



Awareness on bio-diversity at KORUM

**~ Awareness program organized to celebrate National Science Day 2014.
Saving Bio diversity is the theme of the celebration at KORUM. ~**

Thane, February 24, 2014: KORUM – The Mall for every mood is all set to host a special celebration for school students on February 26 and 27 on the occasion of National Science day which falls on February 27. The celebrations will include host of activities under the theme of ‘Bio-diversity’ in order to create awareness among children on the importance of environment.

An inter school drawing competition on February 27 will be prime activity at the event that will include participation from over 30 schools in Thane and Mumbai. Along with this, a skit and cultural activities based on the theme have been planned which will be conceptualised and presented by the students of Nalanda Public School on 26th Feb. The two day activity will be witnessed by hundreds of students from schools in Thane and Mumbai.

With the danger of global warming and extinction of vital species of animals, birds and trees in nature, there is an urgent need to save them.

Mr Deva Jyotula, General Manager, Malls said, “At KORUM, we understand the importance of bio-diversity in environment. This year’s focus theme was selected on the basis and relevance of its educational benefits, which the young students participating in the event will gain once awareness is created among them. There is a need to save the existing nature for the future generation. We believe children are the best messengers and audience. They will not only understand the importance of bio-diversity through this event but will also carry this message to their homes, societies and neighbourhood.

KORUM’s feels a sense of commitment towards the society and with this initiative it aims to create awareness among students and the society. We believe we are an

integral part of the society and these measures will help us create a special place among our stakeholders,” signed off Mr. Jyotula.

About KORUM

KORUM – The mall for every mood, developed by Kalpataru Retail Ventures Pvt Ltd, is located in the heart of Thane. Over the last 4 years, KORUM has emerged as one of the key lifestyle shopping destinations for the people of Thane and the central suburbs of Mumbai. The mall sports over 125-plus prominent brands such as INOX, Westside, Star Bazaar, Reliance Trends, Reliance Digital, @Home, Timezone, Tommy Hilfiger, Jack & Jones, Reebok, Nike, Puma, Total Sports, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, KFC, Panchvati, Kailash Parbat, Urban Tadka and Pop Tates.

KORUM Mall brings international expertise in shopping mall design, world class infrastructure with one of the largest parking accommodation, customer-friendly services and eco-friendly business practices. It is a one-stop destination providing a house full of entertainment, hypermarket, lifestyle, and fine dining – a complete 360 degree mall experience for all.