

PRESS RELEASE

KORUM Mall ties up with Universal Studios; gives you a chance to meet Animatronic Dinosaurs!

Thane, 9 June, 2015: KORUM Mall, Thane ties up with Universal Studios and brings an experiential extravaganza of Dinosaurs for patrons. With the release date of movie Jurassic World nearing, Universal Studios in collaboration with KORUM Mall has brought in animatronic Dinosaurs to the mall that seem so real, they leave you spellbound!

These Dinosaurs move, breathe and roar akin to the real creatures that send chills down the spine even when watched on screen.

In addition to exclusive visual treats, the mall also has inimitable activities, competitions, and delightful weekend performances by various dance troupes with the jungle theme in store for kids and families in the city.

The squandering décor with life-size moving Dinosaurs and activities weaved around the life they lived 165 million years ago make for an enthralling experience for customers.

Speaking about the exalted tie up, **Mr. Deva Jyotula, General Manager, KORUM mall** said, *"We are thrilled to be associated with the prestigious Universal Studios. The Dinosaurs that have arrived from China are technologically equipped to move and breathe like the live creatures providing a realistic experience to customers. We have captivating activities in store like Dino rides and fossil digging zones that will certainly be of great interest for our little customers. This is an exceptional event with a unique theme that is never seen before. We are hoping our patrons will thoroughly enjoy this experience."*

The event becomes all the more attractive and interactive with KORUM's association with Blippar India. Blippar is an app through which visitors can watch the trailer of Jurassic World, view image gallery of the movie on their phones and also click selfies with the Dinosaurs!

Regarding the association, **Arnav Ghosh, Regional Director, Blippar India** said, "Entertainment and mobility are two key drivers for children today! At Blippar we were excited to co create a magical AR interactivity with KORUM mall and Universal to make a 3D dinosaur come alive from a phone! Blip to have fun with your Dinosaur at KORUM Mall!"

Catch a preview of the Dinosaurs coming to life at KORUM by clicking on the link <http://youtu.be/GJedts00VEQ>



The 6th edition of KORUM's annual property Summer Champs ended this weekend with the declaration of two dexterous winners amidst a grand finale. KORUM has been conducting the summer event for children of age group 6-14 yrs every year since inception and gives away a 1year scholarship to two proficient children. The Dinosaur theme and a 1 year scholarship for two students posed as the main attraction for the participating children and their families, and ensured learning was conjoined with enthusiasm and entertainment this summer vacation.

While Summer Champs 2015 has concluded, the Dinosaurs will remain at the mall until June 30th.

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.

For Further Information Contact-

Shameenaaz Patanwala, Adfactors PR- +91 7506024004

shameenaaz.patanwala@adfactorspr.com

Bryna D'cunha, Adfactors PR - +91 9167917809 bryna.dcunha@adfactorspr.com