



## PRESS RELEASE

### **KORUM ties up with Thane Traffic Police for 26<sup>th</sup> Road Safety Campaign**

**Thane, January 21, 2015:** KORUM Mall, Thane, has once again united with Thane Traffic Police to raise awareness about road safety through the 26<sup>th</sup> Road Safety Campaign that is being observed from 11<sup>th</sup>-25<sup>th</sup> January this year.

On January 18, a women's bike rally was inaugurated by **Hon Shri V. V. Laxminarayana, Joint Police Commissioner, Thane** that began outside the mall at 10am and saw women passionate about the cause spreading awareness about importance of road safety in the city. KORUM also held a photo exhibition that had terrifying images of accidents on display for the mall's patrons.

Speaking about being a part of this initiative, Mr. Deva Jyotula, General Manager, Malls said, "We thank the Thane Traffic police for associating with us for this public initiative. As a socially responsible mall, it becomes our collective responsibility to spread awareness on road safety amongst the public. Simple measures taken by a driver could result into saving thousands of lives every year. Initiatives like the women's bike rally and the thought-provoking photo exhibition at the mall have been especially chosen to leave a strong impact on minds of the public."

According to the World Health Organization (WHO), India accounts for about 10 percent of road crash fatalities worldwide. In terms of absolute numbers more people die in road crashes in India than anywhere else in the world.

### **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.

**For Further Information Contact-**

Shubhangi Ghadi – 9820895980

Shameenaaz Patanwala - 7506024004