

EsselWorld BigNite 2011: India's Largest New Year Bash with 80,000 watts of thunderous music and 64 acres of party space

This New Year, revelers say, "EsselWorld Mein Hi Rahoonga Mein, Ghar Nahin Jaonga Mein!!"

Mumbai, December – EsselWorld, India's largest and premier amusement park brings back to its patrons the largest New Year Bash in India: BigNite 2011. Exceeding expectation year-on-year, BigNite 2011 will be *India's largest bash spread over 64 acres and featuring the most electrifying events* to welcome 2012.

This year Big Nite 2011 will feature **unlimited rides, 5 dance floors, spectacular fireworks, magical parade, carnival and sumptuous food option**. The revelers can enjoy the unlimited choice fun of the thrills & chills of rides & slides spread across 64 acres of the park.

Commenting on the Big Nite 2011 celebrations, Mr. Shirish Deshpande CEO - Pan India Paryatan Pvt. Ltd. (Essel World and Water Kingdom) said, "For over 20 years we have had the a simple game plan when it comes to entertainment and fun: **The Bigger-The Better and this year is exactly that.**"

Big Nite 2011 will feature Bollywood's leading DJ Notorious complimented by an enormous **set-up powered by Roger Drego Electrocraft** with **80,000 watts of thundering sound, awesome lights & LED walls**. A spectacular and electrifying laser show of lights and sounds will be a feature to remember. The bash will also includes 5 dance floors for the revelers to dance through the night and welcome 2012.

The tickets for the event are priced at INR 1190. Since the event is spread on a large premise, **adequate safety and security measures have been implemented** keeping in mind the large number of revelers who would be attending the New Year celebrations at the park. **Ample amount of parking space as well as ferry connectivity** will ensure that EsselWorld is the place to be for New Years this time.

About Pan India Paryatan Pvt Ltd (PIPPL):

Pan India Paryatan Pvt Ltd (PIPPL) is the holding company of Essel World and Water Kingdom - the largest amusement parks in India; and a subsidiary of USD 2.4 billion Essel Group. These parks have been successful in creating the only brand for leisure and entertainment for the entire family over the past two decades. It was EsselWorld that offered Indians an alternative to the conventional pleasure trips and unfolded before them the exciting new scenario of a complete leisure destination. The Group's mission is to redefine the traditional means of entertainment and above all meet the fast changing consumer needs for active entertainment.

Website : www.esselworld.in | www.waterkingdom.in

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