

NEWS RELEASE

December 11, 2024

The Inbound-oriented Sumo Entertainment Show Hall “THE SUMO HALL HIRAKUZA OSAKA”

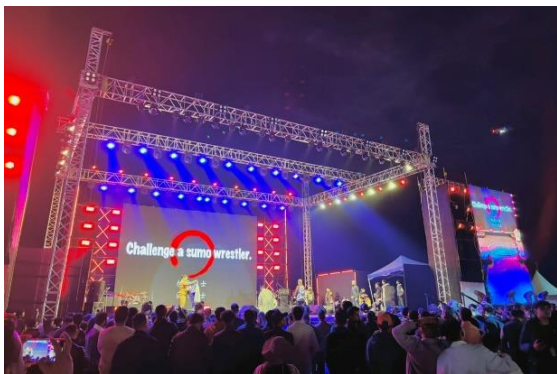
First Overseas Performance a Resounding Success in India!

Hanshin Contents Link Co., Ltd., the operator of the inbound-focused sumo entertainment venue “THE SUMO HALL HIRAKUZA OSAKA,” achieved a remarkable milestone with its first-ever overseas performance on November 15 and 16, 2024. The performance was held at the Cherry Blossom Festival in Meghalaya, India, where approximately 500 attendees experienced the unique charm of Japan’s culture through one of its national sports, sumo wrestling.



Dynamic matches on the dohyo stage (sumo ring)

During the 30-minute show, the performers introduced the fundamental rules and techniques of sumo in an engaging and humorous way. This was followed by three fights, where the sumo wrestlers were able to show the power of sumo. To further involve the audience, the event included a hands-on “Sumo Challenge,” where three participants selected from the audience wore sumo suits and took to the stage to face the wrestlers. The cheers from the audience did not stop from start to finish, bringing enthusiasm from the stage to the crowd. After the performance, the enthusiasm extended even outside the venue, with attendees eagerly gathering around the wrestlers for commemorative photos. Many spectators shared comments such as: “It was fantastic to be able to experience the spirituality and etiquette of sumo.” and “I have developed a newfound interest in sumo wrestling.” This milestone event in India not only highlighted the appeal of sumo across borders but also demonstrated THE SUMO HALL HIRAKUZA OSAKA’s potential to share Japanese culture on a global stage. Moving forward, we remain committed to contributing to revitalizing and developing of the inbound tourism industry through sumo entertainment shows. We will continue to actively promote Japan’s rich cultural heritage with ambitions for further global outreach.



Overall view of the venue



A sumo ring set up on the stage



Sumo challenge. Wrestlers vs Spectators



Interaction with the audience



What is “THE SUMO HALL HIRAKUZA OSAKA”?

THE SUMO HALL HIRAKUZA OSAKA is a sumo entertainment show hall that opened on May 30th, 2024 in NAMBA Parks, Osaka Minami. Aimed at inbound tourists, the hall uses video, lighting, and sound to create a spectacular performance showcasing the allure of sumo. Presented entirely in English, this entertainment show offers audiences excitement and an enjoyable experience.

On the dohyo stage, former professional sumo wrestlers deliver powerful performances, and guests can try to challenge one of our sumo wrestlers (limited number of participants) and take a commemorative photo after the end of the show. We also offer an original bento box that captures the essence of Japan.

This show hall provides a unique experience where “sumo,” “entertainment,” and “food” are beautifully integrated, promising an unforgettable and moving experience like no other.

■ Overview of THE SUMO HALL HIRAKUZA OSAKA ■

Facility Name: THE SUMO HALL HIRAKUZA OSAKA

L o c a t i o n: 8th Floor of NAMBA Parks (2-10-70 Nambanaka, Naniwa-ku, Osaka City)

Operating Hours: 11:00-23:00 (Souvenir shop only open from 11:00-17:00)

Days Closed: Every Tuesday, The year-end and New Year holidays (12/31・1/1) *Open on Tuesdays during busy periods.

Ticket Information: S-seat: ¥16,000, A-seat: ¥12,500 (Child: ¥9,000), B-seat: ¥9,500 (Child: ¥7,000) *Tax included

*All seats include “HIRAKUZA Bento,” “HIRAKUZA Child Bento,” or “HIRAKUZA Snack Bag” and one drink.

*Children are from ages 3 to 12 years. (Children get a “HIRAKUZA Child Bento.”)

*Food additional fees: Premium Bento (+¥4,000), Halal Bento (+¥2,000), and Vegan Bento (+¥2,000)

*Bento orders are accepted until 10:00 AM three days prior. After that, only “HIRAKUZA Snack Bag” is available.

*Tickets reservation from official site are accepted until 3:00 PM of the performance date.

After that, please visit our venue or contact us to purchase a ticket.

U R L : <https://hirakuza.net/>

Company Name HANSHIN CONTENTS LINK CORPORATION

Headquarters Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

Capital fund ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

Business Description Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

[Inquiries Regarding the Press Release] HANSHIN CONTENTS LINK CORPORATION, Inbound Business Division
In Charge: Iwamoto, Hosokawa E-mail: hirakuza-press@hcl-c.com