



PRESS RELEASE

KORUM Embraces Spirit of Christmas with special celebrations with customers Brings cheer to underprivileged kids

Thane, 26th December, 2014 – Christmas has always been special at KORUM Mall, Thane and this year with the theme of “Gifting Happiness” it has been all about gifting and spreading festive joys. The celebrations are to be in full swing till 4th January and KORUM is going all out to give its customers a worthwhile opportunity to win diamond jewellery every day along with loads of other exciting gifts.

The Thane-based mall is decked out with a 30 ft tall walk in Christmas tree, Santa house, and lot of other attention-grabbing décor to bring in the yuletide spirit. Carol signing, a special meet and greet with Santa and “Make a Wish” campaign that culminated on Christmas day gave customers an experience worth cherishing.

The mall also had over a hundred children of brick kiln workers coming from a Kalyan-based NGO Prem Seva Mahila Mandal to have their wishes fulfilled by Santa Claus on 25th December. This compassionate initiative was put together by KORUM to make Christmas special and indelible for these kids.

The highlight of the celebrations on Christmas day was the larger-than-life Christmas tree cake that was mixed at the mall with help of customers; a massive cake that may have been hard to make but was very easy to devour.

Talking about the celebrations, Mr. Deva Jyotula, General Manager, Malls, said, "Christmas is the time for families to come together, rejoice and luxuriate. With a picturesque décor, engaging activities and lot of gifts, we have ensured that this year as well KORUM brings festive cheer to our customers."

KORUM has also been holding fun-filled workshops for kids teaching them interesting activities like quilling bottle art, glass art, and different forms of dance such as Salsa, Jive, etc. A special Salsa performance on 27th and International Dance act on 28th are on the cards for KORUM's extended Christmas celebrations leading up to the New Year.

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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