



Where Movement meets **FAMILY JOY**

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"Our concept is rooted in a social purpose: offering children and young people opportunities to stay active, improve mental well-being, and engage in play that stimulates physical movement and creativity."

Playard, a United Group venture, opened as a family-first entertainment hub offering trampolines, arcades and safe, screen-free play. Designed to boost activity and wellbeing, it runs supervised programs, age-tailored packages and value pricing so families choose active, social outings over spending time on their phones.

The Daily Star (TDS): When did Playard first launch, and what was the inspiration behind it? Are you planning new outlets or expansions outside Dhaka?

Wahid Sorwar (WS): Playard officially opened its doors on 30 March 2025. The idea grew from a simple, heartfelt observation: children, teens, and even adults no longer had enough safe, active, screen-free spaces to unwind. We wanted to create a vibrant environment where families could reconnect and young people could enjoy meaningful physical activity.

In line with this vision, we are now expanding beyond Dhaka. Playard's Sylhet branch is in progress, alongside two additional outlets within Dhaka. All three new locations are scheduled to open by mid-January 2026, allowing us to welcome more communities into the Playard experience.

TDS: What is the average daily or monthly footfall per outlet, and how much of that comes from repeat visitors? What is your year-on-year growth in visitor numbers and revenue since launch?

WS: On average, each outlet receives around 800 visitors per day. During

holidays or festive weeks, this number rises significantly — often crossing 1,500 guests in a single day. A substantial portion of this footfall comes from repeat visitors, especially families and teens who return for the comfort, safety, and consistency of experience. Year-on-year, we have observed steady growth both in visitor numbers and revenue, driven by word-of-mouth, customer loyalty, and increasing demand for active entertainment.

TDS: What is your pricing range for entry and packages? How have customer preferences shaped your pricing model?

WS: Our entry begins at BDT 399, which includes entry plus three arcade rides intentionally designed to keep Playard accessible for a wide range of families. Individual arcade rides are priced between BDT 149 and BDT 299. Bumper cars, one of our most popular attractions, are BDT 349, while trampoline access begins at BDT 699. All prices are exclusive of 15% VAT.

Overtime, we noticed that choosing multiple activities individually often became costly for families or groups. In response, we curated several value-focused packages—Power Kids, Power Teens, Joy Escape, and Supreme Adventure—each tailored to different age groups and interests. These packages offer up to 40% savings, making the experience more enjoyable and economical without compromising quality.

TDS: Which attractions drive the



highest engagement — trampolines, the "Adrenaline" zone, or other gaming features? What age group contributes the most to your total visitors?

WS: Playard's diverse offerings attract a wide mix of age groups. Families with younger children frequently choose our kids' zone for safe, interactive play, while teens are particularly drawn to the Adrenaline Zone, where challenge-based activities keep them engaged. Trampolines and bumper cars also perform strongly across all age groups. Overall, families with children make up the largest visitor segment, though our teen community is growing steadily.

TDS: What safety certifications or international standards do your rides and trampolines comply with?

How much of your spend goes into maintenance and safety training each month?

WS: All our products are sourced from reputable, ISO-certified manufacturers in China. Safety is at the heart of our operations: every ride undergoes a thorough inspection twice daily—once before opening and once before closing—to ensure optimal functionality.

We dedicate approximately 35% of our revenue to maintenance, safety checks, and continuous staff training. This investment reflects our commitment to offering a secure, reliable, and internationally aligned experience for every guest.

TDS: Do you see more adult participation now, and how has that

segment grown?

WS: Yes, adult participation has noticeably increased. Many adults enjoy the arcade section and bumper cars for light-hearted fun, while others choose the trampoline area as a playful way to stay active. Recognising this growing interest, we are working on introducing more adult-friendly attractions so that Playard becomes a lively destination for all age groups—not just children and teens.

TDS: What is your busiest season or month, and how do you manage capacity then?

WS: Eid holidays remain our busiest period of the year, with visitor numbers peaking across all outlets. However, we strive to make Playard a preferred destination throughout the festive calendar, whether it's Pohela Boishakh, Christmas, or New Year. During high-traffic seasons, we increase staffing, enhance queue management, and streamline ticketing to maintain a smooth and enjoyable experience for every visitor.

TDS: Why do you think Playard stands out against other entertainment zones in Dhaka?

WS: Playard stands apart because it pioneers screen-free entertainment—a much-needed alternative in today's technology-driven world.

We believe entertainment should not come at the cost of excessive screen time. Instead, Playard encourages families to reconnect, move freely, and enjoy meaningful experiences that contribute to a healthier, more balanced generation.



LET KIDS RUN, JUMP, FALL AND REPEAT



SADIA ISLAM

When I was a kid, play just happened. There were backyards, rooftops, under mango trees and on the streets. Now, as a teacher in Dhaka and a mother of two, I see how much effort it takes to give kids what we once received for free: space to move, make noise, and be unapologetically young. What used to come with the neighbourhood now must be carved out, scheduled, and sometimes paid for. And it's becoming more important than ever.

Physical play is more than just pastime. It's how kids build their physical, cognitive and emotional selves. In a city where concrete has replaced open fields, indoor play zones like Playard and others offer a cosseted lifeline.

I think of a colleague who noticed her three-year-old's nightly tantrums melt away after weeks of guided play. Better sleep. Fewer screen-time battles. A child less agitated, more engaged. I've witnessed similar stories in my classroom: fidgety bodies that relaxed

after a weekend of climbing and jumping; anxious kids who learned to take risks because they finally had a safe space to fall and get back up.

When kids climb, jump, or even balance on a beam, their bones strengthen, their muscles develop, and their nervous systems learn to regulate themselves. Every wobble teaches them where their bodies end and the world begins. And yes, it even boosts immunity. Movement works wonders on the lymphatic system. Studies show that moderate activity

increases circulating immune cells like lymphocytes and natural killer cells, a little-known fact that becomes obvious when a child starts to fall ill less after months of active play.

One boy, six years old, used to cling to screens like a lifebuoy. At school, he stayed quiet, withdrawn until his parents took him to a play zone regularly. Slowly, he tried the climbing wall. A few weeks later, he was raising his hand in class. His handwriting improved. His confidence grew.

We can't change Dhaka overnight.

But we can give kids the room their bodies and brains are crying out for. Find time to take them somewhere they can jump, run and fall. It's small, intentional, and profoundly necessary to have a space where kids learn by doing, grow by trying, and discover that joy can be physical, not just pixelated.

Sadia Islam, primary school teacher and mother of two tiny hurricanes, writes about education, raising kids and surviving chaos.



PHOTOS: PALASH KHAN