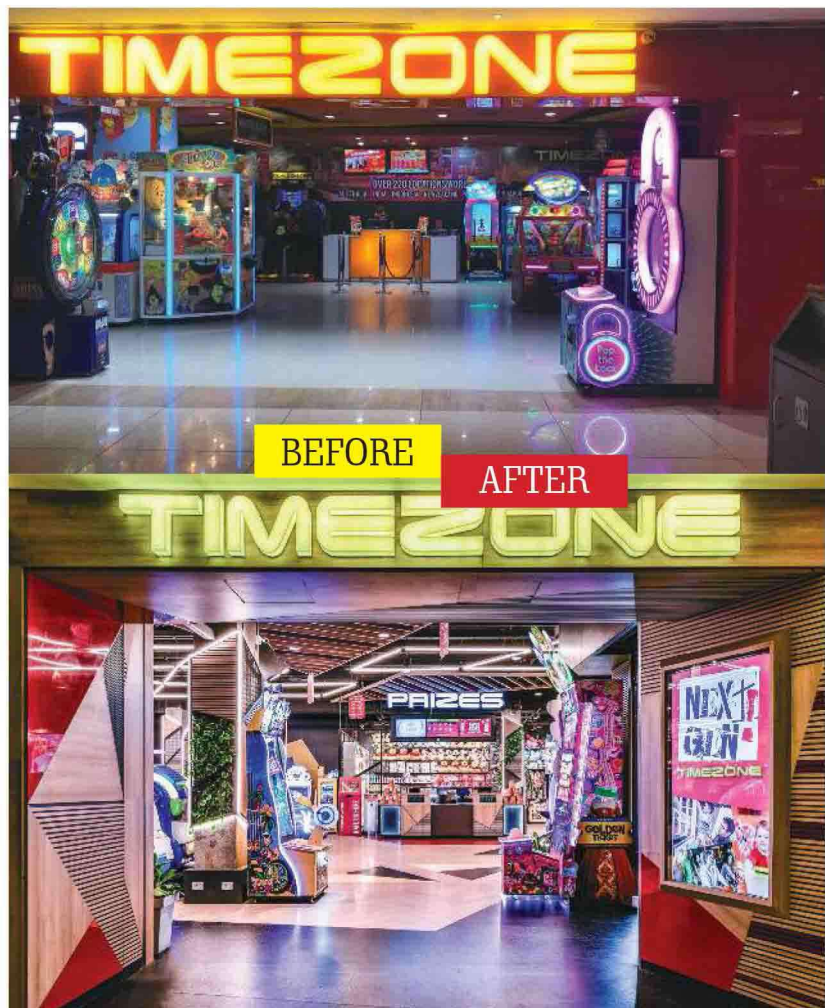


TIMEZONE IN A NEW AVATAR

Timezone, the leading family entertainment centre has launched a revamped format at Inorbit Mall, Malad. The #NEXTGEN Timezone features elements that appeal to guests of all ages and genres and has a new store layout and design. It has a variety of concepts and games, including several games and rides that kids and families will experience for the first time in India. These include Krazee Whirl, Virtual Rabbids, Willy Wonka Chocolate Factory and Family Bowling. Other key ticket games include Gum Drop, Jersey Wheel, Derby Champions and 'Sweetland 5'. In addition, Timezone presents 'Time to party'— a distinct and dedicated party area to celebrate birthdays, family occasions and even corporate parties.

A new, bigger and exclusive Prize Shop with a great variety of merchandise varying from plush toys, home décor, utility products, sports and games merchandise has also been added to the destination.

The new Timezone has been designed with extreme precision, following international standards of quality and safety norms.



Gross investment is approximately Rs.10,000 per square feet. The fit-out period is 90 days.

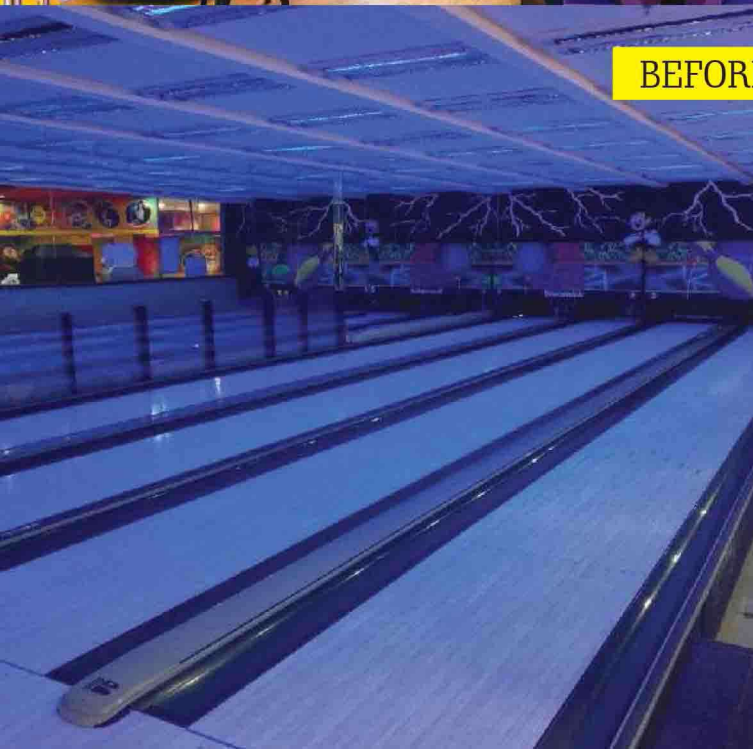
Talking about the newly revamped Timezone, Naveen H, CEO,

Timezone, India said, “We believe that in our modern, busy, hectic lives, we need to focus on making an effort to spend quality time with our family and friends, and having fun.



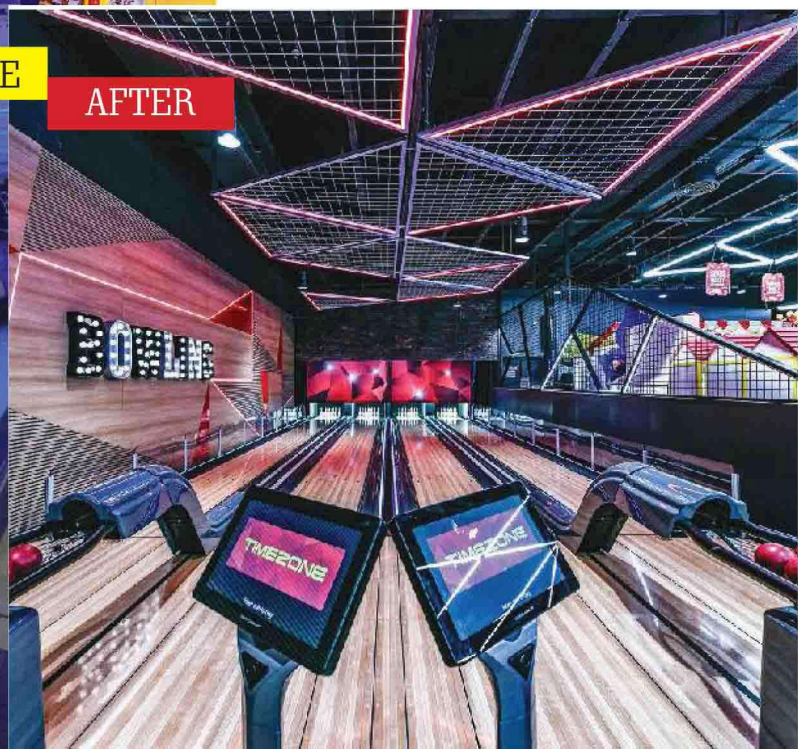
BEFORE

AFTER



BEFORE

AFTER



This has been the vision of the company for 40 years and revamping our Timezone venues allows us to better deliver this valuable proposition to our customers.”

DESIGN DIFFERENCES

- Digital Signages:** All in-store communications are done through digital signages. More number of LCDs have been placed at the counter and store entrance.
- Display Screens:** Cashier portal has two separate display screens where customers can check the balance on their card. In addition, there are display screens at the counter to reflect offers and terms.
- Tap and Swipe Systems:** New generation of game systems that enable the customers to simply tap their card and play the game. It also has a feature which allows the customers to see their balance, right at the game itself instead of heading over to the counter or kiosk.



► New: Krazee Whirl dashing cars



d. **Dual Ticket Mechanism:** The dual ticket mechanism, is where tickets can be dispensed from both swipers, reducing the waiting time for customers especially when they hit a Jackpot.

e. To ensure safety and reduce pilferage all the merchandise have soft and hard tags mechanisms.

f. **Feedback Kiosk:** A touchpoint where customers can rate their overall visit experience.

Timezone currently has 26 centres. In Mumbai it is present in Inorbit, Phoenix Marketcity Kurla, Rcity, Growels, Korum and Xperia Palava.

“By end of this year, we aim to touch 30/31 outlets depending on the malls that come up,” informed Naveen H. 😊

