

## 9 days of electrifying dandiya at KORUM concludes with shower of gold coins

**Thane, October 23, 2015:** The 5<sup>th</sup> edition of KORUM Mall's Golden Dandiya that began on October 13 received a stupendous success during the nine days of Navratri. The mega event held in association with The Times of India concluded on October 21 with some breathtaking dandiya performances, electrifying music, lavish prizes and bountiful of excitement and joy.

Beginning first day of the celebrations, Thaneites dressed in vibrant traditional and ornate attires of embroidery and mirror craft flocked to KORUM Mall to celebrate the occasion. They all swirled with excitement with lovely dandiya sticks in hand on the vivacious foot tapping music that was played during all the nine days of the festival. The 9 day Navratri bash at KORUM witnessed over 2500 dandiya lovers.

The highlight of this year's celebrations at KORUM was the mega prize of a 10 gm gold coin offered to Vipul Satra and Sonal Thakkar, the final winners of the dandiya competition. The live orchestra and 5 Gms gold coins offered to the winners during weekends did the trick in encouraging the players to put forth some exquisite dandiya performances. The special category of participants that allowed members of society, colleagues from corporate offices and students from dance institutes to come together and dance in a cool ambience without paying any exorbitant charges compelled them to choose KORUM for displaying their exhilarating dandiya skills. The lovely décor of a charming authentic village added luster to the traditional celebrations.

Mr. Deva Jyotula, General Manager- KORUM Mall, "We are extremely delighted with the response received for KORUM's Golden Dandiya 2015. The nine days of celebrations at the mall witnessed some thrilling dandiya performances. We are glad to have offered the exciting prize of 10 Gms of gold coin to the final winner and 5 Gms of gold coins to the winners on weekends. The spirit of dancing together with friends and fellows enticed Thaneities to choose KORUM Mall for playing dandiya. This once again proves our

existence as an important community centre that aims for unlimited joy and enthusiasm of our patrons.”

He added, “Our association with The Times of India also proved to be crucial during the celebrations. This kind of response and association only encourages us to do something unique and better for our patrons every year. We thank everyone for making this celebration a success with their presence and exciting dandiya performances.”

### **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.