



FIFA fever comes to KORUM Mall

Get set Goal..! At KORUM Mall with exciting games, goodies, prizes and thrilling experiences

Thane, 16th June 2014: The craze for 2014 FIFA World Cup has reached KORUM Mall with host of games and activities for football lovers from Thane and Mumbai. The event that is being organised in association with Western India Football Association (WIFA) and Thane District Football Association (TDFFA) began on June 15 with the onset of 2014 FIFA World Cup and will continue till July 13, 2014.

The month long football mania at KORUM will comprise exciting indoor football game with a professional goalkeeper, live screening of the matches, football tournaments for men, women and kids. Football tournaments are also being organized between corporates.

The atrium of the mall is adorned with an indoor football net where shoppers can play indoor football and win prizes and goodies. The food court at the mall will also screen FIFA matches live.

To take the excitement to experiential level, KORUM Mall has also organized WIFA football tournament in three categories- Men, Women and kids from across Mumbai, Navi Mumbai and Thane. Winners in these categories will be awarded with cash prizes.

Deva Jyotula, General Manager, KORUM Mall said, "KORUM understands the football craze among masses. To add to this season of football we have gone a step ahead to provide additional excitement and fun for our football lovers by bringing them a football ground experience in our mall. We are sure this will excite our shoppers and they will enjoy playing in the indoor football net. The different tournaments and the opportunity to cheer their favorite team will raise the bar of thrill and enjoyment among football lovers in the mall. We are sure shoppers will have a quality time this World Cup with good food, ambience and enjoy the experience of watching the FIFA world cup on a big screen around them."

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, 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.