



EsselWorld launches another international attraction

“The Alibaba Adventure Mirror Maze”

25th January, Mumbai: EsselWorld, India’s largest amusement park and leisure destination launched its new international attraction for 2015 - **The Alibaba Adventure Mirror Maze**. This attraction is an addition to the recently launched Shot N Drop (India’s tallest tower ride), Top Spin (India’s craziest ride) and over 55 other rides and attractions offered by the park, which offer an exhilarating experience to all patrons.

The ride was launched by the star cast of successful Marathi feature film, CLASSMATES. Sai Tamhankar, Siddharth Chanderkar & Pallavi Patil along with **Ft. Lt. Anand Lamdhade, Vice President-** EsselWorld & Water Kingdom, inaugurated and experienced the ride together. The stars then interacted with guests and shared their experience of the ride.

The Alibaba Adventure is an interactive air conditioned Mirror Maze with the theme and ambience of legendary folk tale Alibaba and 40 thieves. It is designed by the world’s leading maze designer Adrian Fisher. The animatronics effects welcome you to the dark den where you need to help Alibaba fight against the 40 notorious thieves and find the hidden treasure in the Mirror Maze.

The ride is designed in a rather adventurous and exciting format, encouraging patrons to find their way out of a labyrinth of mirrors, seeking and searching for the one correct route towards the exit, out of the many misleading routes. Furthermore the concept adds spectacular light and sound effects to the already thrilling Mirror Maze experience to transform it into an incredible attraction. The experience doesn’t end here. Mirror maze also has a vortex that is an optical illusion at the exit.

Speaking on the occasion of the launch, **Ft. Lt. Anand Lamdhade, Vice President-** EsselWorld & Water Kingdom said, “It gives me immense pleasure to launch this new ride in the first month of 2015 itself. As India’s first modern amusement park, we celebrated our 25th anniversary last year and we promised our patrons to continue to enthrall them with many more extraordinary and exciting offerings. The Alibaba Mirror Maze is the first step towards keeping that promise. This is a family attraction that can be enjoyed by adults and

kids together, and I am sure it will simulate your senses and bring excitement, joy and wonder as one walks past the carefully and safely created walk through Mirror Maze.”

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 6 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 90 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.