



April 11, 2025

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai-400051

Symbol: EFACTOR

Sub.: Press Release titled “E-Factor Experiences wins a ₹16.22 Crores Order for Maha-Paryatan Utsav 2025 in Mahabaleshwar and Other Key Projects.

Dear Sir/Madam,

Please find enclosed herewith the Press Release issued by E Factor Experiences Limited on the captioned subject, the content of which is self-explanatory.

The same is also uploaded on the Company’s website at www.efactorex.com

Yours Faithfully,

For E Factor Experiences Limited

Prachi Sharma
Company Secretary & Compliance Officer



E-Factor Experiences wins ₹16.22 Crore Order for Maha-Paryatan Utsav 2025 in Mahabaleshwar

Enhancing credentials as a trusted partner for govt led initiatives; setting new benchmarks in immersive experience blending heritage, cuisine & adventure

E-Factor Experiences Limited (NSE-SME EFACTOR), a design & Event management firm specializing in creating immersive Experiential Tourism & Cultural environments & landmark events. On a mission to soon become the flag bearer of “Experiential Bharat” its services range from bringing in state of the art design, execution & management solutions using traditional & modern techniques & art forms.

E-Factor Experiences Limited has been awarded the prestigious mandate for the Maha-Paryatan Utsav 2025 by the Maharashtra Tourism Development Corporation (MTDC). Valued at ₹16.22 crore (excluding GST), the project is scheduled for delivery over a one-month period, with the grand festival set to take place from May 2, 2025 to May 4, 2025, in Mahabaleshwar, Satara.

This win underscores E-Factor’s growing stature as a trusted partner for government-led tourism initiatives, reaffirming its capabilities in curating high-impact, transformative tourism experiences that blend art, heritage, cuisine, culture, and adventure that collectively offer & help unearth unique propositions that ultimately result in generating a progressive 360 degree developmental program, encourage investments etc for new destinations or provide fresh perspective to existing established destinations.

The Maha-Paryatan Utsav is poised to become a landmark celebration spotlighting Maharashtra’s vibrant tourism offerings, set against the picturesque backdrop of Mahabaleshwar. Beyond showcasing the region’s natural beauty and cultural wealth, the festival is strategically designed to stimulate economic activity, offering a much-needed boost to local businesses and hospitality.

Bringing Maharashtra’s Pride to Life

As the creative and implementation partner, E-Factor will leverage its deep-rooted expertise in large-format public events, cultural storytelling, and destination promotion to transform Mahabaleshwar into a dynamic tourism showcase. From curated experiences to cultural engagements, to regional food trails and nature-based adventure activities, the event aims to set new industry benchmarks for destination-led transformative tourism festivals.



Mr. Jai Thakore, Chairman and Whole-Time Director, E-Factor Experiences Ltd., commented:

“We are honored to partner with MTDC for the Maha-Paryatan Utsav 2025. This ₹16.22 crore engagement is a testament to E-Factor’s ability to ideate and deliver multi sensory tourism experiences at scale. More than a project, this is a celebration of Maharashtra’s spirit-and we are proud to contribute to its narrative and growth. This win further strengthens our credentials as a strategic ally for high-impact government initiatives across India.”

About E-Factor Experiences Limited

Founded in 2003, E-Factor Experiences Limited is an award-winning Indian event management and experiential design company known for delivering immersive, high-impact experiences across the public, private, and institutional sectors.

Renowned for its creative innovation and turnkey execution capabilities, the company specializes in government-commissioned tourism festivals, large-format sporting and cultural events, multimedia light & sound installations, mega concerts, televised productions, and private celebrations.

Some of its landmark projects include:

- **Indian Pavilion at World Expo 2025:** The company, in partnership with Eco First Services Limited, a 100% subsidiary of Tata Consulting Engineers Limited’s, secured a prestigious contract for the Engineering, Procurement, and Construction (EPC) of the Indian Pavilion at World Expo 2025, to be held in Osaka, Japan. This is getting launched on 13th April 2025.
- **Kho Kho World Cup 2025 Opening Ceremony-** E-Factor Experiences produced and creatively designed the spectacular opening ceremony of the first-ever Kho Kho World Cup for India, blending technology with tradition to craft an unforgettable narrative.
- **Mighty Gateways to the Maha Kumbh Mela 2025-** E-Factor’s exceptional craftsmanship and commitment to cultural preservation are reflected in the construction of the **four monumental gateways—Shiva Dwar, Ganga Dwar, Yamuna Dwar, and Saraswati Dwar—**for the Maha Kumbh Mela 2025.
- **Permanent 3d Multimedia Light & Sound Show at Gateway OF India, Mumbai & Golconda Fort, Hyderabad**
- **Eco Retreat Odisha starting 2021 –** The Eco Retreat, a five-year long endeavour promises to be a unique experience of glamorous camping in 75 luxury cottages, delectable cuisine, beach spa, adventure & water sports activities, nature trails and wholesome day itineraries, cultural evenings, and a lot more.

E-FACTOR EXPERIENCES LTD.

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CIN NO. L92199DL2003PLC118285



In addition to public and destination events, E-Factor offers bespoke social and wedding experiences, providing end-to-end event management services for private clients, including luxury weddings, milestone anniversaries, and curated celebrations.

The company also operates Sky Waltz- India's unique luxury tourism service provider, a government-authorized hot air ballooning and yachting brand- through its subsidiary, E-Factor Adventure Tourism Pvt. Ltd. Driven by innovation, creativity, and a passion for storytelling, E-Factor Experiences continues to shape the future of India's events and tourism sectors-one unforgettable experience at a time.

For any Investor Relations query, please contact:

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