

**Date:** August 23, 2024

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street  
Mumbai- 400 001

**SCRIP CODE: 543895**

**Subject: Business Update:** Exhicon's Ambitious 5 Year's Strategic Vision for Growth and Expansion.

Dear Sir/ Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**"), we are pleased to provide you with the **Business Update: Exhicon's Ambitious 5 Year's Strategic Vision for Growth and Expansion**. This report contains a comprehensive overview of company's growth and expansion plans and highlights of significant developments of our organization.

Details with respect to the abovementioned is enclosed as **Annexure A**.

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**

**Encl: A/a**

**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](mailto:info@exhicongroup.com) | [www.exhicongroup.com](http://www.exhicongroup.com)



## Business Update: Exhicon's Ambitious 5 Year's Strategic Vision for Growth and Expansion

**Mumbai, August 23, 2024** – Exhicon Events Media Solutions Limited, a leading Exhibitions, Conferences, and Events industry player, is excited to announce its comprehensive 5 year's strategic vision. The company is poised to solidify its position as an industry leader through aggressive expansion, strategic investments, and an enhanced focus on venue management.

### Upcoming Growth Anchored by Expanding Multipurpose Venue Segment

#### Strategic Expansion in Tier 2 Cities

Focusing on expanding its footprint across India, particularly in Tier 2 cities, the company aims to capitalize on the untapped potential of these markets by establishing over 15 multi-event venues in locations such as Indore, Chittorgarh, Himachal Pradesh, Vasai, Uttar Pradesh, Madhya Pradesh, Meerut, and more, thereby strengthening its presence.



#### 1. Pune

- **Developing Pune's Largest Event Venue:** The 2nd venue in Pune will be the city's largest convention and exhibition center, featuring cutting-edge amenities and a strategic location.
- **Completion Timeline:** The 1st phase is set for mid-November 2024, with outdoor facilities already open for booking. The 2nd phase is expected by February-March 2025.
- **Capacity & Events:** Spanning a total project area of 3,00,000 Sq. Ft. The venue can host events for 500 to 50,000 attendees, with an expected 40-50 events annually.
- **Facilities & Ownership:** The new venue includes 25 lodge rooms (upgraded from 4). Exhicon will now retain 60% of revenue, a shift from the 40% from the previous joint venture model.
- **Key Events:** A major Bajaj event is planned for November 2024.

- **Prime Location:** Just 300 meters from Laxmi Lawns, Hadapsar Industrial Area, and 8 kilometers (15-minute drive) from Pune Railway Station and International Airport.
- **Revenue Impact:** This venue is poised to significantly drive revenue and meet the company's financial goals.

## 2. Ayodhya

- Acquired 5 acres in Ayodhya, Uttar Pradesh, near HOABL Lodha Saryu City and NTPC Solar City (40 MW capacity) for a multipurpose event venue.
- The venue will primarily serve government events and include a 4-star hotel with 60-70 rooms, targeting room rates of ₹5,000-₹8,000 per night.
- Total Capex is estimated at ₹25 crore each for the venue and hotel, with operations slated to begin by mid-FY26.

## Venue Management as a Service

Expanding its service offerings, the company now provides venue management as a service, unlocking new revenue opportunities. By leasing venues and offering tailored services, the company delivers a seamless, comprehensive experience for clients. This strategic diversification positions the company as a one-stop-shop for event planning and execution, strengthening its competitive advantage in the market.

## Strategic Subsidiary Contributions to Exhicon's Growth

Exhicon's subsidiaries are expected to contribute around 40% to overall revenue in the coming years, highlighting their pivotal role in the company's growth.

- **Digiglobe:** Operating in B2C integrated marketing communications, Digiglobe is projected to contribute 15-18% to consolidated revenue by FY25, with strong margins. A planned public issue could further strengthen its financial standing.
- **UHPL:** UHPL is expected to contribute 9-10% to FY25 revenue, with the potential for increased contributions in future years.
- **Maple Heights Business Center LLC:** Expected to grow at 100% CAGR and contribute 16-18% to consolidated revenue by FY25.
- **Green Branch Contracting and Landscaping LLC:** With a 76% stake acquired, it is anticipated to contribute 10-12% to consolidated revenue by FY25, highlighting strategic expansion efforts. Every subsidiary is crucial in driving Exhicon's diversified revenue streams.

## Commitment to a Debt-Free Growth Model

Focusing on internal financing and strategic investments to fuel its expansion. This approach is expected to enhance the company's financial stability and provide greater flexibility in executing its growth plans.

## Ambitious Financial Growth Targets

- Targeting a 50% CAGR over the next five years, indicating strong growth ambitions.
- Projects a sustainable PAT margin of 15-20% for FY25 and beyond.
- Positioned to lead the event and exhibition industry through strategic acquisitions and a comprehensive service suite.
- Focused on innovation and customer satisfaction to solidify its industry-leading status.
- Strong operational framework and enterprise synergies ensure successful execution and value delivery.
- Ambitious targets supported by strategic initiatives and collaboration across subsidiaries.

## About Exhicon Events Media Solutions Limited

Incorporated in 2010, Exhicon Events Media Solutions Limited provides comprehensive services for the Exhibitions, Conferences, and Events industry. The company offers a wide range of products and solutions, including media and integrated marketing, event infrastructure, and management.

Excels in designing and constructing B2B and B2C events, securing permissions, and providing event setups across multiple cities in India.

Serving clients from various sectors like Hospitality, FMCG, and Healthcare, the company also offers media and advertising services, ensuring operational efficiency and value in event organization.

## Disclaimer

This document contains forward-looking statements, which are not historical facts and are subject to risks and uncertainties such as government actions, local developments, and technological risks. The Company is not responsible for any actions taken based on these statements and does not commit to publicly updating them to reflect future events or circumstances.

## For Further Information Please Contact

	<b>ConfideLeap Partners</b> <a href="mailto:info@confideleap.com">info@confideleap.com</a> +(91) 85911 45959 <a href="http://www.confideleap.com">www.confideleap.com</a>
---	--