

Date: February 28, 2024,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Press Release

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. ('Listing Regulations').

Dear Sir/ Madam,

This is in continuation with our earlier intimation dated January 08, 2024, and in accordance with the captioned subject, please find enclosed herewith the press release by the Company titled "***Introducing the Pune Music Festival at Blue Ridge: A Confluence of Music and Luxury***".

You are requested to kindly take the above information on record.

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Pranjul Jain
Company Secretary & Compliance Officer
Membership No. A67725

Encl: A/a

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218

Regd. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road,
Andheri(W), Mumbai-400053. Maharashtra-India

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**INTRODUCING THE PUNE MUSIC FESTIVAL AT BLUE RIDGE: A CONFLUENCE OF
MUSIC AND LUXURY**

In a move that redefines the musical and luxury event landscape, Exhicon Events Media Solutions Limited is thrilled to announce the enhancement and reschedule of the Pune Music Festival to the majestic venue i.e., Blue Ridge, Pune. This strategic relocation is in line with our recent acquisition of the esteemed Pinewoods Golf Club and its grand opening coinciding with the festival.

The Pinewoods Golf Club: A Landmark Venue

The inauguration of the Pinewoods Golf Club on the day of the Pune Music Festival marks a momentous occasion. Spanning an impressive area, the Golf Club stands as a symbol of luxury, exclusivity, and elegance, poised to become a landmark destination in Pune. This prestigious venue will add a new dimension to the music festival, offering a blend of high-end entertainment and sophisticated leisure. This blend of entertainment and luxury is a first-of-its-kind in India's festival scene.

Exhicon's Strategic Vision and Financial Projections:

Aligned with the booming popularity of music festivals in India, as highlighted by a recent BookMyShow report, Exhicon aims to set a new benchmark. This enhancement is a part of Exhicon's Strategic Vision to synergize entertainment with luxury lifestyle experiences. The coalescence of the Pune Music Festival with the opening of the Pinewoods Golf Club is expected to significantly boost our revenue streams.

About Indian Music and Golf Industry

Indian music festivals generate staggering revenues, with top events grossing over ₹300 crores annually, showcasing a vibrant and highly lucrative market in the entertainment industry. This booming sector, driven by widespread popularity and diverse musical attractions, continues to flourish, attracting massive crowds and sponsorships.

Indian golf industry generates an estimated revenue of around ₹800 Crore to ₹1,000 Crore annually. This growth is primarily driven by increasing golf tourism, corporate sponsorships, and a growing number of golf courses across the country.

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