



Sugar, Spice & Everything Nice: A Special Day For The Girl Child At Essel World

Mumbai, November 2011: EsselWorld celebrated Children's day with Mahika & Ishita, child stars of the Imagine TV's "Haar-Jeet" where Imagine TV explores this facet of the parent-child relation. Its is a story of two young girl's Mahika played by Ms. Khushali Hirani and Ishita played by Ms. Jannat Zubair Rahmani, forced into the glamour world of television and how they try to fulfill their parents' wishes.

EsselWorld has always been in the fore front when it comes to promoting social awareness concepts. This year, India witnessed the birth of the 7 Billionth citizens of the world and that to a girl child. EsselWorld will be promoting the concept of the importance of saving the girl child, a topic of great importance in India as well as the world. "We have put in a lot of thought to ensure that this important & sensitive issue is brought out with the required impact and what better way than Children's Day to dedicate the importance of the Girl Child." Said Bhushan Motiani-Head of Marketing (PIPPL).

The girl's have been specially invited to promote the theme of the concept of the girl child and its impact in India and to narrate their experiences on enacting such complex & matured roles in the leading serial "Haar-Jeet". The girls, Mahika & Ishita were greatly delighted to have been chosen to promote the concept of the Girl Child by EsselWorld and also enjoyed a fun day at the park from their busy schedules with the other children at the park.

The Girl child is the future of every nation and India is no exception. A little amount of care, a handful of warmth and a heart full of love for a girl child can make a big difference. This day was definitely a day of victory rather than defeat for the Girl Child and this is the message from EsselWorld on Children's Day!

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.



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