

Date: May 01, 2025;

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Signing of Agreement for Launch of **“Messe Global Arena Kharadi”** – Pune’s First Dedicated Concert Venue;

Ref: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. (**“Listing Regulations”**).

Dear Sir/ Madam,

With reference to the captioned subject, we are pleased to inform you that Exhicon Events Media Solutions Limited (***“the Company”***) has entered into an Agreement with **Butterfly Funtainments Private Limited**, a leading youth experience focused company, to develop and operate **“Messe Global Arena Kharadi”**, the first dedicated venue for live events and concerts in Pune, Maharashtra.

The **Messe Global Arena Kharadi** will serve as a landmark destination for live entertainment and events in Pune, Maharashtra. The venue will feature:

- A **5,000-capacity indoor concert arena**, purpose-built for live music performances, entertainment shows, and touring acts;
- A **6,000-capacity outdoor multipurpose space**, designed to host festivals, exhibitions, social gatherings, and community events.

Strategically located in Kharadi—one of Pune’s fastest-growing commercial and entertainment hubs - the venue is poised to meet the escalating demand for purpose-built live events infrastructure in Western India.

The venue is expected to be fully operational by **September 2025**.

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218
Regd. Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22,
Veera Desai Road, Andheri West, Mumbai - 400053, Maharashtra, India
Toll Free: 1800 258 8103 | Email: info@exhicongroup.com | www.exhicongroup.com

Financial & Market Outlook:

- Based on internal projections and market benchmarks from comparable venues across India, *Messe Global Arena Kharadi* is expected to host 20-25 live events in the first full financial year of operations including concerts, festivals, comedy shows, cultural functions, and private bookings;
- The venue is projected to generate annual revenues of INR 15-20 crore in its first full financial year of operations with an EBITDA margin of 25-30%, supported by high utilization rates, premium sponsorship integrations, and a diversified revenue mix (venue rental, ticketing share, F&B, parking, branding rights, etc.);
- Strategic Benefits & Long-Term Value:
 - **Scalable IP-Driven Asset:** Owning bespoke venues builds long-lived capital assets amortized over 15–20 years.
 - **First-Mover Advantage:** As Pune's 1st dedicated live events arena, *Messe Global Arena Kharadi* will capture unmet demand, anchoring our expansion in other Tier-1 and emerging markets.
 - **Sustainability & Standards:** Facilities designed to international safety and eco-friendly benchmarks, featuring reusable components and energy-efficient systems to support green events.

This investment marks a landmark step toward realizing our vision of leading the transformation of India's live events infrastructure. We are confident that *Messe Global Arena Kharadi* will not only generate strong financial returns but also establish a strategic foothold in a high-growth market, creating sustained long-term value for our shareholders.

You are requested to please take the above intimation on your records.

Thanking You,

Yours Faithfully

For Exhicon Events Media Solutions Limited

Pranjul Jain

Company Secretary & Compliance Officer

Membership No. A67725

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