



## KORUM to host eco-friendly Ganesha from Aug 29 to Sep 8

### Inter-school eco-friendly idol making organized

**Thane, 28<sup>th</sup> August 2014:** Continuing with the tradition of being a community centre, for the fourth consecutive year, KORUM– the mall for every mood will celebrate Ganapati festival with a six feet eco-friendly Ganapati made from paper. The Ganapati idol will be installed on the Ganesh Chaturthi day on Friday, August 29 and will culminate with immersion on September 8. During the celebrations, every day the lord will be offered modak and sweets followed by singing of aarti along with the customers at the mall.

To inculcate the spirit of environment consciousness with the young generation, the mall has organised an inter-school eco-friendly Ganesh idol making in the first week of September. Around 15 eminent schools in and around Thane will participate in the competition. The work by winning students will be displayed at the mall.

“This will be the fourth consecutive eco-friendly Ganapati celebrations at the mall. To make the world a healthy living place, every individual and organisations must become more environment conscious. Responsibility of safeguarding the environment lies heavily on the shoulders of today’s young generation. The inter-school competitions have been organised to with the intent of raising awareness among them. On September 2, we will celebrate the mall’s fifth anniversary. Its coincidence with the Ganpati celebrations makes it even more special. The fifth anniversary celebrations will be made much more generous and grander with innovative offers, gifts and celebrations for the customers,” said Deva Jyotula, General Manager Malls.

To make the celebrations grandeur for its women customers, KORUM has also organised a modak making competition, and workshops on innovative sweet making and glass painting.

#### **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.