



PRESS RELEASE

Burger King Opens at KORUM Mall

Thane, 30th December, 2014 –Famous US-based fast food chain Burger King opened up at KORUM mall, Thane on 28th December. This is the 8th outlet of the Quick Service Restaurant (QSR) subdivision in the country.

Spread across a sprawling 2000 sq. ft., the new outlet forms a part of the food court on the 3rd floor of the mall. After the opening of the joint on the weekend, KORUM saw endless queues of excited customers waiting to try the appetizing food and beverage offerings at Burger King.

Speaking about the launch, Mr. Deva Jyotula, General Manager, Malls said, “We are extremely proud to be the first to bring Burger King to the rapidly developing city of Thane. There has been a considerable change in demographics of Thane. Today the residents want a shopping experience that is at par with international standards. At KORUM, we understand their wish to enjoy an enhanced shopping experience and hope that they will also take pleasure now in feasting at Burger King.”

Since its inception, KORUM has seen a lifestyle change in the city of Thane and has always evolved to meet the shopper’s aspirations.

Uma Talreja, Chief Marketing Officer, Burger King, said “Our launch at KORUM Mall is the first entry of Burger King in Thane and the mall management has been extremely helpful for us to be able to open our doors at a very rapid pace, we opened within a week of our previous opening at Malad and it has only been possible due to the professional and effective management and support of the team at KORUM Mall.”

Burger King has 8 outlets across India, 3 of which are in Delhi and 5 in Mumbai’s Andheri, Goregaon, Malad, Kurla and now Thane. The joint will be open to customers from 11am every day.

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, Burger King, 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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