



KORUM along with Thane Municipal Corporation's Fire Brigade Department observed 'Fire Safety Week'

Thane, April 21st, 2014: KORUM–The Mall for every mood in association with Thane Municipal Corporation's Fire Brigade department, observed 'Fire Safety Week' from April 14th to April 20th 2014

As part of the week long observance, KORUM in association with The Thane Municipal Corporation's (TMC) Fire Brigade Department undertook an awareness campaign across various parts of Thane city. The message of 'Fire safety week' was displayed across different societies in Thane city along with various outdoor sites. The highlight of the awareness campaign was the activity titled 'Ask your Chief Fire officer', held on 19 April. Through the Q&A session with the Chief Fire officer of Thane, shoppers at the mall got an opportunity to clear their doubts on fire safety and preventive measures which should be taken in case of a fire.

An essay competition and drawing competition based on the theme 'Fire prevention is the best Insurance' was also conducted among children in the mall.

Mr. Deva Jyotula, General Manager– Malls, KORUM said, "We are delighted with the response from our shoppers for the activities organised for Fire Safety Week. We believe we are an active community centre in Thane and have been organizing Fire Safety Week since three years now, to create maximum awareness among our shoppers. Through our various activities planned during this week we believe we have educated our shoppers on steps that can be taken by them on an immediate basis which can save lives and property during a fire incident. This year we had not restricted our awareness campaign only in the mall but have tried to reach out to maximum number of people across Thane. "

Talking during the event, Arvind Mandke, the Chief Fire Officer, Thane Municipal Corporation said, "We are glad that KORUM has taken such an initiative to create

awareness on such an important issue in the society. We are confident that such association will definitely help in creating maximum awareness on fire safety among residents. It is nice to know that KORUM understands the importance of safety and is keen in spreading awareness among the citizens.”

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, 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.

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