



The Premier Game Zone · Ahmedabad

LOCATION	PROJECT VALUE	AREA	YEAR
Ahmedabad	₹12 Crores	30,000 sq ft	2024

Project Developed and Delivered by:

CSML
We make fun, a business...



Project Snapshot

The full commercial & scope brief on Sparrk — at a glance.

PARAMETER	DETAILS
CLIENT	RV Grace
PROJECT NAME	Sparrk — The Premier Game Zone
LOCATION	Ahmedabad, Gujarat
AREA	30,000 Sq Ft
PROJECT VALUE	₹12 Crores
SOLUTION	Bowling · Arcade · Trampoline · VR · Bumper Cars · F&B
TIMELINE · SCOPE	6 Months · Turnkey (Design + Supply + Install)

THE HEADLINE

RV Grace's first FEC — delivered turnkey by CSML in 6 months.

- A real-estate group's debut entertainment venture.
- 30,000 sq ft mapped to six revenue-generating zones.
- Brunswick Boost bowling with 2 lanes of Brunswick Bowling.
- Single accountable partner concept to handover.

Client Requirement

RV Grace — a real-estate group — set out to build their first-ever Family Entertainment Centre.

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SIX CHALLENGES THE CLIENT ASKED US TO SOLVE

- 01 Reliable, experienced FEC consultant** for complete project execution.
- 02 Single point of contact** — no multi-vendor coordination.
- 03 Optimized game mix** to maximise revenue and engagement.
- 04 Layout, technical design, installation & operations** — end to end.
- 05 Long-term technical support**, maintenance and spare parts.
- 06 A partner with proven FEC track record** — not a first-time supplier.

TARGET AUDIENCE

All ages, one venue.

- Kids (3 – 12 years)
- Teenagers (13 – 18 years)
- Young Adults (19 – 35 years)
- Families & Parents (35 – 60 years)
- Corporate groups
- Friends & social gatherings

CONSTRAINTS

Budget was later extended for premium finish. Timeline: **no hard deadline**.

The CSML Solution

A complete FEC engineered around visitor flow, dwell time and revenue per square foot.



30,000 sq ft · dedicated zones · efficient circulation & queueing.

WHAT WE DELIVERED

8 Lanes

BRUNSWICK BOWLING

Boost ST String Pinsetters · Sync

Scoring · 2 lanes of Spark Immersive Experience

10,000 sq ft

TRAMPOLINE + SOFT PLAY

Dedicated kids zone ·
foam pit · soft-play

VR Zone

IMMERSIVE GAMING

Integrated with arcade circulation

45 Games

PREMIUM ARCADE MIX

Video Games · Ticket Redemption ·

Prize Redemption · Shooting · Racing ·
Skill Games

5 Cars

BUMPER CARS

Italian-manufactured
Family-favourite ride

Party Rooms · Café

F&B + DEBIT CARD SYSTEM

Cashless play · higher basket size

Design & Execution Journey

Six controlled phases delivered by a 5–10 person specialist team.



BARE-LAND — MONTH 1



DESIGN — RENDERS & MEP



INSTALLATION — ON-SITE



LAUNCH — MONTH 6

From Bare Land to Landmark.

Six months separate these two photographs. The site was bare land. Today it is Ahmedabad's premier game zone.



Bare land.

30,000 sq ft plot · no existing facilities · zero footfall

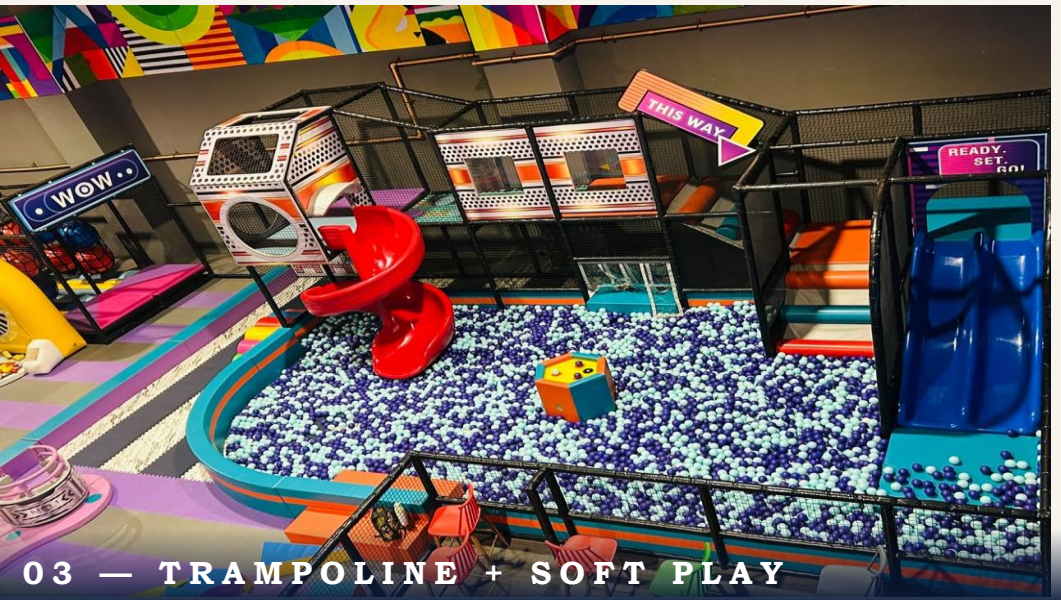
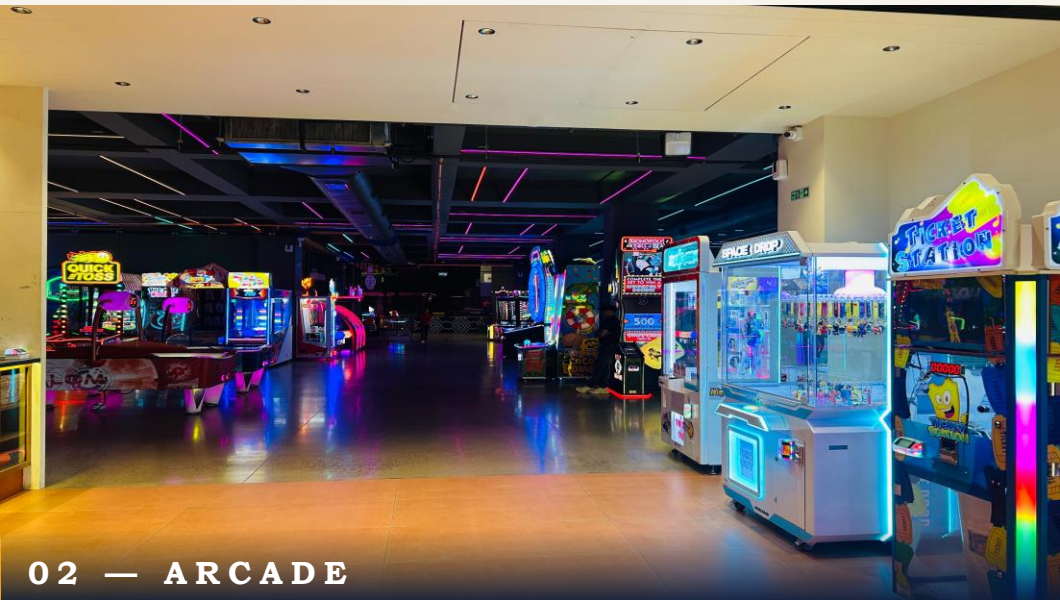


A modern, fully functional FEC.

Bowling · Arcade · Trampoline · VR · Bumper · F&B — live at Month 6

Project Gallery

Six revenue-generating zones — professionally photographed post-launch.



Delivering on the Brief.

Success metrics agreed with RV Grace at project kick-off — and how Sparrk performs against them.

HEADLINE OUTCOME

100%

—
On-schedule turnkey delivery.

All six phases — concept, design, bowling, arcade, trampoline, pre-op — closed inside the agreed 6-month window. No cost overrun. No scope drift.

FOOTFALL

High ⬆️

Customer footfall post-launch.

Strong pull across every weekday since opening.

REVENUE

Strong ⬆️

Optimized game-mix revenue.

Bowling + arcade + trampoline stacked to lift avg. spend.

SATISFACTION

Repeat ↻

Guest satisfaction & repeat visits.

Kids-to-adults programming keeps families coming back.

OPERATIONS

Low ⬇️

Technical downtime.

Backed by CSML spares & on-call service engineers.

Client Testimonial

From Abhishek Patel, Director — Sparrk | The Premier Game Zone.



Abhishek Patel

DIRECTOR · SPARRK | THE PREMIER GAME ZONE

CSML has been a reliable partner in bringing **Sparrk | The Premier Game Zone** to life. Meeting Mr Rohit Mathur, our first Family Entertainment Centre, gave us the confidence to turn our vision into reality. From supplying premium arcade games and Brunswick bowling to installation and after-sales support, the entire project was handled with professionalism.

A special thanks to **Rohit Ji, Amit Ji, Malcolm, Sabina** and the entire CSML team for their dedication. Malcolm and Amit Ji were instrumental in training our staff and guiding us through the initial days of operating the centre. We highly recommend CSML to anyone planning a Family Entertainment Centre.

— Abhishek Patel

DIRECTOR · SPARRK | THE PREMIER GAME ZONE

Why CSML.

What we delivered on Sparrk — and the track record behind it.

WHAT WE DELIVERED

Five reasons clients choose us.

- ✓ **End-to-end turnkey execution** — one accountable partner.
- ✓ **Global brand partnerships** — Brunswick & leading arcade OEMs.
- ✓ **Technical & MEP expertise** — in-house engineering + design.
- ✓ **Pre-Op & after-sales support** — staff training, spares, service engineers.
- ✓ **Revenue-focused planning** — layouts designed to pay back.

CSML BY THE NUMBERS

A proven track record.

25+

YEARS OF INDUSTRY
EXPERIENCE

Turnkey

CONCEPT · SUPPLY ·
INSTALL · TRAIN ·
SERVICE

India +

NEIGHBOURING
COUNTRIES SERVED

**Bowling · FEC ·
Trampoline ·
Arcade**