



Celebrate fun filled & environment friendly Holi at EsselWorld and Water Kingdom

21st March 2016, Mumbai: EsselWorld and Water Kingdom, Asia's largest theme parks are all set to celebrate the extended 4 day long musical celebration for Holi. Like every year, the park is celebrating Holi in an eco friendly way by stressing on the idea of enjoying Holi "sans colors and rain dance" to conserve the environment. PIPPL holds a reputation for being an environment conscious park that has been serving the nature since the inception.

To make the Badi Holi weekend more special yet eco friendly, the twin park has gone a step forward and curtailed rain dance along with the use of colors to conserve water considering the current scarcity of water. Though the water cut doesn't restrict the patrons from enjoying the Holi weekend at their favorite amusement park. To ensure all the visitors have a great time, PIPPL will have unlimited live music, games and dance. Popular DJ Ramaji Gulati will get the crowd grooving on the latest numbers on 24th March, Thursday. Teriya Magar (Winner of Dance India Dance-Lil Masters), Shyam Yadav (Winner of Dance India Dance) will keep the crowd entertained. Enjoyment of the patrons is the key objective of the park and this Holi there will be live DJ performance on all 4 days.

Commenting on the celebrations, **Mr. Shirish Deshpande, CEO, Pan India Paryatan Pvt. Ltd.** said, "We make sure that festive celebrations at EsselWorld & Water Kingdom always provide an enthralling experience to the visitors. This Badi Holi we request all the patrons to support our initiative of having eco friendly celebrations and contribute to the cause of saving water as every drop of water is important in protecting the environment."

EsselWorld and Water Kingdom believe an eco-friendly Holi gives patrons full freedom to have boundless fun as well as enjoy the pleasure of protecting the nature. The main source of water in Water Kingdom is the internal Rain water harvesting plant. Since late 1980s, three open water bodies were specially designed to harvest rain water and recharge ground water which has proved to be very beneficial. The water in wave pool is recycled every 90 minutes. Water goes through a rigorous filtration process before going back to the pools. Water of children pools is recycled and filtered every 20 minutes. They strictly follow series of environmental practices such as Waste Water recycling, Sewage treatment, drip irrigation and Zero Garbage.

So, celebrate the Holi weekend at EsselWorld & Water Kingdom and get drenched in music, dance and masti!

Date: 24th to 27th March, 2016
Timings: 10.00 am to 8.00pm

Venue: EsselWorld and Water Kingdom, Gorai Village, Borivali (W), Mumbai – 400091
Ticketing: EsselWorld- 850/- & Water Kingdom- 950/-
Book Online: www.esselworld.in | www.waterkingdom.in
For more info call 022 6528 0305

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 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.