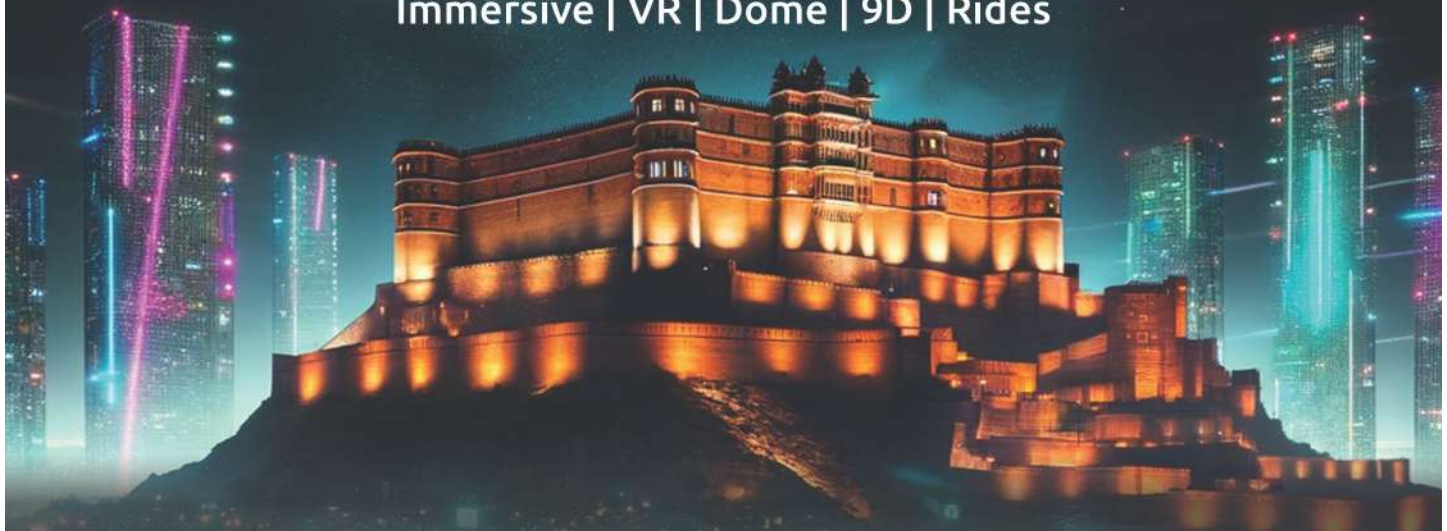
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ADVENTURES OF

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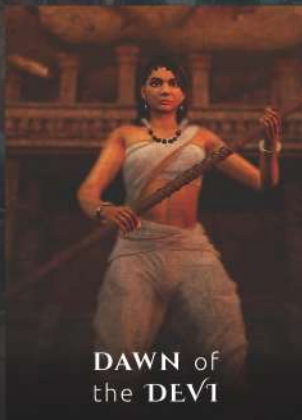
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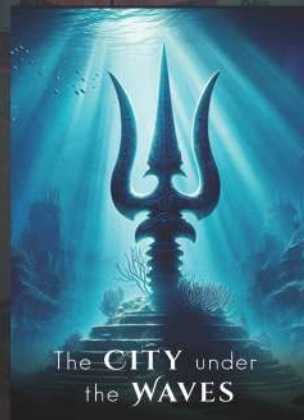
Bringing our amazing culture, history and diversity - the "Indian Tadka" to the world through our unique content for theme park attractions.



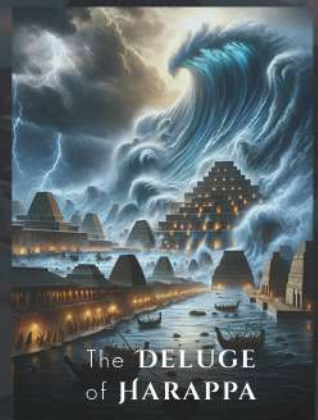
DAWN of
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Standardization plays a crucial role in various aspects of amusement park operations, including ride design, safety protocols, guest services, and overall park management. Here are some key areas where standards play a crucial role in the field of amusement parks:

1. Safety Standards: Ensuring the safety of park visitors is paramount. Standardization involves adhering to industry-specific safety standards for ride design, construction, maintenance, and operation.

2. Ride Design and Manufacturing: This includes specifications for materials, engineering standards, testing procedures, and quality control measures to ensure that rides are safe and reliable.

3. Operations and Maintenance: Standard operating procedures for ride inspections, maintenance schedules, emergency response protocols, and employee training contribute to the overall safety and efficiency of amusement park operations.



Manak Manthan's:

Now BIS has started organizing new series of discussion-programmes titled “Manak Manthan” for the benefit of industry which is scheduled on every month, and is envisaged to launch new standards and share important revisions / amendments and wide circulation drafts to local manufacturers, Industrial and Trade Bodies, Chambers of Commerce, Industry Associations, PSU's or organizations who use such products, Government departments, Regulatory bodies, Laboratories, Civil society groups and Academia.

Objective of these Manthan's are to collect ideas and suggestions from all to discuss, deliberate and incorporate as a part of standard after reviewing it from technical committee members.

Much more than Standards: BIS is also involved and helps nation build technical and quality control awareness through various schemes and programs like:



- Standards on Sustainable Development
- BIS Care App
- Product Specific Capsule courses on quality control
- Standards club in Educational institutions
- Deepening stakeholder engagement
- Standards in the emerging areas
- Internship with BIS
- Partnership with technical and professional institutions
- Creating quality compliance culture



4. Safety Inspections and Audits: Standards facilitates regular safety inspections and audits conducted by regulatory authorities or third-party organizations. These inspections ensure that amusement parks comply with established safety standards and identify any potential risks or issues that need to be addressed promptly.

5. Emergency Preparedness: Standards helps define emergency response plans and procedures in case of incidents. This includes protocols for evacuations, medical emergencies, and communication strategies. Having standardized emergency procedures ensures that both staff and visitors can respond effectively in crisis situations.

6. Environmental Sustainability: With an increasing focus on sustainability, standardization in amusement parks may also involve guidelines for environmentally friendly practices, waste management, and energy efficiency.

7. Industry Regulations: Compliance with local, national and international regulations is essential. Standardization helps amusement parks align with legal requirements, obtaining necessary permits, and operating within the boundaries of established laws.

Standardization fosters accountability, continuous improvement, and a proactive approach to identifying and addressing potential safety risks. Adhering to standards not only contributes in creating a culture of safety and well-being of park visitors but also enhances the overall reputation and sustainability of the amusement park industry.



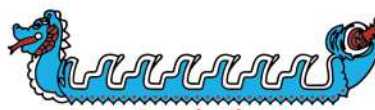
IAAPI is thankful to Mr. Aman Dhanawat for sharing very useful information on “Standardization in the field of Amusement Rides and Water Parks”.

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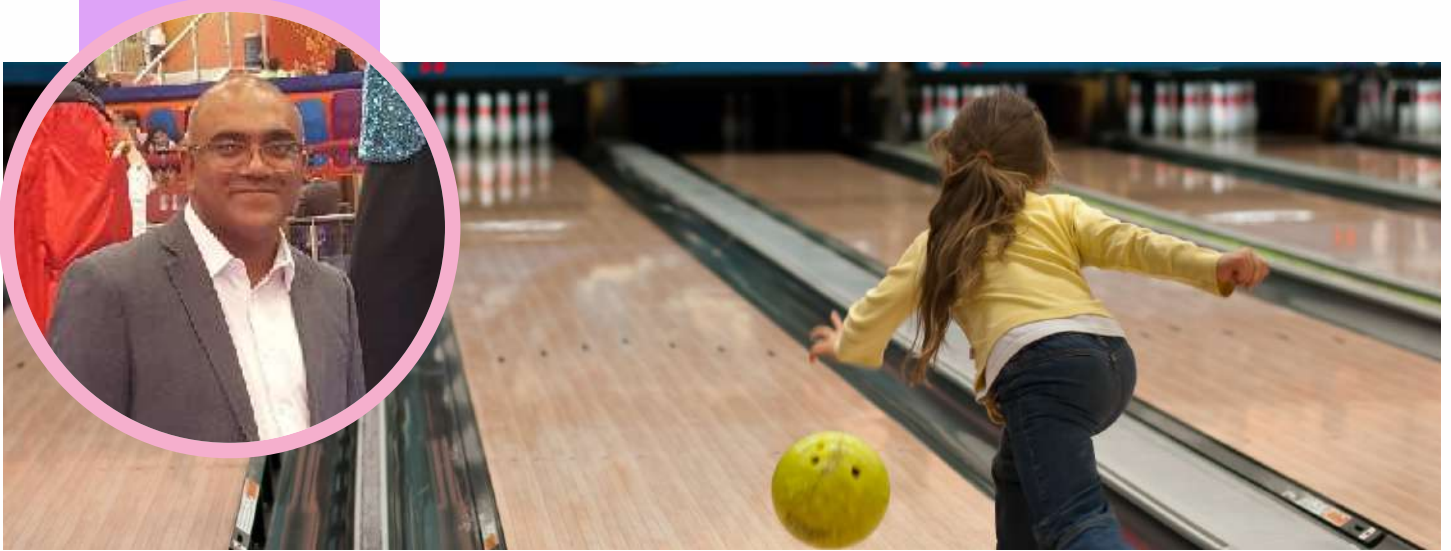
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Maintenance of Electrical and Mechanical Equipment in an IAC (Indoor Amusement Centers)

- Shyamkumar Pillai

Mr. Shyamkumar has spent almost 20 of those years here at Landmark Leisure where he heads the Maintenance and Repair Function whilst also playing crucial parts in designing new attraction and spaces to ensure that we stay ahead in the game. His impact and responsibilities have even further increased with our push into the Indian Subcontinent and into Asia. Who else to ask for help and guidance, technical know-how and leadership skills than the person who has seen it all, contributed greatly to our success, has the competence and of course the passion and experience.



Organised Indoor Amusement Centers are developing at a rapid pace in India and as the attractions become more complex, the biggest challenge will be, “who is going to maintain these equipment?”. Equipment mix may remain the same between different IAC’s, what will set it apart from the competitors will be the service standards to ensure the tag line, “Safety is paramount”.

The bitter truth is the service of IAC rides or attractions is gotten by experience, we don’t have many books to get technical information, if it’s available it’s so tight lipped and seldom shared in an open forum either by the techs or the manufacturer.

I strongly believe if we share technical information, the indoor amusement arcades will be safeguarded from any accidents and will ensure local manufacturer are able to cater to the market with equal or better attractions minus the price tag which comes with expensive imports.

Indoor Amusement Centers can be broadly classified into 3 genres:

- ARCADES
- FEC
- LBE

Arcades: amusement centers with coin-op games or primarily video games as the main content.

FEC: family entertainment centers have a mix of coin-op games where redemption machines contribute about 30-40% of the turnover with rides or bowling alleys. FEC’s are in community malls and mostly cater to surrounding areas targeting age groups of 0-12.

LBE: location based entertainment centers are destination centers with a mix of high thrill rides and F&B catering to all age groups.

Rides in an Indoor Amusement Center are almost like their outdoor cousins except the fact that they are operated in a more controlled environment and doesn’t go through environmental stress factors like rain, snow, or dust storms.

TYPES OF IAC RIDES

INDOOR



KIDDIE



FAMILY



HIGH THRILL

COMMON TYPES OF RIDE MOVEMENT

- ROTATIONAL
- HORIZONTAL
- COMBINATION OR A MIXTURE OF ALL
- CURVILINEAR MOTION
- LATERAL
- VERTICAL

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Rides classified as kiddie, family or high thrill based on their movement or the G-force experienced by the riders are commonly referred to as low, medium, or high-risk rides. This help in preparing the risk assessment and the height charts or the types of checks or maintenance required.

GENERAL RISK CLASSIFICATION AND ASSESSMENT CRITERIA

- G-FORCE +VE AND NEGATIVE DIRECTION
- AGE OF THE ATTRACTION
- AGE GROUPS OF PATRONS
- TYPE OF MOVEMENT
- HEIGHT OF THE RIDE
- RESTRAINT SYSTEM USED

A GOOD TECHNICAL TEAM IS AN INTELLECTUAL ASSET IN EVERY INDOOR AMUSEMENT CENTER OPERATIONS.

CORE FUNCTIONS OF THE TECHNICAL TEAMS INVOLVEMENT IN AN IAC IS THE COMPLETE LIFE CYCLE OF A RIDE OR ATTRACTION.

10 strategies for Procurement and Installation of the rides:

- 1 Get the requirement of the project and compare between different manufacturers for warranty, power requirement etc.
- 2 Calculate the capacity and design for financial feasibility.
- 3 Ensure the slab load and structural requirements are met as per mall structural requirements.
- 4 Bolting details.
- 5 Clearance envelope for the safety of the riders or spectators.
- 6 Design review as per en13814-2019 - fat and sat + third party.
- 7 Ride load testing and commissioning.
- 8 Independent / third party inspection and certification.
- 9 Operator and maintenance training.
- 10 Documentation and control handover to operations.

Maintenance is the most important role in an IAC the maintenance done by a technical team decides the safety and workability of a ride or attraction safeguarding the shareholders capital investment.

Maintenance starts with the daily checks, monthly, half yearly and yearly preventive maintenance schedules depending on the type of attractions with special care taken on the type of tools and spares used to ensure the ride is operated with minimal down time. Downtime is taxing both on the bottom line and negative publicity which goes a long way in a very niche segment.

Safety is paramount in our industry technicians should never try to fix, experiment, or modify rides without their team leader or technical heads knowledge or approval.

In the event of an accident all the maintenance data is first checked to see if the accident was due to negligence. Having proper maintenance records will show the investigators all due diligence was done as required by the OEM or government norms.

TYPES OF MAINTENANCE

PREVENTIVE MAINTENANCE

- In-short fix machines before they fail.
- Time based maintenance – lubrication, greasing etc.
- Usage based maintenance.
- Predictive maintenance.
- Prevent costly repairs in the long run.
- Keep equipment functionally intact.

CORRECTIVE MAINTENANCE

- Repairing a failed asset.
- Overhauling an asset to service state.
- Salvaging assets or parts for failed assets.
- Higher downtime and loss of revenue.
- Unsafe

EXTRAORDINARY MAINTENANCE

- Prolonging the life of the asset.
- Modifications based on manufacturer guidelines.
- A step above the preventive maintenance.
- As the knowledge base increases, we will see ext. maintenance increases exponentially.

Maintenance of the civil mechanical and electrical parts of a ride

Maintenance starts with the technical team first literally dissecting the entire ride into different sections and creating a structure for any future maintenance or inspections. All areas for civil, mechanical are covered including the heart of the ride the electrical or instrumentation system of the ride.

- 1 The base of the ride
- 2 The middle section
- 3 Main section
- 4 Decoration
- 5 The main electrical and control system
- 6 Operator control system
- 7 Documentation and control

Based on the above sections a proper NDT (non-destructive testing) plan / procedure should be made, clearly giving indications on the number of welding joints and type of test to be conducted.

Creating a proper genre or structure for each ride helps in setting up a proper well trained technical team.

Each part of maintenance is equally important.

The civil part of maintenance - the base of the ride bolted to the foundation is checked with a calibrated torque wrench to ensure the right torque in newton meter is applied.

The mechanical side of maintenance - unlike arcade games where a basic knowledge of electronics should suffice ride maintenance should be done by a well-trained and qualified mechanical engineer / technician. It's a simple rule of thumb, would you get your car serviced by a technician with basic knowledge or by a well-experience car mechanic.





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Giant Swing



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MANUFACTURER OF
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Each ride almost costs as much as a Ferrari, why should you have an unqualified technician do any sort of maintenance on such expensive equipment.

The middle and main section of the ride has the gearbox, gears, drives, wheels and all the prime movers to provide torque and rotational power to the ride.

Every mechanical component that undergoes movement will have a high level of wear and tear. Each gear has a life based on the no of cycles of usage for replacement.

Using the right specification of grease and oil as per the OEM recommendation will ensure the longevity of the mechanical components.

Care should be taken for the slew bearing and pinion gear bolts.

Alignment of all drive shafts should be checked for any defects.

Lap bars and restraint systems should be daily checked for wear and tear.



- **Safety relay-** check and monitor a safety system and allow the machine to start or execute command to stop the machine.
- **Run cycle timer-** a simple form of time-based control, allowing the user to open or close the contacts based on a specified timing function.

DOCUMENTATION AND CONTROL

Documents you should constantly update and retain

- Layout drawing.
- Design review for the ride.
- Ride acceptance test - installer.
- Ride manual, logbook, and RA documents.
- Third party inspection report before operation.
- SOP.
- Staff training manual.
- Maintenance policy or handbook.
- Daily checks and maintenance planner.
- Daily checklist and maintenance checklist.
- Logbook updating.
- NDT plan with no. of NDT points to be checked.
- Third party inspection plan.
- Maker and checker plan.
- Spare parts and repair expense vs budget updating on monthly basis.
- 4-month review of all above documents.
- Yearly review of all the above.

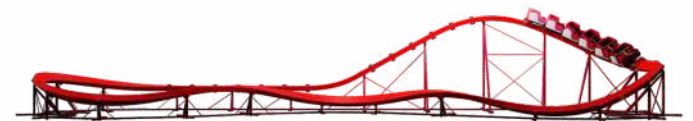
Constant review, feedback and training every six months helps in steering the technical standards for maintenance to technical excellence.

TECHNICAL EXCELLENCE: Achieve technical excellence with a 4-check process to ensure you have the best technical team in the business with a clear focus on training and feedback.

A FINAL NOTE

If you are a technician or part of the maintenance team, you should ask yourself one simple question would you let one of your dear ones ride the attractions you maintain if the answer is a 'Yes' then those attractions are safe for your customers.

Thank you and I wish you all a very happy and safe new year.



IAAPI is thankful to Mr. Shyamkumar Pillai for sharing useful article on "Maintenance of Electrical and Mechanical Equipment in an IAC".



GENERIC MIDDLE SECTION OF A RIDE

Maintenance on the electrical system start with the slippers and end with the control panel.

Monthly checks should be followed with proper recommendation from the OEM on the no. of cycles for the switchgear systems.

Yearly thermal imaging will help to understand any areas of concern with the electrical wiring

A word of caution:

- Never tamper with the PLC or VFD settings
- Never change any parameters
- Never bypass safety systems or safety relays
- Always check for LOTO tags before any electrical repairs.

The electrical panel is the heart of the ride literally decides and controls each and every aspect of the ride, the speed, safety, time and gives the operator complete control of every operation and maintenance of the ride. All control elements PLC, VFD, safety relays etc. are placed inside the control panel.

- **MCCB-** molded case circuit breaker/ a type of electrical protection device that is used to protect the electrical circuit from excessive current, which can cause overload or short circuit.
- **RCD-** residual current device used to protect against leakage current.
- **MPCB-** motor protection circuit breaker/ circuit breaker designed specifically for protecting electric motors against overload, short circuits, under voltage, phase losses.
- **VFD-** variable frequency drive/ a type of ac motor drive that control speed and torque by varying the frequency for speed control.
- **Logic module PLC-** programmable controllers which allow machine to perform processes without human intervention.



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Compliances for good Corporate Governance in Amusement Parks

- Rahul Mitra

Mr. Rahul Mitra is a seasoned Company Secretary who has been working in the field of Corporate Affairs, legal and secretarial functions for over 15 years. He holds a PGDBM and an LLB degree and is currently the Executive President and Company Secretary of Nicco Parks & Resorts Limited, a leading amusement park in India. He also holds board positions at Nicco Jubilee Park Ltd and Nandan Park Limited in Bangladesh. He is responsible for leading the strategic vision and overseeing the corporate and legal matters of the associate companies.

Introduction to Corporate Governance

In our whimsical world of amusement parks, where the roller coasters reach for the stars and the audience is as diverse as the flavours of cotton candy, corporate governance is the unsung hero. Think of it as the keystone, the glue that keeps everything from turning into a chaotic carnival of confusion.

Picture this: amidst the hairpin turns and loop-de-loops of the amusement park landscape, corporate governance is the tightrope walker, ensuring a delicate balance. It's the mastermind that aligns the company's objectives with the wishes of our stakeholders - from the shareholders who dream of profits to the kids who dream of the next big thrill ride.

In this grand spectacle, corporate governance is our rulebook, our set of guidelines that turns the chaos into a choreographed ballet of success. It's more than just steering clear of unexpected events on the roller coaster; it's about navigating the entire park towards fame, fortune and a sustainability that surpasses even the most enduring dodgem cars.

Importance of Corporate Governance in Amusement Parks

Amusement parks, the realms of joy and excitement, are not exempt from challenges. The rollercoaster of risks - safety, security, environmental, financial, legal and reputational - demands effective governance and oversight.



Corporate governance in amusement parks becomes the guardian, ensuring high-quality services, customer satisfaction and the well-being of both guests and employees.

Beyond regulatory compliance, governance in these parks becomes a tool for creating a competitive edge, fostering innovation, attracting talent and building trust with investors.

Legal and Regulatory Framework

In the thrilling world of amusement parks, compliance is not just a buzzword; it's the safety bar that keeps the ride secure. From national to local levels, amusement parks are subject to a plethora of laws and regulations. Consumer protection laws, safety and health standards, environmental regulations, tax laws and intellectual property laws are the guardians ensuring the park's ethical and legal journey.



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Compliance isn't just about avoiding legal repercussions; it's a commitment to ethical and responsible business practices that enhance credibility and trustworthiness among stakeholders.

Ethical Standards and Code of Conduct

Every twist and turn within an amusement park is guided by a code of conduct, ensuring that the journey is not only thrilling but also ethical and responsible. From customer service and employee relations to business integrity and social responsibility, the code becomes the compass pointing towards a positive corporate culture. A well-crafted code of conduct isn't just a document; it's a roadmap for ethical leadership that elevates the reputation and image of the park.

Board Structure and Independence

The board of directors takes center stage in the governance drama, overseeing the management and representing the interests of stakeholders. In the amusement park world, the board structure and independence vary, resembling the intricate design of a Ferris wheel.

Diversity, expertise, committee roles and the independence of board members are the building blocks that ensure effective governance, accountability and transparency, enhancing the overall performance of the park.

Risk Management and Safety Protocols

Amusement parks operate in a dynamic and complex environment, where risks are as abundant as the laughter echoing through the rides. Risk management and safety protocols become the safety net, preventing operational, financial, legal and reputational risks from turning the joyous journey into a nightmare.

Identifying, analysing and mitigating risks, coupled with robust safety measures, not only ensure smooth park operations but also contribute to its reputation and trustworthiness.

Financial Reporting and Transparency

In the financial realm, where numbers dance like fireworks in the night sky, financial reporting and transparency are the sparks that illuminate the park's fiscal health. These processes, accurate, complete and timely, offer a panoramic view of the park's financial performance and position.

Financial transparency is not just about compliance; it's a beacon that guides the park in planning, decision-making and building trust with stakeholders.



Assessing the effectiveness of Corporate Governance

Embarking on the quest to measure the effectiveness of corporate governance within an organization is akin to embarking on a thrilling adventure, navigating a multifaceted landscape that includes strategy, performance, risk management, ethics, compliance and the vibrant tapestry of organizational culture.

While this may initially feel like stepping into a challenging maze, fear not, for there exists a treasure trove of approaches and methodologies that can serve as valuable guides to evaluate and enrich governance practices.

Here, in the exhilarating realm of corporate governance, are some practical methods to not only measure but also fortify its effectiveness:

- **Strategic Performance Measurements:** Utilize strategic performance metrics like Key Performance Indicators (KPIs), balanced scorecards, and benchmarks. These tools should mirror your organization's top-level objectives and goals, allowing you to systematically track progress and accomplishments over time.
- **Performance Measurement Skills Development:** Foster the development of performance measurement skills, encompassing data collection, analysis and reporting. Equipping your team with these capabilities empowers them to assess organizational performance thoroughly, identifying strengths, weaknesses, opportunities and threats that may impact governance.
- **Board and CEO Buy-In:** Secure commitment from both the board and the CEO by establishing clear expectations, delineating roles and responsibilities and fostering an environment conducive to feedback and support. This buy-in ensures alignment with governance principles and practices, fostering a collaborative approach between leadership and management.

- **Progress Tracking Over Time:** Implement mechanisms for ongoing evaluation, including regular board and CEO assessments, audits and reviews. These periodic evaluations serve as valuable checkpoints, allowing you to continuously monitor and measure the effectiveness and efficiency of your governance practices. Moreover, they provide a foundation for making necessary adjustments and improvements.

Essentially, gauging the effectiveness of corporate governance is like orchestrating a grand symphony - a harmonious blend of strategic alignment, skill development, leadership commitment, and continuous evaluation. By embracing these practices,



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organizations not only get a pulse on their governance performance but also nurture a culture of adaptability and improvement. This ensures that the governance framework remains resilient, ready to face the ever-evolving challenges that come its way.

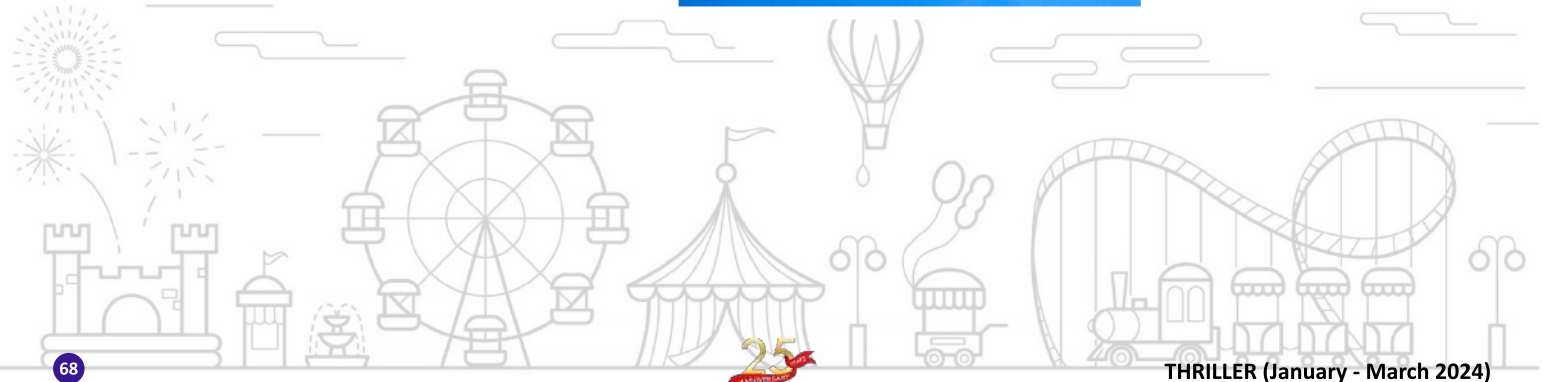
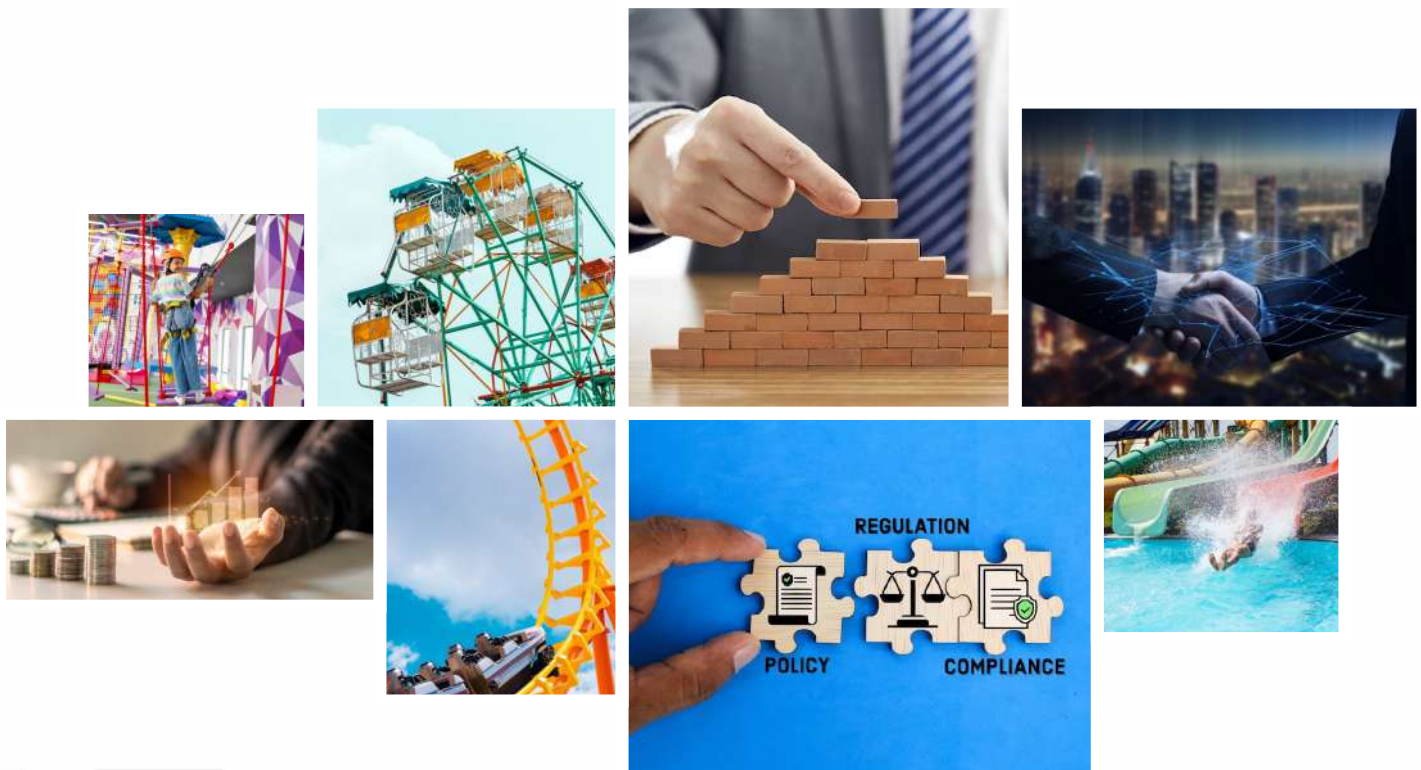
Conclusion: So, here we find ourselves in the heart of the amusement park, where corporate governance isn't just the keeper of rules; it's the Merlin wielding the wand that transforms the ordinary into the extraordinary.

Picture it - the laughter echoing through the rides, the smell of popcorn in the air, and the subtle hum of excitement setting the stage for the grand finale.

In this whimsical world, corporate governance is not merely a checklist; it's the fairy godparent ensuring that compliance, ethical conduct, effective board governance, risk management, and financial transparency are all part of the enchanted spell. Why, you might ask? Because in the magical land of amusement parks, these elements are the secret ingredients that allow the rides to twirl just right, the cotton candy to taste just sweeter, and the memories to be sprinkled with a touch of everlasting charm.

So, as we bid adieu to this merry-go-round of governance wisdom, let's not forget that behind the scenes, there's a bit of magic at play. With these governance principles in tow, amusement parks can continue to be the creators of joyous escapades, the orchestrators of heart-captivating adventures and the makers of memories that will echo through the halls of laughter for generations to come. Here's to the magic that keeps the amusement alive and the governance that turns every visit into a tale of enchantment!

IAAPI is thankful to Mr. Rahul Mitra for sharing an important article on "Compliances for good Corporate Governance in Amusement Parks".



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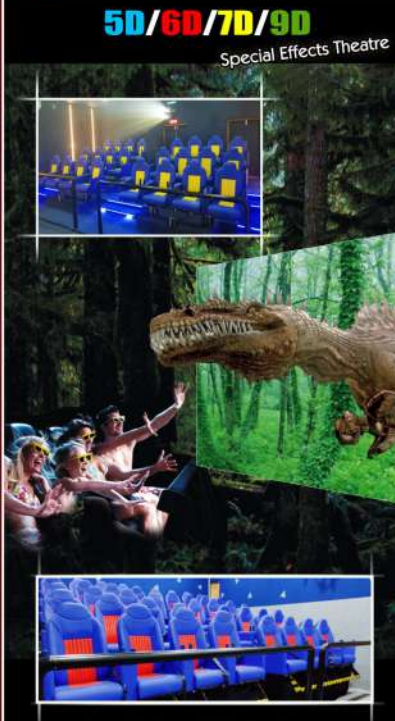
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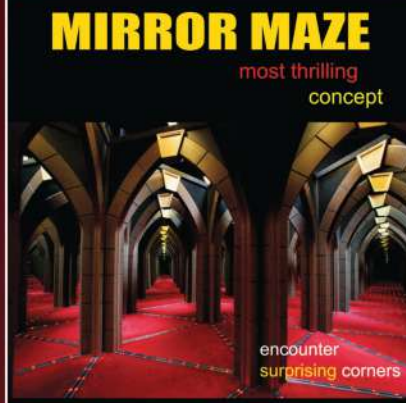
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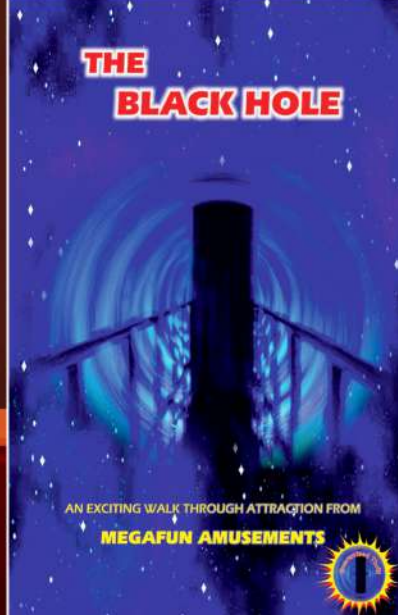
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Leading and Managing Change in the Indian Amusement Industry

- Ranjeet Nambudiri

Mr. Ranjeet Nambudiri is a Professor in Organizational Behavior and Human Resource Management at IIM Indore. He was a member of the Board of Governors at IIM Indore from 2011-2013 and the Dean (Administration) during that period. He was also the Dean (Programmes) from 2018-2021. Ranjeet has also held several important administrative positions at IIM Indore including Chair (Admissions), Chair (Doctoral Programme), Chair (Integrated Programme in Management), and Chair (Library).

It was a bright summer afternoon in the Magic Kingdom, Disneyworld, Orlando and Jake was facing a queue of around 10 patrons outside his hamburger kiosk. Jake was one of the many “frontline cast” of Disney, the term given to temporary employees who managed the many activities in Disney’s theme parks. Nearly 75% of the staff are temporary employees and they handle several missions, critical activities like handling food outlets, merchandise stores, toon characters, ticket collectors handling ride-entry among others.

It seemed ironic that customer satisfaction, the most critical performance metric of Disney was dependent on a set of employees who worked only a few hours every week and were on hourly wages. The traditional notions of employee motivation and engagement were ineffective in such a workplace.

The dilemma was - “How can one motivate a person whose main interest was in collecting the wage check at the end of 4 hours of work”? Disney came up with a unique managerial and leadership model to solve this dilemma. The firm adopted what loosely resembles Schien’s (1978) Process Consulting model.

Unknown to our protagonist, Jake, his shift supervisor was closely observing and taking notes about the manner in which Jake went about his duties. In fact, shift supervisors spend 70-80% of their workday “walking the shift” - which means they walk around their designated zone, observe the shift employees and take notes. At the end of the week, the shift employees are called for one-on-one meetings with the supervisor.



In the meeting, the supervisor presents **factual and non-judgmental** information about the observed behavior. It is pertinent to note that this is not a feedback session. It is merely an information sharing meeting. After this, the employees are allowed to use this information to decide how they would like to go about doing their work - they may choose to continue in the same manner or bring about a change in their working style.

The philosophy behind this hands-off leadership or coaching style is that Disney wants shift employees to take “ownership” of their role since they believe that this is the **only** driver of engagement and motivation. Unsurprisingly, in all the zones where guest satisfaction ratings were the highest the shift supervisors got rated “outstanding” on coaching competencies.

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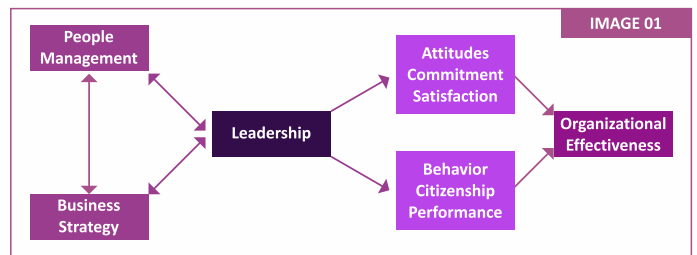


Dome Theatre



The Indian amusement park industry is poised for a leap in the next 7-10 years with nearly double-digit growth rate. The drivers of this growth include greater disposable incomes among the millennial and Gen Z customers, increase in experiential travel and desire for immersive experiences, rapid growth in infrastructure in Tier-II, III towns and technological advancements among others. The question really is whether the industry is ready to manage the challenges that come with this growth.

The industry is characterized by multiple segments, intense competition, and greater power in the hands of the customer as well as supplier due to competitive forces at both the demand and supply side. Though entry barriers are high due to the capital expenditure involved in setting up an entertainment center, the abundance of substitutes makes the industry vulnerable to market dynamics. In fact, the amusement industry witnesses severe fluctuations with footfalls varying significantly over weekdays and weekends. Similarly, the industry peaks during vacation season and slows down significantly during non-season. In such a scenario, the flexi-staffing model of Disney seems to provide a viable option to match revenues with costs over an annual cycle. However, the flexi-staffing model also means that customer satisfaction and service quality is dependent on the afore-mentioned “temps”. In addition, the growth of millennials and Gen Z customers comes with its own challenges, since the engagement drivers of this cohort are still not very clear. Unlike the Gen X customers who would plan their



vacations and leisure well in advance, the younger generational cohorts are known to be more flexible and dynamic in their preferences making it difficult for amusement centers to plan a proper marketing or business strategy for this target audience. The industry is also beset with problems of skill shortage and limited leadership potential. At the same time, the Indian industry has the potential to attract global collaborations with the best in the business.

It is recommended that the industry should adopt the virtuous circle of Business Strategy-HR Strategy-Leadership (refer above image) to navigate these challenges. The model argues that Business strategy should be aligned with the people management strategy and supported by leadership team. This in turn enhances employee attitudes and behaviors, which in turn leads to effective organizations. In more specific terms, this means that organizations need to align their human resource function with the strategic objectives of their firm. In view of flexi-staffing models, this necessitates design of recruitment and training programs that are aligned with this approach. It also entails leadership styles that can blend the twin objectives of goal-orientation and people-focus.

The future is bright, and challenges are manifold for the amusement industry and certainly this industry will be the cynosure of many for the next decade.

IAAPI is thankful to Mr. Ranjeet Nambudiri for sharing article on “Leading and Managing Change in the Indian Amusement Industry”.



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Wonderla Holidays earns Great Place to Work certification for 2024-2025

Wonderla Holidays Ltd, an amusement park chain, has been recognized as a Great Place to Work® Certified organization in India (from Jan 2024 to Jan 2025).

This accomplishment underscores Wonderla Holidays' organizational culture. The distinction not only recognizes the company's commitment but also emphasizes its dedication to cultivating a workplace environment characterized by trust, transparency, and open communication.



Arun K Chittilappilly, Managing Director, said, "We're thrilled about being recognized as a 'Great Place to Work,' underscoring our dedication to creating a positive environment for our valued team members. This certification speaks to the exceptional culture at Wonderla Holidays Ltd, and we're elated by the acknowledgment. As a prominent player in the amusement park industry, this recognition highlights our commitment to ensuring our large team not only enjoys their work but also finds fulfillment in crafting unforgettable experiences for our guests. We firmly believe that a happy and engaged team is essential for delivering exceptional customer experiences in our amusement park. "Winning this award is a testament to the consistently exceptional service our team provides, reinforcing our standing as an industry leader dedicated to spreading joy and creating magical moments for our guests," Chittilappilly added.

Source: <https://mediabrief.com/wonderla-holidays-earns-great-place-to-work-certification-for-2024-2025/>

GIFT City to have aqua park, underwater aquarium

The GIFT City is all set to have an aqua park, underwater aquarium, water sports among others as a part of the entertainment, recreational and retail zone along with a 158-metre high GIFT Eye (Ferris wheel). According to a tender issued recently, the developer will have to design, finance, develop, construct, operate, and maintain the said zone. Principal secretary, urban development department, Ashwini Kumar said that the new additions to the GIFT City will further attract investors and make it the most liveable global fintech hub.

"These three attractions will entertain both the working and the non-working poption besides drawing tourists to GIFT City," said Kumar.

Officials said that the underwater aquarium will be bigger than the existing one at the Science City in Ahmedabad. The aquarium at the Science City is currently the biggest in the country. The officials said that with the development of the Sabarmati riverfront, water sports facilities will also be in the focus.



Source: <https://timesofindia.indiatimes.com/city/ahmedabad/gift-city-to-have-aqua-park/articleshow/106463777.cms>

10 parks to get theme-based makeover to attract children

To create more child-friendly and interactive spaces in the city, Municipal Corporation of Delhi (MCD) has identified 10 parks, mostly located on main roads, to develop theme-based facilities.

Unlike conventional parks with just swings and green corners, these parks will have playful interactive sculptures or swings in different shapes and designs inspired by interesting themes.

To keep children engaged, puzzle activities will also be added. For example, one park will be developed on the theme of sea world, with swings in blue and in the shapes of marine animals; another will be a robotic-themed park, with swings and sculptures making movements like robots.



A park will also be inspired by DNA, the genetic code unique to every individual. "We have decided to create fibre swings in the shaape of DNA with multiple entrances so that many children can play there at a time," said an official. India's national bird peacock will be the theme of another park, where 25ft-tall sculptures will be installed at the center and the swings will be coloured or designed like peacock feathers.

Source: <https://timesofindia.indiatimes.com/city/delhi/10-parks-to-get-theme-based-makeover-to-attract-children/articleshow/107643537.cms>



Funtura is one of the largest indoor family entertainment centers in India for anyone who seeks fun and excitement. Owned by Lulu group, they began their journey as the largest indoor entertainment center in Kochi. Seeking to create an experience for all ages, Funtura houses arcade games, thrill rides, family rides and children's rides. With their presence in Kochi, Trivandrum, Bengaluru, Lucknow, Hyderabad, Y Mall Tripprayar & Palakkad. Funtura is home to attractions like the Zero Gravity, Roller Glider, Tag Arena, Bowling, Ice Skating, Trampoline, VR Rides, 9D theatre and Bumper Cars, to name a few.



The entire play land of Funtura is geared towards injecting excitement into the monotony of life. Every ride and every game is built and maintained in top-notch quality with the primary focus on providing a safe and secure environment where you can de-stress and let your hair down. Funtura encompasses a space that solely caters to private events such as birthdays and get togethers in all their locations.



Funtura's growth has been tremendous from the first location. Beginning with Kochi and Trivandrum and now expanding to multiple locations, Funtura's journey has been one happy roller coaster ride. With proposed projects in Calicut, Kottayam, Tirur and Perinthalmanna going ahead in full swing, Funtura aims to be the number one indoor amusement park in India.



📍 Kochi | Thiruvananthapuram | Bengaluru | Lucknow | Hyderabad | Palakkad | Y Mall Tripprayar
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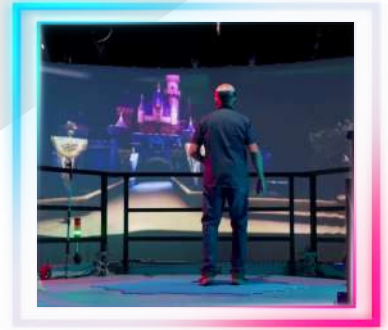
Disney unveils 'HoloTile' floor technology for omnidirectional VR experiences

Walt Disney Imagineering has unveiled the 'HoloTile' floor for omnidirectional VR experiences, created by Disney Research fellow Lanny Smoot. The new technology was revealed as Smoot, a member of Walt Disney Imagineering's research and development (R&D) division, is being inducted into the National Inventors Hall of Fame.

Smoot is the first Disney Imagineer to receive this recognition and only the second person from the Walt Disney Company to be inducted. The first was Walt Disney, who was honoured posthumously in 2000 for the multiplane camera.

In a press release, Disney said the HoloTile floor is "the world's first multi-person, omnidirectional, modular, expandable, treadmill floor". It allows any number of people to enjoy a shared VR experience, walk an unlimited distance in any direction, and never collide or walk off its surface. Additionally, the HoloTile floor can be an insert in a theatrical stage. This would allow performers to move and dance in new ways, or stage props and structures to move around or seemingly set themselves up.

Source: <https://blooloop.com/theme-park/news/disney-imagineering-holotile-floor-lanny-smoot/>



Universal's New Epic Universe Theme Park Revealed: Nintendo, Harry Potter, Dark Universe, and More

Universal Orlando Resort has revealed the first details of 2025's Universal Epic Universe theme park - a portal-connected land that will send fans to the worlds of Nintendo, Harry Potter, How to Train Your Dragon, the monster-filled Dark Universe, and Celestial Park.

Universal Epic Universe is being called Universal's "most ambitious theme park yet," and it looks set to include over 50 attraction, entertainment, dining, and shopping experiences. These experiences will be spread across Super Nintendo World, The Wizarding World of Harry Potter - Ministry of Magic, How to Train Your Dragon - Isle of Berk, Dark Universe, and Celestial Park.

Speaking of Celestial Park, it will be the first world fans will explore when they first enter Universal Epic Universe and, alongside putting the "park back in theme park" with acres of "rolling gardens, chasing waterways, and strolling pathways" alongside "architecture inspired by astronomical and mythological elements," it will be the gateway into all the other worlds.

Source: <https://in.ign.com/super-nintendo-world-1/201307/news/universals-new-epic-universe-theme-park-revealed-nintendo-harry-potter-dark-universe-and-more>



Universal Orlando expands eerie experiences with new 'Monster Makeover'

Universal Orlando has added a new eerie experience to its expanding lineup of horror-inspired offerings; the 'Monster Makeover'.

Currently a limited-time attraction at Universal Studios Florida, Monster Makeover could rival Disney's Bibbidi Bobbidi Boutique, which turns young guests into fairytale characters rather than Frankenstein or the Wolfman. Located in the park's Five & Dime shop, the new experience costs \$125 plus tax for a full face, or \$65 plus tax for a half-face design.

Guests will get their faces painted by one of Universal's make-up artists, the same artists that work on events such as Halloween Horror Nights. Universal Destinations & Experiences appears to be growing its portfolio of spooky sites. The company is even creating a permanent horror attraction at Area15 in Las Vegas, its first outside of its parks.

Page Thompson, president of new ventures at Universal Destinations & Experiences, told blooloop the decision to launch the attraction is due to a "huge and growing demand for immersive experiences", particularly horror-themed ones.

Source: <https://blooloop.com/theme-park/news/universal-orlando-monster-makeover/>



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| <input type="checkbox"/> ARCADE GAME | <input type="checkbox"/> AR & VR | <input type="checkbox"/> THEME CONSULTANTS | <input type="checkbox"/> LANDSCAPING | | |
| <input type="checkbox"/> TOY'S AND MARCHANDISE | <input type="checkbox"/> SECURITY EQUIPMENTS | <input type="checkbox"/> FOOD & BEVERAGE | | | |
| <input type="checkbox"/> AUTOMATION | <input type="checkbox"/> MUSICAL FOUNTAIN | <input type="checkbox"/> BANKS & INSURANCE | | | |

OTHERS (SPECIFY): _____

MEMBER **ASSOCIATE INDIAN MEMBER** **ASSOCIATE FOREIGN MEMBER** **INDIVIDUAL MEMBER** **RECIPROCAL**

Company Name: _____

Address: _____

(PINCODE)

(STATE)

(COUNTRY)

MD/Director/Proprietor (Name): _____ Designation: _____

Mobile: _____ Email: _____

Authorised Person (Name): _____ Designation: _____

Mobile: _____ Email: _____

Other Company details

Phone: _____ Website: _____ PAN No.: _____

Email Id: _____ CIN: _____

GSTIN: _____ MSME Udhya Aadhar No.: _____

1) Name: _____ Mobile: _____ E-mail: _____

2) Name: _____ Mobile: _____ E-mail: _____

Additional Nominee Charges: 1 year Rs.1500/- • 3 years Rs.4000/- • 5 years Rs.6500/-

For additional nominee, submit separate annexure

I/We hereby declare and state that I/We meet all the eligibility criteria annexed to this form for being considered as a MEMBER / ASSOCIATE / FOREIGN ASSOCIATE / RECIPROCAL. I/We hereby confirm that we have read and we agree to abide by the rules of the association as in force and as also may be in force from time to time

NAME & SIGNATURE _____ Seal & Date: _____

Payment Information: cheques/DD in favor of: "Indian Association of Amusement Parks and Industries"

*For Direct Deposit - ICICI Saving A/c No. 002201013528, Vasai Branch *RTGS/NEFT IFSC Code - ICIC0000022

*International Remittance/Wire Transfer Details Pay to : Indian Association of Amusement Parks and Industries.

Name of the Bank : ICICI Address : ICICI Bank Ltd, Vasai Branch Account No : 002201013528 Swift : ICICINBBXXX

Address: 404, Shreya House, Pareira Hill Road, Off M. V. Road, Opp. Gurunanak Petrol Pump, Andheri (E), Mumbai - 99, Maharashtra. India.

Terms & Conditions: Financial Year for Membership is April to March • For other terms & conditions, visit our website: www.iaapi.org

BENEFITS OF JOINING IAAPI

THRILLER:

Receive Free In-house Magazine "Thriller" published quarterly and circulated to dozens of the industry.



MAKING YOURSELF KNOWN:

Opportunity to include write-up of your park / Indoor Amusement Centres / profile of manufacturers or events, updates & happenings in the magazine!

ADVERTISE:

Opportunity to ADVERTISE in Thriller & Exhibitor Directory.

- Thriller is circulated to all Industry Members
- Exhibitor Directory is published during IAAPI Amusement Expo and distributed to all Business Visitors.

MEMBERS DIRECTORY:

All members get a complimentary exclusive full page listing in IAAPI MEMBER DIRECTORY published and circulated every year to all National & International Members.



TRAINING – REGIONAL & INDIVIDUAL:

Receive free Regional training programs for all 4 regions & specialized training programs to Individual Member Organizations on a regular basis on various topics related to the Amusement Industry.

AWARDS:

IAAPI recognizes outstanding contribution made towards amusement & entertainment industry every year by announcing – NATIONAL AWARDS FOR EXCELLENCE during the trade show.



DATABASE:

Access to IAAPI Member database.

VISITS:

Visit to your park/factory by President/ Vice – President along with other members.

ASSOCIATION:

Use IAAPI's name and logo in your promotions.

SAFETY:

Safety Videos & Bureau of Indian Standards (BIS) copies are distributed Free of cost to amusement park, water park & manufacturers for maintaining high standards of safety. Monthly Safety Newsletter is sent to members Free of cost.

GOVERNMENT REPRESENTATION:

Addressing issues on State Levels to various State Governments and also Central level like

- Entertainment Tax Reduction
- Non-Pollutant category
- Service tax etc.

NETWORKING:

A great platform to network, interact and build business relations with various experts of the amusement industry during various events held by the association.

IDENTITY CARDS:

Receive Identity Cards entitling a free entry to all member parks in India and Certificates to the Members.

ANNUAL MEET & TRAINING PROGRAM (AMTP):

Participate in IAAPI's Annual Meet & Training Program – a 3 days residential program at different beautiful locations in the country which is a perfect combination of special training, networking and entertainment. It provides an excellent platform to meet & network with leaders from the amusement sector.

IAAPI ANNUAL AMUSEMENT EXPO (TRADE SHOW):

Opportunity to participate in India's Premier B2B event on sourcing for Amusement, Leisure & Entertainment Industry at IAAPI's Amusement Expo and showcase your products, network and expand your client base.

SPONSORSHIP:

Opportunity to sponsor during the trade show in different categories which can help in creating brand value and exposure to maximum people.

IAAPI AMUSEMENT INDUSTRY NEWSLETTER:

Digital fortnightly (twice in month) newsletter shared with members. It contains national & international news on amusement industry & tourism.

SAFETY INSIGHTS & MEP INSIGHTS:

Monthly Safety Insight & bimonthly MEP Insights publication to educate members on safety & Manufacturing trends.

EXPERIENCE AWE A WORLD OF ENTERTAINMENT

An indigenous manufacturer and provider of 'magic' products that thrill, excite, move and provide happiness for Amusement Parks, Entertainment Venues, Science Centers, Museums and Urban Beautification. PREMIERWORLD® is an ISO 9001:2015 accredited company, certified and monitored by BSI (British Standards Institution). For last more than 50 glorious years PREMIERWORLD® has been changing the face of Leisure and Amusement Sector in India and abroad.

PREMIERWORLD® is pioneer in the field of designing and commissioning musical fountain and water screen based multimedia shows in India. We have commissioned the only multimedia show in India having three water screens and three sets of laser and video projectors at Vijayawada, Andhra Pradesh. The above picture is of another of our inauguration being done recently by Hon'ble CM of UP Shri Yogi Aditya Nath of a multimedia show commissioned at Ramgarh Taal, Gorakhpur. A PREMIERWORLD® Adventure Mirror Maze is an entirely overwhelming mass of reflections and illusions which challenge the visitor to move forward and find a way through the maze.



A custom-made themed experience, the effects are further enhanced by the animated scenery and the changing lighting. PREMIERWORLD® has recently commissioned India's largest Adventure Mirror Maze (20m x 20m) at The Statue of Unity at Kevadia, Gujarat. The main objective of the Maze is to educate visitors related to balanced healthy diets and dietary guidelines for various age groups. It was inaugurated by the Hon'ble Prime Minister of India Shri Narendra Modi who is sitting and posing at the photo booth after taking a walk through the Adventure Mirror Maze.



PREMIERWORLD® also designs and manufactures 5D Motionchair™ Theatres which are a set of four chairs mounted on a pneumatically powered motion ase. PREMIERWORLD® has installed India's largest 144-seat Motionchair™ Theatre at Lanka Dahan, Sai Teerth Devotional Theme Park at Shirdi. It is one of the signature attractions of the Park, giving ride to 144 visitors at a time. Apart from the pneumatically driven Motionchair™ Theatres, PREMIERWORLD® also designs and manufactures hydraulically driven platform and capsule ride simulators of various capacities. These are successfully commissioned at prestigious locations like Ramoji Film City amongst other Amusement Parks and Science Cities.



Apart from above, PREMIERWORLD® deals in 3D Video Projection Mapping along with Façade and Monument Lighting through its CreativeLighting™ division. 3D projection Mapping is done on any uneven surface using specialised software where a 3-dimensional object/building/monument is spatially mapped on the virtual program thereby showing interesting graphics and even exciting stories. Our installation at Diu Fort is a benchmark installation which was recently inaugurated by His Excellency the President of India Shri Ram Nath Kovind and where voice over is given by Amitabh Bacchhan.

PREMIERWORLD®'s CreativeLighting™ division has recently commissioned the façade lighting of Ujjayanta Palace at Agartala, Tripura. The project was inaugurated in conjunction with the G20 – Science20 conference on 'Clean Energy for Greener Future' Summit held in front of the Palace where thousands of delegates from India and abroad attended the Summit

Planning to install Architectural or Musical Fountains and Multimedia Shows, Adventure Mirror Mazes, Virtual Reality Ride Simulators, 3D Projection Mapping, Creative Lighting? Write to us at sales@premierworld.com.

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w.e.f 1st July 2017

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	₹	\$	₹	\$
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Half Page	6500	135	21000	400
Full page	9500	200	32500	600
Inside Back Cover	18000	400	62500	1150
Inside Front Cover	21500	475	75000	1300
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For advertisement space booking / related information, please contact on **+91-9967499933** OR **aarti@iaapi.org**

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MONTH	Apr - June 24	July - Sept 24	Oct - Dec 24	Jan - Mar 25

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 Parachute Tower
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 Surf Car Tiltover
 Baby Train
 Cater Pillar
 Body Slide Frisbee Wheel
 Water Chute
 Round About
 Sun and Moon
 Frisbee Coaster
 5 Plateform Slide
 Multi Play Pen
 Multi Lane Slide
 Family Slide
 Giant Octopus
 Kiddy Slides
 Multi Lanes
 Cyclone Coaster
 Close Tube

Multilane Slides
 Roller Coaster Monorails
 Free Fall Slides Wave Pool
Close Tube Slide
 Disco Coaster Amusement
Close Tube Slide

Swing Ship
Super Jet
 Zoom Zoom
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 Family Coaster
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 Climbing Wall
 Clitter Cup

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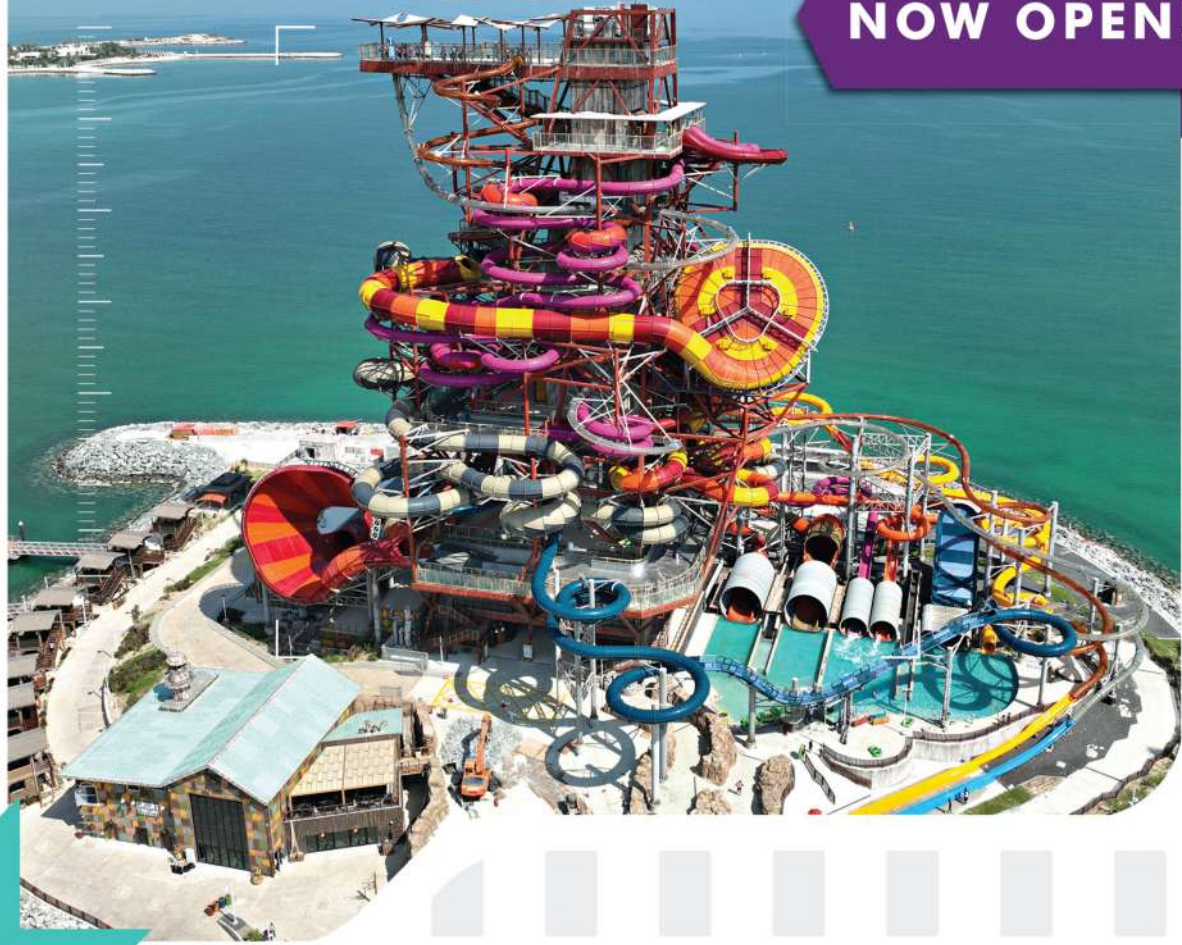


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