



Thumbs up for EsselWorld & Water Kingdom!!!

IAAPI rewards EsselWorld & Water Kingdom for the Best variety and number of rides and the Best Innovative Promotional Activity

Mumbai, EsselWorld and Water Kingdom – India’s Largest Amusement Park has bagged awards in three categories at the 13th IAAPI’s (Indian Association of Amusement Parks & Industries) National Award for Excellence 2014. Apart from winning the awards for ‘Most Innovative Promotional Activity’ for Print and Radio and the award for the **best variety and number of rides offered by the park**. EsselWorld and Water Kingdom won the runner up award for Best HR Policies, **Best Innovative Promotional Activity (Social), Best Event of the year**. The award ceremony was held on 5th February 2014 At The Lalit, Mumbai.

Delighted on winning the awards, **Shirish Deshpande, Chief Executive Officer, Pan India Paryatan Pvt. Ltd. (PIPPL)** commented, “It gives us immense pleasure in winning these prestigious awards, which also recognizes our pioneering work in the area of providing innovative and world class amusement park services. The entire team at Pan India Paryatan Pvt. Ltd feels extremely honored to be recognized by such a remarkable jury and the Association. It strengthens our mission to constantly upgrade our offerings and bring out the best for the audience.

EsselWorld has approximately 69 rides in all excluding Short n Drop spread over 42 acres of land while Water Kingdom has 36 rides spread over 22 acres.

About Pan India Paryatan Pvt. Ltd.

Pan India Paryatan Pvt. Ltd. is the holding company of EsselWorld and Water Kingdom - the largest amusement parks in India and a subsidiary of USD 3.2 billion Essel Group. Over the past two decades these parks have been the pioneers in leisure and entertainment, thereby successfully entertaining more than 22 million visitors. These twin parks offer an area of over 64 acres with more than 80 attractions across rides and slides. The Group’s mission is to redefine the traditional means of entertainment and above all meet the fast changing consumer needs for active entertainment.