



**CSML**

*We make fun, a business...*

**THE ARCHITECTS  
OF AMUSEMENT**



## WHO WE ARE

### You Imagine, We Create

As a leading amusement equipment distributor and consultant, we have been serving the Indian market since 2002.

We boast a robust distributor network representing the biggest names in the amusement industry featuring a product portfolio that includes Ten-Pin Bowling, to an array of Arcade Games such as Video and Redemption, a variety of Sport & Social Games such as Basketball, Pool, Air Hockey, Pinball, Strength Testers, Virtual Reality Games, Kids Attractions such a Trampoline, Soft Play, Kiddie Rides, Bumper Cars, Go Karts and Debit Card Systems.

We pride ourselves on offering comprehensive, end-to-end solutions to our clients, with a tenet of customer experience.

## WHY US

### Experience the difference with us!

#### Partnered with the Best

Partnered with the industry leaders CSML provides a comprehensive selection of top-of-the-line arcade machines and equipment from reputable manufacturers.



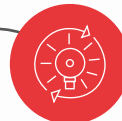
#### Better Returns

We help you Maximise your returns and fully utilise your location's potential with our optimised game selection and customisation. Reap the benefits with our complete turnkey solutions for maximising ROI.



#### End-To-End Solutions

As gaming experts, we join you as consultants and serve a seamless end-to-end solution, eliminating the need for multiple vendors. From logistics to installation, we bring everything together and manage it all for you.



#### Supporting You Always

We provide pre-launch assistance with a skilled and seasoned team to handle setup, maintenance, and post-sales service, guiding you through the process and ensuring you receive the necessary support.



#### Fully-Stocked Facility at Your Service

A well-stocked warehouse to minimise downtime with necessary supplies and spares readily available.





# PRODUCT OFFERING

## Fun-filled gaming products

### BRUNSWICK BOWLING

Brunswick is the bowling industry's premier full-line service provider and has been the leader when it comes to innovative products for the sport of bowling. Representing them as their exclusive distributor in India and the SAARC region, we are able to bring state-of-the-art products to the bowling industry.

Bowling is a universally enjoyed game and a great way for entertainment centres in shopping malls, stand alone locations, resorts, hotels, restaurants, condominiums and bars to stand out, boost sales, and attract group events.

With Brunswick's wide range of products and accessories, your centre will be ready to operate at peak performance and you will be ready to earn better returns.

We offer various types of bowling alleys that can be customised to fit different needs and spaces.



#### a) Traditional Full Length:

Bowling is well-suited for family get-togethers or a corporate event as it is a social and interactive activity that can be enjoyed by people of all ages and skill levels. The trend towards seeking experiences over goods is driving demand for events like bowling, making it a profitable business opportunity. The standard length of a bowling lane is 88'4.5" and width 11'6" for a pair of lanes.

#### b) Duckpin Social:

Duckpin Social is Brunswick's take on Duckpin Bowling which is a compact, space-saving version with lanes that can be installed in as little as 31' length and 11'6" width for a pair of lane, ideal for social clubs, bars, restaurants, resorts and hotels, it offers a revolutionary experience with reduced equipment and inventory needs.



## ARCADE GAMES

Our wide array of arcade games means that there's something for everyone, no matter the demographics.

Our 20+ years of experience in the industry makes us feel proud to offer you an unbeatable selection of the latest and greatest products on the market.

We are the exclusive distributor of some of the world's most renowned amusement game manufacturers, including ICE, SEGA, Raw Thrills, Bandai Namco, TouchMagix, Adrenaline Amusements, JET Jennison, LAI Games, Baytek, Sam Billiards, Coastal Amusement, LaserBlast, Eurogames, Stern Pinball and many more.



### a) Video Games:

Video games are popular in the gaming industry due to their variety and engaging nature, appealing to a broad range of players. They attract and retain customers with their interactive and high repeat value, driving foot traffic and generating additional revenue.

### b) Ticket & Prize Redemption Games:

Redemption games provide exciting entertainment that appeals to all ages. Players have the opportunity to win prizes or redeem prizes for tickets earned adding an extra level of excitement and encouraging repeat visits.

### c) Skill & Sports Game:

Sports and skill games like Basketball, Air Hockey, and Strength Testers are popular due to their interactive nature, appealing to kids, families, and friends for team play and physical activity. These games promote social interaction and teamwork, providing a unique form of entertainment.

### d) Virtual Reality:

Adopting new and advanced technology in the arcade industry appeals to both kids and youth, expanding the market and entering into new areas of gaming. People are drawn to try these new offerings. Immerse yourself in a 3D virtual environment within a confined space while also getting physically active.





## SOFT PLAY

Discover the epitome of safe and thrilling play experiences with CSML, your premier soft play distributor. Our comprehensive services ensure families can embark on exciting adventures in meticulously designed fun parks crafted to meet the highest safety standards. From vibrant SoftPlay areas featuring interactive projection slides and giant ball pits to themed adventures inspired by jungles, oceans, and gardens, we provide an array of activities tailored for children aged 2 to 8. With CSML, you gain access to top-quality soft play products and dedicated service, allowing you to transform your space into a haven of joy and adventure, ensuring unforgettable moments for your young guests.



## TRAMPOLINE

Leading the way in trampoline park design and innovation, CSML collaborates with top manufacturers to deliver unmatched quality and innovation. Our offerings create exhilarating experiences for all ages, featuring a diverse range of activities sourced from leading manufacturers in the industry. From classic trampoline jumping to dodgeball, basketball slam dunks, foam pits, and obstacle courses, there's something for everyone to enjoy.

We prioritize meticulous safety standards, ensuring compliance with international safety regulations. With customized designs and end-to-end solutions, CSML guarantees unforgettable adventures in dynamic, safe, and standout indoor play spaces.



## LASER TAG

Experience laser tag at its finest with CSML as your premier distributor of Cyberblast Pro made in the USA by a leading manufacturer. Our commitment to excellence ensures you receive the most powerful and sophisticated laser tag system on the market. With over 30 game formats and cutting-edge features like futuristic-style vests and optimum phasers, Cyberblast Pro guarantees an unparalleled gaming experience. Trust CSML to supply and optimize your space for maximum enjoyment, creating unforgettable moments for players of all ages.



## BUMPER CAR

Add a thrilling twist to your Family Entertainment Center with Italian-made Bumper Cars, proudly brought to you by CSML, the official distributor and supplier. Crafted entirely in Italy, our Bumper Cars come in three exciting models: Space, Hyper, and Spin, each offering unique features and thrills. With customizable designs and vibrant colors to suit any theme, from one-seat Mini Bumper Cars for children aged 3 to 6, to larger Bumper Cars suitable for teenagers and adults, everyone can enjoy the excitement. Powered by rechargeable sealed batteries and twin no-belt electric motors, Bumper Cars promise an unforgettable ride.



## GO KARTING

Redefining Go-Karting Excellence and Safety. As the authorized distributors for industry pioneers SODIKART and RaceFacer, CSML offers premium go-karts and cutting-edge track management systems. Whether your facility is indoor or outdoor, we equip you with reliable, high-performance solutions that prioritize safety and operational efficiency. Partner with CSML for a streamlined experience that elevates both the safety and profitability of your karting business.



## DEBIT CARD SYSTEM

With our commitment to providing the best for our clients, we have partnered with InterCard, a world-renowned provider of cutting-edge cashless payment systems. The InterCard system allows you to optimise your centre operation by tracking your guests' preferences, monitoring multiple locations, and improving the overall experience with a seamless tap-and-play process.



## SPARES & CONSUMABLES

We understand the importance of authentic spare parts and consumables to ensure the proper maintenance and operation of your amusement equipment, with a seamless and enjoyable customer experience.



# HOW WE OPERATE

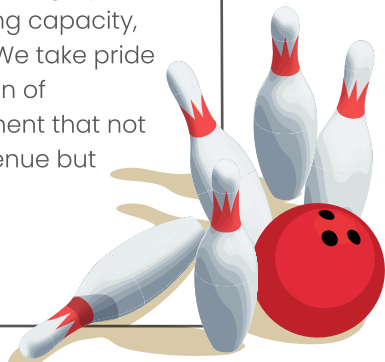
## CONSULTANCY SERVICES

### 1 Turning Vision into Reality

At CSML, we are dedicated to delivering top-notch Consultancy & Operation Management services. As industry pioneers in Indoor Amusement Centers (IAC), we offer meticulously tailored end-to-end solutions to streamline the complexities of managing multiple providers.

### 2 Suggestive Game Mix

At CSML, we go beyond providing amusement equipment; we craft unforgettable experiences. Our approach is rooted in the thorough consideration of your target audience's demographics, age groups, spending capacity, and budget range. We take pride in offering a selection of amusement equipment that not only drives high revenue but also resonates with the interests of your guests.



### 3 Exclusive Distribution

What sets us apart is our exclusive distribution of industry-leading brands. Our substantial buying power and involvement in multiple projects enable us to offer competitive prices without compromising on quality. This ensures that you receive top-notch amusement equipment that aligns with your budgetary requirements.

### 4 Tailored Amusement Equipment Selection

With our expertise, we assist you in selecting the ideal blend of amusement equipment, catering to high-thrill experiences and family-friendly attractions. This guarantees that your entertainment center becomes a town favorite, leaving visitors with cherished memories.

### 5 Logistics & Import

We simplify the entire process of obtaining amusement equipment from worldwide suppliers. From overseeing ocean freight to managing import clearance, we ensure a seamless journey for the equipment to reach your location.

### 6 Installation & Training

Our skilled installers take charge of setting up and thoroughly testing the amusement equipment, ensuring flawless operation. Furthermore, our comprehensive training program empowers your staff with hands-on experience in operating the machines and equips them with the essential knowledge to ensure seamless venue operations.

### 7 Pre & Post Operation Support Services

At CSML, our dedication to your success extends beyond just consultancy and equipment. With our Pre & Post Operation Support services, we ensure that your operations run seamlessly by providing the essential resources and guidance you need.

## MANAGEMENT CONTRACT

Experience operational excellence with our tailored Management Contract for Family Entertainment Centers (FECs). Our expert team handles day-to-day operations, from technical management to enhancing customer experiences, ensuring a thriving center.

Focus on your strategic objectives while we manage operational intricacies. Our team embodies expertise, efficiency, and unwavering customer-centricity to boost profitability and uphold your FEC's reputation.





# OUR PRODUCT PARTNERS

## Making business a fun game

We are proud to be partnered with the biggest names in the Amusement Industry, bringing to you top-quality equipment with constant upgrades.

**Brunswick**  
Experience is Everything.

**SEGA**<sup>®</sup>  
amusements international

**ADRENALINE**  
agames.com

**ICE**<sup>®</sup>

**JET**  
GAMES  
CORPORATION

**BANDAI NAMCO**  
Fun for All into the Future

**SODIKART**

**LAIGAMES**

**intercard**  
WORLD LEADER IN CASHLESS TECHNOLOGY

**TOUCH  
MAGIC**

**RAW  
THRILLS**

**SAM**  
BILLIARDS & LEISURE

**BAY★TEK**  
entertainment

**360**  
KARTING

**Eurogames**  
THE RIDE FOR EVERY CHILD

**COASTAL**  
AMUSEMENTS INC.

**LASERBLAST**

**Kalkomat**

and many more...

## Honors & Achievements by Brunswick



**2023**  
International Capital  
Equipment Distributor



**2023**  
International  
Ace Award



**2022**  
Home Run Award



# INDUSTRIES WE SERVE

Let's bring fun to your location.  
No matter how big or small.



**Family Entertainment Centre**



**Restaurants & Bar**



**Hotels & Resorts**



**Corporate**



**Private Homes**



**Club House & Condominiums**

# OUR PROJECTS

## Showcasing our successfully delivered projects!

We are proud to be known as reliable partners for a diverse group of customers, and place a high importance on building and maintaining strong relationships with them.

### FAMILY ENTERTAINMENT CENTRES



### CORPORATES



### REAL ESTATES



### HOTELS



and many more...



# GLIMPSES OF FEW OF OUR PROJECTS









# WHY AMUSEMENT?

Level up your business



## YEAR ROUND ACTIVITY

A year-round activity not only provides endless fun and entertainment, but also serves as a reliable source of revenue generation all around the year.



## SUITS ALL DEMOGRAPHICS

A profitable investment overflowing with entertainment, suitable for everyone regardless of age or background.



## RECESSION RESISTANT

Even during tough times, the need for fun and entertainment never fades away. A visit to a gaming venue offers a quick and budget-friendly escape, where families can bond over games and treats. And the best part? Playing games leads to tasty food and drink purchases, boosting the venue's overall earnings - a win-win for everyone.



## FOOD & BEVERAGE DRIVER

Food and beverages are a major driving force for revenue in gaming venues, as players often seek out refreshments to fuel their fun. Whether it's snacking on snacks or indulging in a full meal, these purchases can greatly contribute to a venue's overall earnings.



## LOW OPERATING COSTS

Investing in the right products for your gaming venue means guaranteed, hands-off profits. Efficient operations and smart resource management lead to low costs and big rewards. Ready to make your money work for you? Get in the game.

# TESTIMONIAL

## THE GAME PALACIO (SNOWWORLD ENTERTAINMENT)



**Mr. Prasuk Jain**  
Founder

It's not about doing business with CSML, it's about a strong family bond while exposes you straight to the global footprint to understand the best in best class products and their success story. Rohit (Owner, CSML) has been known for making his strong relations across the globe with all the OEM ODM which is straight displayed on the table when you sit across for any discussion of business. He is always an idol and always there to help us out from any and every problem. Cheers upwards and onwards to the CSML team.

## TORQ03



**Mr. Sree Harsha S D**  
Managing Director

At Torq Bowling & Gaming Center, CSML has been our trusted supplier of Brunswick bowling and arcade games, providing us with premium products that have elevated our center's entertainment offerings. What truly sets CSML apart is their exceptional customer service and personalized approach. They go above and beyond to understand our specific needs and preferences, offering tailored services that ensure our satisfaction and the delight of our patrons. Moreover, Mr. Rohit Mathur, CEO of CSML, is not only a visionary leader but also a remarkable mentor for many young entrepreneurs in the entertainment business, exemplifying CSML's commitment to fostering success within the industry. We highly recommend CSML to any entertainment venue looking for high-quality products and outstanding personalized service.



**Mr. Rishi Shah**  
Founder

## SHOTT

Working with CSML has been an ultimate pleasure. The team has an eye for detail & worldwide trends are well understood. Their years of experience in Indoor Amusement Center (IACs) business yields brilliant suggestions that would ultimately make the ROI faster. CSML is one step solution for all gaming requirements & amazing after sales services.

## PINS AND LANES



**Mr. Madhav Gogte**  
Owner

Thanks to the recommendation from Marriott International, we turned to CSML and the exceptional leadership of Mr. Rohit Mathur, along with his dedicated team, to bring our dream of opening a family entertainment and gaming center to life in just five months. Mr. Mathur's visionary guidance and the collective expertise of his team ensured a seamless journey from concept to execution. Their commitment to excellence and personalized support made all the difference. We wholeheartedly recommend CSML to anyone seeking exceptional Product quality and service.

## FUNKY LI'L MUNCHKINS PRO



**Mr. Bharat Khosla**  
Business Partner

With CSML's expert guidance and Mr. Rohit Mathur's visionary leadership, Funky Lil Munchkins Pro was transformed from an idea to a thriving center in just five months. Their dedicated team's commitment to excellence ensured every detail was meticulously executed, resulting in an exceptional experience for our guests. Thanks to CSML, our success has us eagerly planning our next venture with them at the helm.



# So, let's get started!

# CSML

*We make fun, a business...*

## CONTACT US

☎ +91 22 28302166 / 49739659

✉ sales@csmlindia.com

🌐 www.csmlgroup.com

📍 Chintamani Plaza, 423, B Wing,  
Andheri - Kurla Rd, Chakala, Andheri East,  
Mumbai, Maharashtra, India 400099

## Our Global Presence

