



## **KORUM dedicates this Independence Day to the families of the victims of Malin tragedy**

### **To donate amount equalling to Independence Day footfalls to Malin tragedy relief**

**Thane, 12<sup>th</sup> August 2014** – KORUM-The Mall for every mood has pledged to donate an amount equivalent to footfalls it generates this Independence Day towards the rehabilitation of Malin village in Pune district that suffered the land slide tragedy recently.

“KORUM has always been committed towards the welfare of the society. We want to dedicate this Independence Day for the families of the victims of landslide tragedy at Malin. We request Thanekars to visit our mall in droves, so that a good sum could be donated towards the cause,” said Mr Deva Jyotula, General Manager, Malls.

KORUM Mall has always believed to give back to the society and has supported various causes in the last 5 years. Last Independence Day, it raised awareness on female foeticide was celebrated at the mall with a contemporary dance performance, which incidentally had the highest ever single day footfall. KORUM celebrated last year’s Diwali with kids from orphanage and senior citizens from old age homes while Christmas was celebrated with special kids. For the Republic day this year, KORUM in association with NGO CRY, supported a campaign to raise awareness on child-related issues. For the last three years, the mall has been celebrating Raksha Bandhan with kids of Thane and Mumbai-based orphanages. An awareness campaign was initiated by the mall on World AIDS Day and a sapling distribution campaign was organised for World Environment Day.

This Independence Day will start with a grand flag hoisting ceremony in the morning. Other Key highlights for August 15 celebrations at the mall will include – extended mall hours till 11 pm to enable shopping during the Independence Day weekend, discounts on leading brands, Timezone’s special offers for kids in school dress who come to mall with their family after attending independence Day function at their respective schools, kids fancy dress competition and performances.

### **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.