

FOR IMMEDIATE RELEASE

Global Eyes on India: Unprecedented Investment Interest and Historic Industry Pacts Mark the Most Massive IAAPI Amusement Expo Yet

MUMBAI, INDIA – March 14, 2026 – The Indian Association of Amusement Parks and Industries (IAAPI) has officially wrapped up its most successful and expansive event to date. The recently concluded IAAPI Amusement Expo shattered all previous records, scaling up by a massive 30% to become the biggest edition in the association's history. The event witnessed an unprecedented footfall of high-quality buyers, global amusement consultants, and investors from around the world, cementing India's position as a dominant force in the global leisure and entertainment market.

The expo was proudly supported by **Andhra Pradesh, Madhya Pradesh, and Telangana** as official State Partners, highlighting the growing governmental focus on experiential tourism and entertainment infrastructure.

The spectacular event was inaugurated by the Chief Guest, **Shri Kandula Durgesh, the Hon'ble Tourism Minister of Andhra Pradesh**. The opening ceremony set a serious and progressive tone for the industry with a monumental milestone: the launch of the **first-ever comprehensive Safety Handbook** for all types of amusement operations. This definitive guide is the culmination of two years of rigorous, dedicated hard work by leading industry experts, reinforcing the sector's commitment to world-class operational standards.

While serious business and safety took center stage, the expo floor was alive with unprecedented energy. The industry's beloved mascot, "**Gaja**," proved to be the undeniable star of the show floor. Though introduced previously, Gaja's magnetic charm caught everyone's eye, becoming a key attraction and injecting a vibrant, playful excitement into the massive exhibition space.

Beyond the bustling exhibit halls, the expo delivered immense value through its highly attended concurrent events and strategic partnerships:

- **The Landmark Safety Conclave:** Safety remains of paramount importance to IAAPI and its members. While IAAPI conducts rigorous safety training for its members on various facets of safety year-round, this year the Safety Conclave was strategically integrated directly into the expo to benefit all visiting professionals. The conclave saw a massive number of attendees, reflecting the industry's proactive dedication to visitor security and risk management.
- **IAC Connect & Industry Insights:** During the dedicated IAC Connect session, IAAPI, in collaboration with ANAROCK, unveiled the first-ever detailed White Paper on Indoor Amusement Centres (IACs) in India. This pioneering report provides crucial data and strategic insights into one of the fastest-growing segments of the entertainment sector.
- **Historic MOUs at the Award Night:** The momentum carried into the grand Award Night, which served as the backdrop for two major strategic agreements.

- IAAPI signed a pivotal Memorandum of Understanding (MOU) with the **Shopping Centres Association of India (SCAI)** to foster information sharing and collaborative training, bridging the gap between retail and entertainment.
- In a massive boost to regional tourism, the state of **Andhra Pradesh** signed a landmark MOU for the development of a state-of-the-art amusement park in Vizag, backed by a significant investment of INR 100 Crore.

The sheer scale, the highest-ever turnout of international and domestic buyers, and the monumental agreements signed reflect a golden era for the Indian amusement industry. With its membership now standing at a record 650 members, IAAPI continues to drive the sector forward, proving that the business of making people smile is stronger—and safer—than ever.

About IAAPI: Founded in 1999, the Indian Association of Amusement Parks and Industries (IAAPI) is the apex, non-government, not-for-profit body representing the interests of Amusement Parks, Theme Parks, Water Parks, and Indoor Amusement Centres in India.

Media Contact:

Indian Association of Amusement Parks and Industries (IAAPI)

Email: info@iaapi.org

Website: www.iaapi.org