

Della Adventure to expand its footprint to four cities in India

To launch phase II of adventure park at Lonavala by July 2012

By Maansi Sharma | Mumbai

DELLA Adventure, an adventure park in Lonavala by Della Tecnica, plans to expand its operations to four cities in India, namely Ahmedabad, Indore, Bengaluru and Delhi NCR. Della Adventure is the first of its kind adventure park with 86 activities including the country's longest 'Flying Fox' zip line of 1,250 metres, four forms of zorbing, ATV rides, paint ball, and paragliding among others.

According to Jimmy Mistry, Chairman & Managing Director, Della Tecnica, the company is currently looking for land owners, as well as partial investors in the targeted cities.

According to Mistry, starting operations in all four cities simultaneously is an unrealistic target and they will aim at setting up parks in two cities in the next two years, the location depending on where they get investment first.

"Each new park's estimated investment is Rs 250 crore, which is what we have spent altogether on the park in Lonavala. We do not have the bandwidth to pool in that kind of money and are on the lookout for investors and land owners. Both will be provided fractional ownership,"



JIMMY MISTRY
Chairman & Managing
Director, Della Tecnica

stated Mistry. He added, "Personally I would love to set up an adventure park cum resort in Bengaluru which will pull in the IT crowd from the city, as well as visitors from Vizag, Kochi, Hyderabad and Chennai. I am also preparing a presentation for Narendra Modi, Chief Minister, Govt of Gujarat and plan to approach him by the second half of 2012 for land in Ahmedabad. Potential of the adventure park segment is huge and it is a Rs 1, 500 crore industry. Investors will be keen on the concept."

Della Adventure is also set to launch the second phase of its Lonavala park by July 2012. This phase will add a banqueting hall with a capacity



of 1,500 people, as well as 24 new villas for sale under the second home concept. In addition, a new activity, India's first flying trapeze, an adventure activity that will allow novices to use a circus trapeze, with the required safety harnesses will also be introduced. The set up is being imported from New Zealand. They are also working on the research and development of the equipment required for an activity called Kicking, which involves a 20 foot swing that turns 360 degrees.

With the new phase in place, the company is targeting a growth rate of 30 per cent this year. "When we launched the park in 2009, it was unfortunately recession period, thus we did not see any growth. In 2010, we just about sustained ourselves and last year recorded a growth of 20 per cent. According to my calculations, if we achieve the growth we are aiming for, we will grow 100 per cent in the next three years," opined Mistry. ■