

PRESS RELEASE

6th edition of KORUM Summer Champs arrives with 165 million year old Creatures

KORUM brings Dinosaurs straight out of the Mesozoic era for a rendezvous with kids this summer while they compete for the title of Summer Champs and a 1 year scholarship

Thane, 21st May, 2015: KORUM Mall offers kids an unparalleled, never seen before experience of learning in conjunction with fun, excitement and enthusiasm this summer! With an unprecedented theme revolving around the long extinct beings - Dinosaurs - the mall has exclusive visual treats, inimitable activities and competitions in store for children in the city.

This year, one of KORUM's much-awaited annual properties has kick started with city's kids keen on winning the 1-year scholarship, the mall has been giving away to two proficient students - one from age group 6 to 10 yrs and the other from age group 11 to 14 yrs - at the end of Summer Champs every year.

Starting 21st May, each participating student will be judged on various parameters like Intelligence, Strength, Art, and Talent through activities that will be interestingly associated with the Age of Dinosaurs. These will include fossil digging, Jumbo Dino puzzles, Carpet Dinosaur games, pebble painting, clay modeling, jungle themed dance workshops and the likes.

The mall will also have delightful weekend performance like Jungle Era Dance routines fused with modern dance forms, Percussion Shows, and lots more. An ostentatious décor with life-size Dinosaurs and similarly aligned activities will indeed provide a fascinating learning experience to kids about these animals that lived in the past.

Speaking about the 6th episode of Summer Champs, **Mr. Deva Jyotula, General Manager, KORUM mall** said, *"We are thrilled to bring in Summer Champs 2015 with a theme that is never seen before in a mall and is most certainly going to provide a unique experience not just to children but also to the family members accompanying the kids. With captivating activities and brilliant visual illustrations depicting interesting facts about Dinosaurs and their habitat, KORUM Summer Champs will be an enjoyable affair that will culminate in two bright and talented students winning a scholarship."*

About KORUM

KORUM Mall, 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, Kailash Parbat, Urban Tadka, Gelato Italiano 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.

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