



Business India Magazine – May 2011. Interview feature with Mr Shirish Deshpande, CEO – EsseWorld & Water Kingdom.

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Businessmen in the News

Pan India Paryatan Pvt Ltd (PIPPL), the holding company of EsseWorld and Water Kingdom in Mumbai, and a subsidiary of the \$6.5 billion Esse group, is charting new growth plans for its amusement and theme park business in India. "Although the amusement park business in India has not grown the way it should have been, we are planning to extend the EsseWorld brand through new formats," says **Shirish Deshpande**, CEO, PIPPL. The company is looking at integrating small



format rides and entertainment activities in shopping malls. While this will start off on a pilot basis, expectations are high, with potential being seen in Tier II and III markets as well. Additionally, the company has also been investing in upgrading and installing new rides and attractions and enhancing promotional activities at EsseWorld. We are looking at a positive growth outlook and hope to see a 10 to 12 per cent growth in revenue, he adds. EsseWorld and Water Kingdom together see around 1.8 million visitors each year. •