



PRESS RELEASE

KORUM joins hands with Fortis Hospital, Mulund for a Dengue Awareness Drive

- **3-day awareness campaign at the Mall from November 28-30**
- **Experts to share advice**
- **Street Plays to be staged to spread Dengue Awareness**

Thane, 27th November, 2014 – KORUM – the socially responsible mall has initiated a Dengue awareness drive in collaboration with Fortis Hospital, Mulund for three days from November 28-30 in an effort to raise further awareness about Dengue among public at large. KORUM is undertaking this campaign envisaging societal well being and good health. KORUM has also invited eminent physician, Dr. Manjeet Singh from Fortis Hospital, Mulund, to the mall on 29th November for a 'Question & Answer' session for people to have all their queries and doubts concerning Dengue elucidated.

Speaking about the initiative, **Deva Jyotula, General Manager, Malls** said, "The city has been reeling under the menace of this disease for the past several weeks with the virus claiming numerous lives until now. While the authorities are carrying out an awareness drive for everyone, we decided to associate with Fortis and impart information about preventive measures for this disease and ensure that our customers have basic knowledge on how to combat the deadly virus. We deemed it imperative to undertake this initiative considering the current situation in the city."

Dr. Manjeet Singh, Consultant Physician, Fortis Mulund said, "Prevention is better than cure and Dengue is preventable. To prevent the spread of dengue fever, you must first prevent the breeding of its vector, the Aedes mosquito. You can get rid of the Aedes mosquito by frequently checking and removing stagnant water in your premises. Also, maintain hygiene in the bathroom, kitchen drainage, etc. and make use of mosquito repellents at night. Apply creams to children to avoid mosquito bites and ensure fumigation of your vicinity regularly."

Visit the mall any time during the three-day awareness drive in order to receive crucial information on how to protect yourself and your family from the dreadful disease. Also get your Bone Mineral Density (BMD) checked with the BMD screening at KORUM during the course of this campaign.

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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