

Date: January 26, 2024,

BSE Limited

Phiroze Jeerjeebhoy Towers,
Dalal Street,
Mumbai – 400 001

SCRIP CODE: 543895

Subject: Press Release

Reference: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015

Dear Sir / Madam,

With reference to the captioned subject, please find enclosed herewith the press release by the Company Titled **“EXHICON unveils first phase of The Messe Global Convention Centre Pune”**

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

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**EXHICON UNVEILS FIRST PHASE OF THE MESSE GLOBAL CONVENTION CENTRE
PUNE**

Exhicon is pleased to announce the opening of the first phase of the Messe Global Convention Centre Pune, a landmark Multipurpose Event Venue strategically located near Koregaon Park, Magarpatta, and Hadapsar. This completion marks a significant milestone in the company's service portfolio to generate substantial revenue growth.

The Convention Centre, designed to cater to domestic and international events, will become a premier hub for trade shows, exhibitions, corporate events, live events and cultural programs.

Key benefits from the completion of Phase one includes:

- 1. Revenue Diversification:** Income from F&B, venue rentals, end to end event services, digital and outdoor branding, theme decors & organizing live events opportunities.
- 2. Energy Optimization:** Efficient systems designed to lower operational expenses.
- 3. Enhanced Asset Valuation:** Long-term appreciation of a premier infrastructure asset.

The first phase, featuring Pune's largest open spaces and operational facilities, is positioned to be a preferred destination for large-scale events, driving demand and repeat business.

The Venue, upon full completion, will feature:

- A Plug-and-Play Arena for concerts, Social Events, Seminars & Training Programs
- Pune's biggest Convention Hall, Modern Meeting Rooms, Hotel Rooms, F&B, Digital Branding Spaces and outdoor spaces accommodating up to 45,000 attendees
- Sustainable infrastructure with a power supply of up to 10,000 KW

The project is expected to generate consistent cash flow, contributing to the company's overall profitability. The facility also strengthens Messe Global's exclusive offerings in the high-growth MICE (Meetings, Incentives, Conferences, and Exhibitions) sector, which is projected to expand significantly in the coming years.

With Pune emerging as a key business and cultural destination, the convention centre enhances the company's competitive advantage in the market, creating sustainable, revenue-generating assets that deliver long-term value to the shareholders.

About Messe Global

An Exhicon Events Media Solutions' Multipurpose Venue Brand, developing best in-class infrastructure projects that drive economic growth, deliver sustainable solutions, and create long-term value for stakeholders.

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