

# HopUp

LICENSE TO MADNESS

India's Largest  
Trampoline Park

[www.hopupindia.com](http://www.hopupindia.com)



# "UNLEASH THE ADVENTURE WITHIN"

- A complete Family Entertainment Center
- Many games & activities for people of all ages.
- India's Largest Trampoline Park
- Action & Adventure themed activities
- Large arcade with the most popular games
- VR Games
- Bowling alley
- Go-karting
- Food court serving delicious food and drinks.

**ALL THE FUN MIGHT HAVE YOU FEELING CRAZY, BUT REST ASSURED,**

**AT HOPUP YOU HAVE THE LICENSE TO MADNESS.**





*A World of Endless Entertainment*

# VISION

HopUp envisions being a leading indoor & outdoor amusement park that provides an unparalleled and all round entertainment experience.

It is a foundational principle of HopUp to be an exciting place where families and friends can come together to experience the thrill of endless fun and adventure, surrounded by a safe, inclusive, and welcoming environment.

By merging adventure, innovative technology, and pure thrill in our games and activities, we strive to be the ultimate destination for all ages, where every guest feels valued and leaves with lasting memories.



# MISSION

- To encourage wellness & happiness through exciting physical activities
- To provide exceptional customer service and create a positive guest experience
- To foster a culture of consistent engagement in bonding activities for families, institutions & workplaces.
- To become the preferred entertainment venue and an established brand across the region.
- To maintain the highest safety standards and procedures
- To continuously innovate and enhance the services and experience
- To contribute to the local community and promote sustainable business practices.



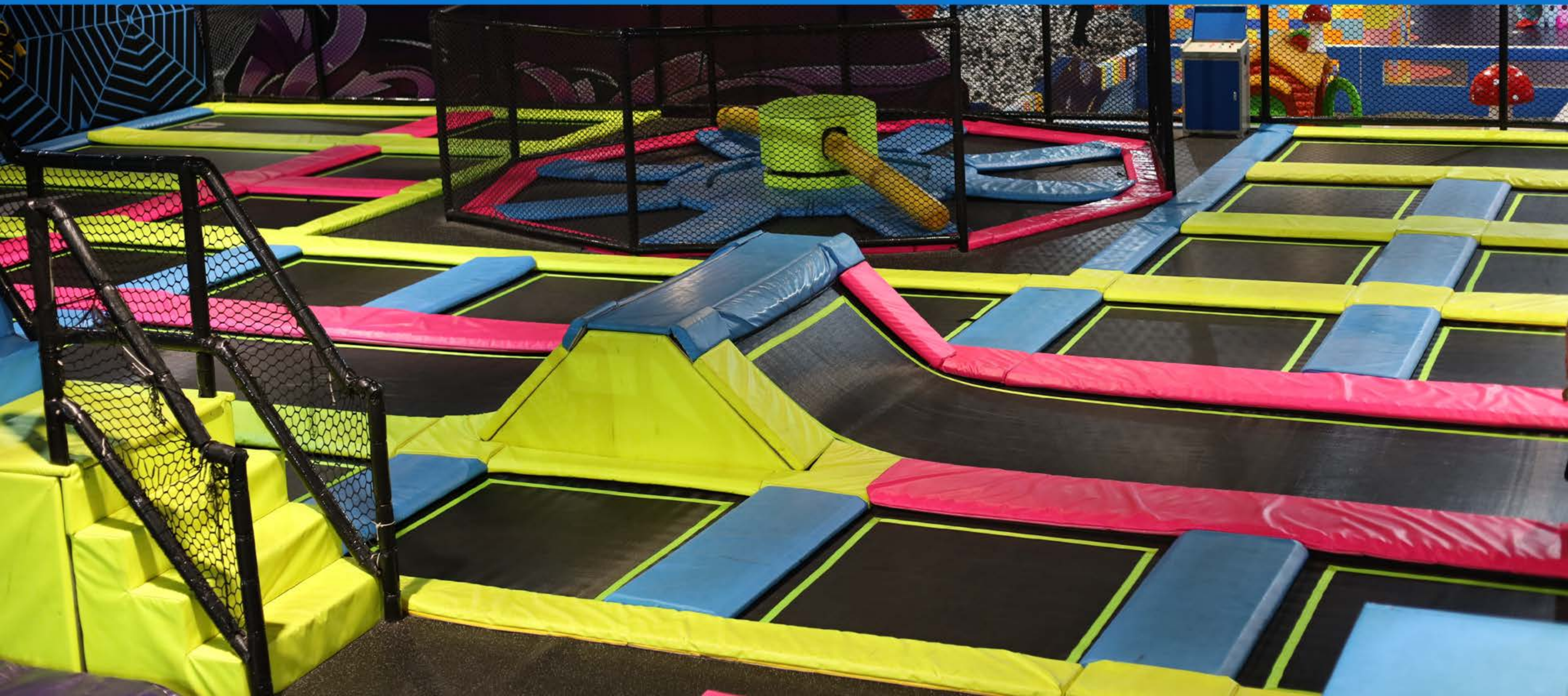


*License To Madness*

# "WHERE FUN MEETS ADVENTURE"



# TRAMPOLINE PARK





# BOWLING ALLEY



# ARCADE GAMES



**ENTERTAINMENT**

**ADVENTURE**

**INNOVATIVE  
TECHNOLOGY**

## **CUTTING-EDGE TECHNOLOGY**

Unparalleled immersive experience in all games

## **TRAMPOLINE PARK**

Tons of activities like Dodgeball, Basketball, Wipeout, etc.

## **FUN FOR ALL AGES**

Bowling, Wall Climbing, Arcade games, etc.

## **VR THAT SETS THE BAR**

The best VR game zone in the country with exclusive games like VR SPACE and VR WARSHIP using next-gen VR technology.

# ROPE COURSE





# VR GAMES





# WALL CLIMBING



# GO KARTING



# ROLL GLIDER





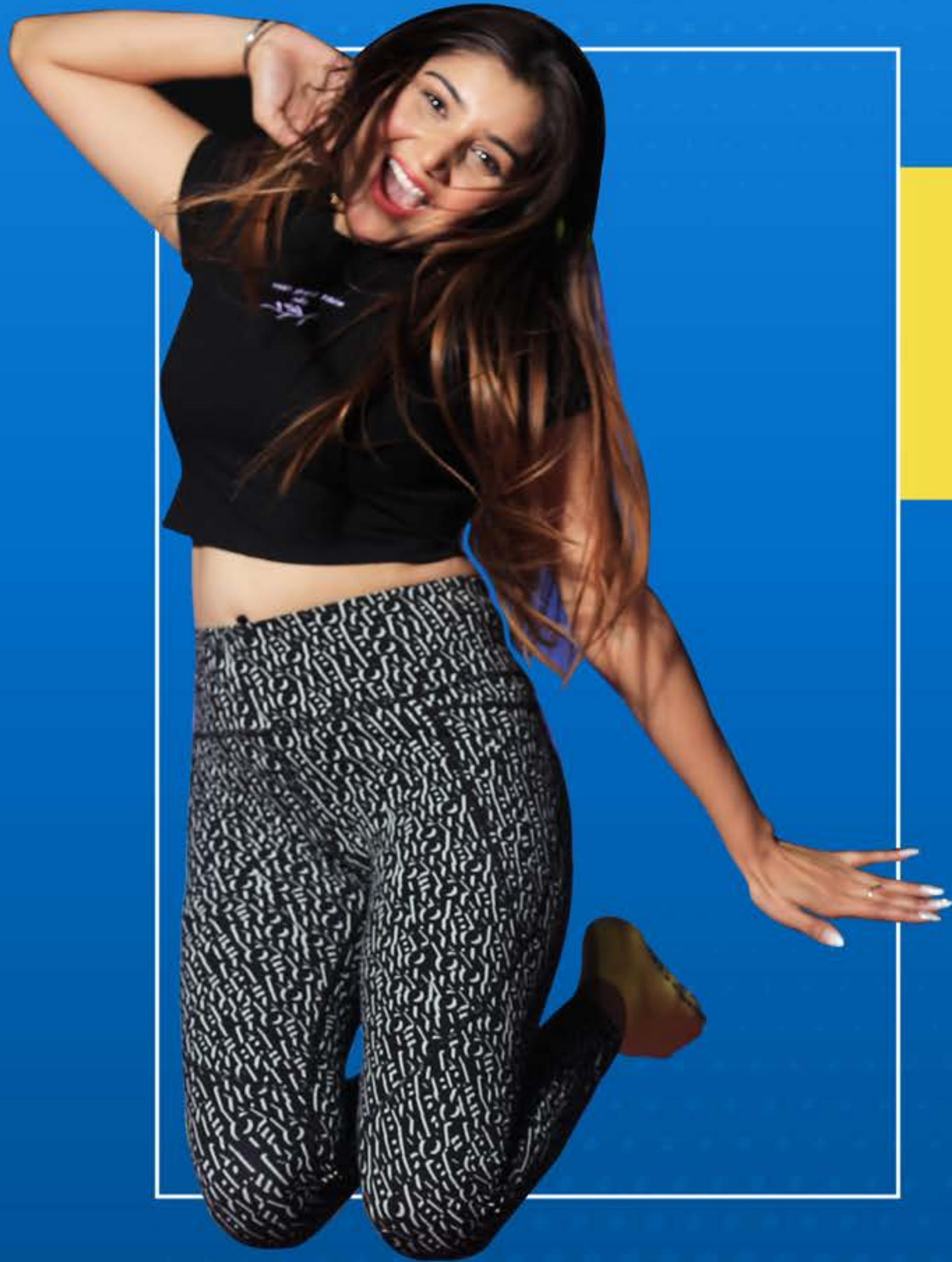
# TARGET AUDIENCE

HopUp is a social hub with an inimitable and valuable proposition for its visitors. Not only is it a great place for kids and youngsters to play, game, and just hang out, it even serves as a great place for families and colleagues to bond through activities, spend time together and celebrate their special events.

HopUp appeals to people of all ages and has a range of activities and games that anyone can enjoy, whether on their own or as a large group. At HopUp, the fun knows no age.



*Birthday Celebrations!*



# UNLIMITED FUN & ENTERTAINMENT

## Parties & Events

Birthdays, Corporate Events, Kitty Parties,  
School-Day-Out, etc.

## Food & Drinks

In house delicacies to satisfy your cravings

**LICENSE TO MADNESS CARD**

★ One time card recharge ★

# ONE DESTINATION FOR MANY CELEBRATIONS

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# GRAVITY SLIDE



# FOOD COURT

 mangos.

Full Moon Cafe

The Bar  
Multitask



# WHY HOPUP?

- Unique adventure-filled activities
- Attention to detail; welcoming atmosphere
- Disguising fitness as fun
- Appeals to people of all ages
- Engaging & immersive experience
- Versatile use of space
- Weather-proof facility
- Convenient location adjoining Chandigarh-Ambala highway in Zirakpur.



*The fun never stops at this*

# *Amusement Palace*





# COMPETITIVE ADVANTAGE

HopUp brings an unrivaled entertainment experience merging adventurous and thrilling physical activities with cutting-edge technology and the latest and most popular in gaming and VR experience, all in one place.

HopUp is home to the largest trampoline park in India and has the best Go kart experience in the region, with a well laid out track. Every aspect and activity at HopUp is a step above the ordinary and brings class-leading exposure by global standards to our valued visitors.



# HOPUP IS ENTERTAINMENT BLISS



# **SOCIAL RESPONSIBILITIES AND VALUES**

It is our responsibility to ensure that all guests have a safe and enjoyable experience. We value diversity, inclusiveness, and respect for all individuals.

Our park is a smoke-free and drug-free environment, and we are strictly against any form of harassment or discrimination.

We also prioritize environmental sustainability by incorporating eco-friendly practices into our daily operations.

# STAY SAFE - STAY HAPPY

- A unique setting of pleasant vibes and a thrilling atmosphere
- A safe and sound facility, complying with all safety measures
- Trained Professionals to guarantee a safe and welcoming experience
- Safety wires, harnesses, and helmets that are checked on a routine basis
- Incorporating technology in safety - We use the world's best and safest auto belay device for wall climbing, TRUEBLUE, designed and manufactured in the USA.

# Creating more than just smiles



HopUp has created a number of employment opportunities in a variety of positions including customer service, food service, maintenance, and management.

HopUp has also had a significant impact on the local economy, bringing many visitors from within the Chandigarh-tricity region & other cities.

We consistently strive to invest back into the local community through taxes, support of local businesses, and community initiatives.

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# ROADMAP

Chandigarh

Mumbai

Ahmedabad

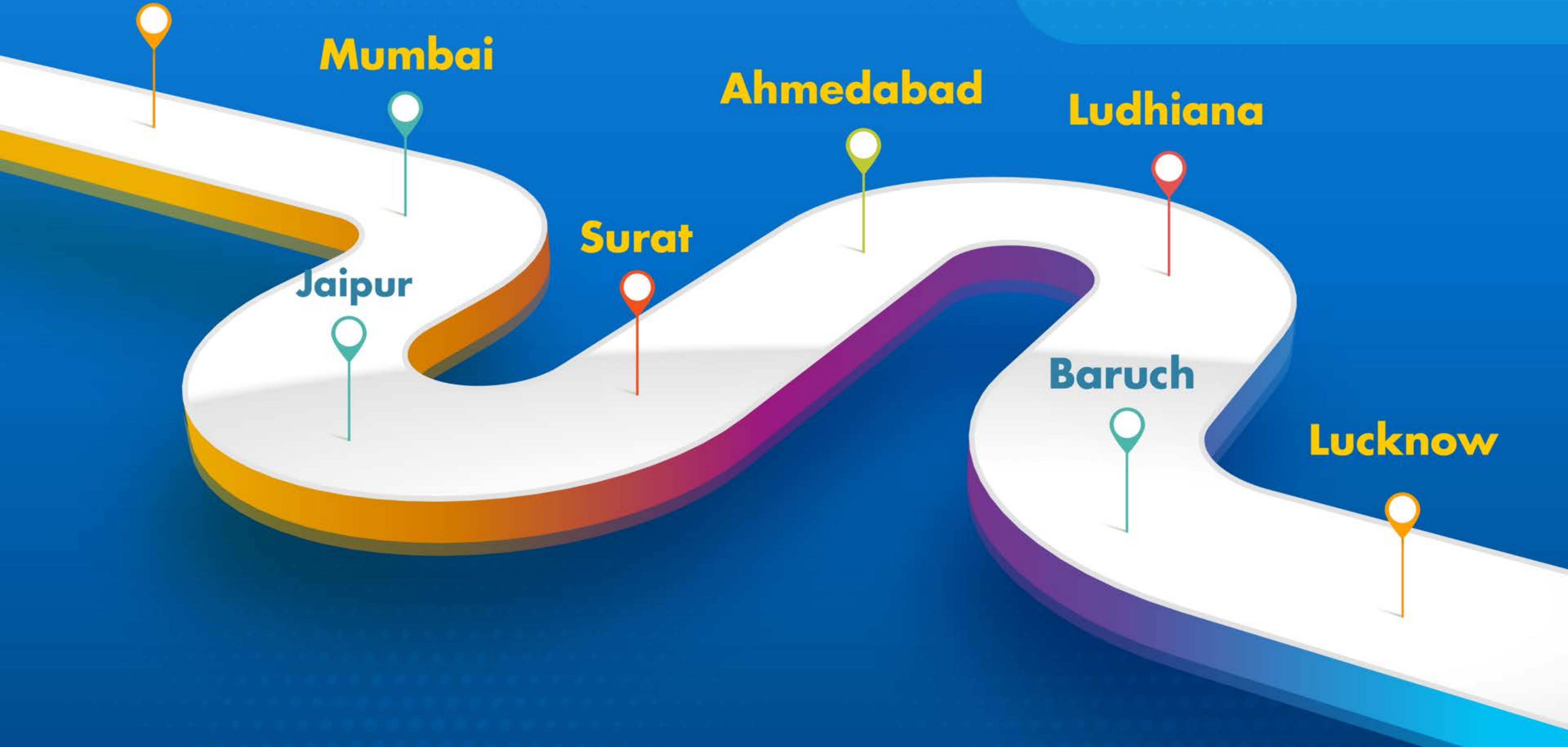
Ludhiana

Surat

Jaipur

Baruch

Lucknow



# *Taking the joy to new places*

HopUp is looking to expand with new locations across the country. We welcome offers for franchises from passionate and committed entrepreneurs who are prepared to take the HopUp experience to more people.

We look forward to new and exciting chapters in our journey with more facilities presenting the same adventure filled entertaining experience and integrated with the same premium products and state of the art technology.



Founder-Directors of HopUp - Trailblazers in their fields



**MR. INDERJEET PUNYANI**  
Founder-Director of HOPUP

Holds expertise in Textile manufacturing and a Monopoly among Textile Exporters in multiple countries.

**Humble Beginnings to Pioneering Success in Gujarat**

- ▶ 2004 First Business Venture - BPM International Marketing
- ▶ 2008 Textile Exports Firm - Kovidh Exports (Sarees, Lehenga, etc.) Importers & Suppliers of all types of Needles Pan Asia
- ▶ 2019 Our onset in Family Entertainment Park Business (world-class facilities across India)

**MR. VIKAS DANG**  
Founder-Director of HOPUP

A leader in FMCG distribution with one of the largest distribution networks in multiple states in India.

**In 2005, Vikas Dang embarked on his journey in distribution and retail stores, catering to various brands across India, such as P&G. His expertise in retail distribution enabled him to build a robust and reliable distribution network, expanding his operations to reach a wider audience.**

**Punjabis at Heart find a home for their dream in the heart of North India- Chandigarh**

- ▶ HopUp Since 8th June 2022, India's Largest Family Entertainment Park
- ▶ A World Of Endless Entertainment that amalgamates VR & Arcade Gaming, Trampoline Activities, Kids' Play Zone, Adventure Zone, Restaurant Dining, etc. into an immersive, interactive, and new-age experience for family & friends under one roof
- ▶ All-Weather Air-Conditioned Indoor Facility
- ▶ Over 50% of the activities are physical
- ▶ Direct and indirect employment to 200-250 people
- ▶ Upcoming Centers - Jaipur, Ahmedabad, Lucknow, Ludhiana (To be operational by end of 2023)



www.hopupindia.com

Featured at  **Forbes**



# OUR ACHIEVEMENTS



**A MOMENT OF GRATITUDE**  
**PROMINENT PUNJABI AWARD!**





# FROM OUR DIRECTORS

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*Come Visit Us*

To have fun with your

**LICENSE TO MADNESS**



Contact Us: (+91) 80100 00250

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