



## **KORUM organizes 9-day fest 'KORUM Golden Dandiya'; Dandiya finale winners to get 10 gm gold**

**Thane, 25<sup>th</sup> September, 2014** – KORUM-The Mall for every mood promises to make this Navratri unforgettable for its customers. From 25<sup>th</sup> September to 3<sup>rd</sup> October, KORUM has organized for the 4<sup>th</sup> consecutive year a 9-day fest '**KORUM Golden Dandiya**' that will have the mall visitors grooving to the beats of Dandiya and Garba. The fest will witness breathtaking décor, splendid performances, fun-filled activities and competitions for which KORUM will giveaway exciting prizes.

The mall will hold Garba workshops throughout the 9 days along with a live Dandiya dance floor that will be open between 7pm to 10pm. The participation requires visitors to shop worth Rs. 2500/- to receive 4 passes to the Dandiya dance floor. A dance performance showcasing the 9 Raas will be the key attraction on the weekend, while on 3<sup>rd</sup> October the event will culminate with dandiya on a live band with renowned singers.

During the course of the fest, each day best performers (best dancer- male and female) will also win **1 gm gold coin** in addition to the incredible gifts and gift vouchers for various other categories. On 3<sup>rd</sup> October, the daily winners will compete in the Grand Finale where the winners of best male and female performer will receive **10 grams gold coin** as an award.

Expressing his excitement for the event, **Mr. Deva Jyotula, General Manager, Malls**, said, "Every year we try to create a thrilling experience for our customers during the festive season. This time too, we have put together a show that is sure to enliven everyone that visits the mall. From Garba workshops to live band and dandiya performances, this will be a one-stop Navratri event for all our customers."

Encompassing this entire festive season of Navratri, Karva Chauth, Dhan Teras, Diwali, etc., KORUM has organized a special shopping fiesta where in customers shopping worth Rs. 2500/- from 25<sup>th</sup> September to 26<sup>th</sup> October will be eligible for a lucky draw to win a Grand Prize of **Hyundai Xcent** apart from weekly and daily prizes. The lucky draw winner for the Grand Prize will be announced on 26<sup>th</sup> October, 2014.

### **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 5 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, 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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