

PRESS RELEASE

KORUM Mall celebrates Ganesh Chaturthi the eco-friendly way

The socially responsible mall will host a 6 feet high Ganesh idol made out of paper mache during the course of the 11-day celebrations

Thane September 16, 2015: In yet another demonstration of responsiveness towards the society and environment, KORUM Mall, Thane is set to host eco-friendly Ganpati celebrations for the 5th consecutive year at the mall. The highlight of celebrations being held in association with 92.7 Big FM will be the 6 feet Big Green Ganesh idol made of paper mache created from old newspapers collected from residents across Mumbai. The décor around the idol too will be made from eco-friendly materials.

On the eve of Ganesh Chaturthi, the celebrations will commence with a Puja of the green idol in a customary method by customers & representatives of the mall.

“This is the 5th year of our eco-friendly Ganesh Chaturthi celebrations and we take pride in announcing this feat. There is a dire need that all of us ought to come together to save the environment from the threat of global warming. A small step taken by each one of us by switching from use of Plaster of Paris to clay to make an idol can make a huge difference to the environment. The eco-friendly celebrations are an acknowledgment of our commitment towards the environment and the society,” said Mr. Deva Jyotula, Manager- KORUM Mall, Thane.

Besides hosting an eco-friendly Ganesh idol, KORUM had also organized workshops to train people in the art of sculpting and decorating an idol with environment friendly materials. “Every year we aim to spread the message of eco-friendly Ganpati celebrations among devotees across the city. This year too, in order to ensure a wide outreach for this cause, we have tied up with 92.7 Big FM whose support has been truly commendable,” added Mr. Jyotula.

About KORUM

KORUM Mall Thane, developed by Kalpataru Retail Ventures Pvt Ltd, is located in the heart of Thane. Over the last 6 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 & Fitness, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, Burger King, KFC, Urban Tadka and Pop Tate's.

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-

Sholom Kemkar, Adfactors PR

Sholom.kemkar@adfactorspr.com

+91 9920227817