

**PLAY
AREA
EXPERTS**
ENTERTAINMENT WITH RETURNS

Possibly
AT A GLANCE

How The Story
Would Flow

Our Story

Who we are? / Core Values

Making Your Play Area Project Successful

Services We Cater

A to Z: Building From Scratch

Why invest in a Playzone/ FEC/ Theme Park?

Investment Plans

Reach Us

introduction

A LITTLE ABOUT US

Ideas never sleep and developing new ideas for new spaces is our forte.

A team of learned professionals, domain experts and highly motivated with diverse experience in building playzones with optimised returns. We support end to end, right from identifying the right location, budget and type of playzone requirements in tandem with the city and demographics, to ideation, designing, vendor selection and management, ROI calculations, operations management, a holistic marketing and communications strategy and much more.

Our experience lies in working towards business development with smart people who are curious and ambitious to build new projects. Proficient strategist in creative implementation of key messaging, project planning, thought leadership, client relations, and an array of content management with expertise in providing collaborative leadership to regionally distributed teams is our thing.

We are pioneers in the field of play area consulting. We provide you a one stop solution when it comes to any or all of the services in developing a playground from scratch or picking up from where you've got stuck, be it concept over design to realisation and building the brand..

Our professional and knowledgeable experts will guide you through each stage of the project and develop a proposal that meets your requirements and budget. We ensure the highest returns on your investment.



THE THREE musketeers

Neha



Having a 19+ years of national and global experience, Neha started her journey as an educator in India. She has worked in diverse roles, ranging from being a curriculum curator for CHASI in USA to TCS in India as a Quality SPOC and as a Business Analyst with AIG in USA. Neha has extensively worked in the entertainment industry, being a passion and intrigue factor for her and has a legacy of success in the domain.

Atul comes in with a rich 10+ years of experience in roles with hospitality and entertainment industry, having worked with leading brands like WOW, Adventure Island, QED and Pizza Hut. Atul has a keen eye for detail and an acumen for bringing in efficiencies of operations to any business, leading to significant cost optimisations and profitability.



Atul

Peeush



A passionate Brand Storyteller and filmmaker; Peeush comes in with a strong marketing and communications sense to any brand with a balance of business acumen and emotional intelligence. A national global exposure of 20 plus years and decision-making roles in retail, hospitality and entertainment like McDonalds, Timezone India and PVR have reflected a deep-rooted passion to curate content and stories and the nomadic streak lends him the distinctive edge.

The foundation OUR VALUES

We love what we do

We care

We are innovative and agile

We deliver what we promise

Let's make every penny count

We are accountable for what we do



Anything related to play & leisure is fascinating; especially when they are curated with creativity and devotion to suit individual requirements of the customers.



Limitless COMPETENCIES

FAMILY ENTERTAINMENT CENTRES

Setting up Family Entertainment Centres in multiple formats like Arcades, Outdoor Amusement Parks, Inflatables, Water Parks, Kids Creches and Playhouse, Soft Play and more, is our inherent strength. Once decided on the investments, we are a one-stop solution for any setups/ prospects

VIRTUAL REALITY | AUGMENTED REALITY APPLICATIONS

Integrating breakthrough AR/ VR technology for edutainment, brand perception, Learning at Institutions, Training and Development at par with global precision standards. We also have the capability to develop AR/VR games.

CORPORATE ENGAGEMENTS & INTERACTIVE ENTERTAINMENT

We develop innovative avenues and displays/ exhibits for employees to be rejuvenated or engaged with; these apply in diverse platforms like Exhibitions/ Expos and Setups in Corporate Premises/ Employees Residential Zones/ Legacy Museums

OUTDOOR INNOVATIONS & UNIQUE FORMATS

We also get involved at a cerebral level, when it comes to unique activations, IP Creation, Outdoor Amusement Setups and more.

Our Gaming SETUP OPPORTUNITIES

INDOOR SOFT PLAY

TRAMPOLINE PARK

ARCADE AND VR ZONE

BOWLING ALLEY

CRICKET/FOOTBALL PROJECTION

BUMPER CARS

OUTDOOR RIDES

OUTDOOR PLAY PARKS

OBSTACLE COURSE

HORROR HOUSE

MIRROR MAZE

ZIP LINE

INDOOR RIDES

EDUCATIONAL ZONE

CLIMBING & BOULDERING WALL

ADVENTURE ROPE COURSE

5D CINEMA

GO KART

BUMPER CARS

DINOSAUR PARK

WIND TUNNEL/ SKY DIVING

SNOW PARK

LASER TAG

NINJA COURSE

INFLATABLE PLAY

SNOW PARK

WATER PARK (INDOOR AND OUTDOOR)

AMUSEMENT PARK

And anything trending or desired in interactive entertainment space...



The Big Question WHY PLAY AREA EXPERTS

- We help you scale up your profits with the right decisions & strategy
- Quality is a non-negotiable promise
- Safety as per European standards benchmarks
- Optimisation of CAPEX and OPEX both
- We help you become a brand to sustain and grow
- Brand consulting is our inherent expertise with ample success stories in entertainment domain
- We provide a robust business plan with financial viability
- We are agile enough to handhold you when and wherever needed being a holistic approach to any brand
- We specialise in manpower planning and training around hospitality domain



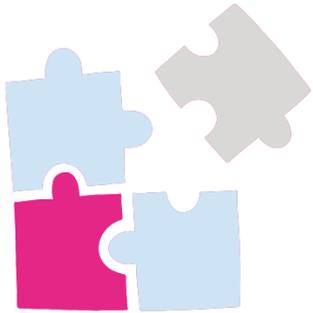
One Stop Shop

PROJECT MANAGEMENT AS A WHOLE



LOCATION SELECTION

MARKET ANALYSIS

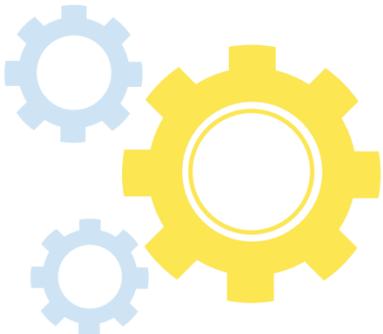


CONCEPT/LAYOUT DESIGN

INVESTMENT AND FINANCIAL PROJECTIONS



PLAY EQUIPMENT DESIGN AND PROCUREMENT



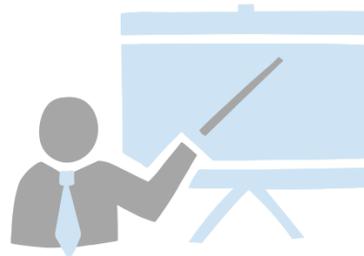
OPERATIONS

MANPOWER PLANNING



MARKETING & COMMUNICATIONS

KITCHEN EQUIPMENT PROCUREMENT



TRAINING & PROCESSES

Right from CONCEPT LAYOUTS



To building SUCCESSFUL STRUCTURES



→ 13

→ 13 A

→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE

FILM NEGATIVE

Results

A WOW AFFAIR



Success Stories

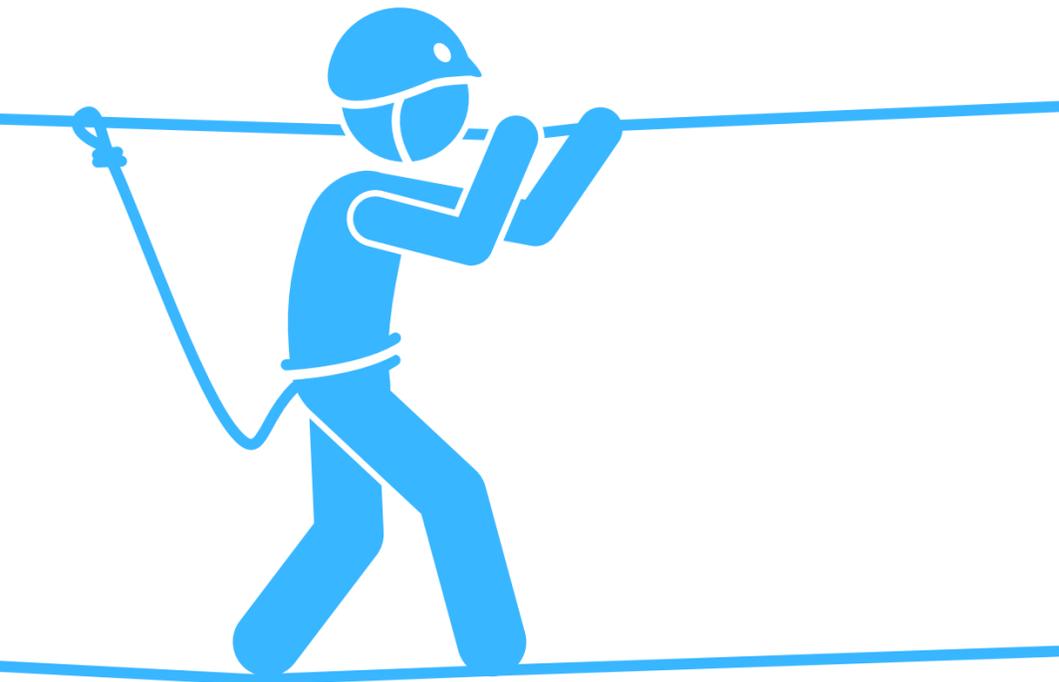
OUR CLIENTS - PROJECTS/ MARKETING





Play Zones WHY INVEST?

- The profits are massive
- The industry is highly intuitive
- A range of investment levels
- It's easy to understand
- Possible long-term payoffs



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Thank You
LET'S CONNECT!
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