

## ***EsselWorld: 22 years of thrill, adventure & never-ending celebrations!!***

***EsselWorld celebrates its 22<sup>nd</sup> Anniversary from 19th December 2011 to 1st January 2012***

**Mumbai, December 2011** – EsselWorld, India's largest and premier amusement park promises to bring in double-blast for Christmas with its 22nd Anniversary Celebrations. From 19th December 2011 to 1st January 2012 EsselWorld will push the bar of expectations a little higher than before with the extra double-bonanza surprise for the Anniversary, Christmas and New Year celebrations.

The festively decorated Santa Town will be a part of a magical atmosphere in which Santa takes centre stage, in a never-seen-before snowy set-up. Live statues will be what will keep you in awe for the rest of your life. If that's not enough, welcome bands, enchanting magicians, skillful jugglers, cheerleaders and all the festive elements of Christmas will be present as a part of Magical Carnival; Fab 5 fiesta will entertain audience with musical skit. Mad-Over dance will give you a chance to be a part of different kinds of dance which includes the refreshing Rain-Dance, the uber-cool 'Hoola Hoop' dance, the unique 'Matka' and 'Mask' dance and many more types of funky dance forms. Wacky tunes of the best of DJs will ensure that all your family's entertainment needs are taken care of.

Apart from these extravagant celebrations, EsselWorld will also be re-launching the coldest place in Mumbai, the Ice-Skating Rink which had gained loyalty of the guests. So, if the winter isn't cold enough, you know just the place to be: the 3,400 sq.ft of ice rink boasts of a chilling 4 degrees constant temperature.

Commenting on the Anniversary and Christmas celebrations Mr. Shirish Deshpande CEO - Pan India Paryatan Pvt. Ltd. (EsselWorld and Water Kingdom) said, "For over two decades now, we have harnessed the potential and given our loyal patrons the best in amusement & entertainment. We are proud to celebrate 22 years of spreading smiles and wish that our guests will continue to experience EsselWorld as a unique phenomenon every year."

Entry Rate – Daily from 19<sup>th</sup> December, 2010 – 01<sup>st</sup> January, 2011

	<b>Adult (Height above 4'6")</b>	<b>Child (Height between 3'3" -4'6")</b>
EsselWorld	Rs. 590/-	Rs. 390/-
Water Kingdom	Rs. 590/-	Rs. 390/-
EsselWorld & Water Kingdom	Rs. 840/-	Rs. 690/-
PASSPORT NEXT Annual Pass: Rs. 990/- 3 visits to any park (valid for 1 year)		

❖ Ferry Ticket: Rs 35/- per head (to & fro)

### **About Pan India Paryatan Pvt Ltd (PIPPL):**

Pan India Paryatan Pvt Ltd (PIPPL) is the holding company of Essel World and Water Kingdom - the largest amusement parks in India; and a subsidiary of USD 2.4 billion Essel Group. These parks have been successful in creating the only brand for leisure and entertainment for the entire family over the past two decades. It was EsselWorld that offered Indians an alternative to the conventional pleasure trips and unfolded before them the exciting new scenario of a complete leisure destination. The Group's mission is to redefine the traditional means of entertainment and above all meet the fast changing consumer needs for active entertainment.

Website: [www.esselworld.in](http://www.esselworld.in) | [www.waterkingdom.in](http://www.waterkingdom.in)

Facebook: EsselWorld | Water Kingdom India