

PRESS RELEASE

KORUM Celebrates India's 69th Independence Day with famous Sports Celebrity Disha Dheeraj Maru –Special Sports champ, who will hoist the flag

From exclusive offers to extended shopping hours, KORUM is offering the freedom to shop this Independence Day with Flat 50% off on over 40 brands!

Thane, 12 August, 2015: This Independence Day, patrons of KORUM Mall will see a weekend of pride and honor at their favorite shopping destination. In commemoration of the glorious national festival, KORUM Mall in association with Total Sports & Fitness will have the Indian National Flag hoisted by the Chief Guest Ms. Disha Dheeraj Maru – the famous sports personality who has represented India in Special Olympics all over the world, the latest being the Special Olympics World Games 2015, LA. The flag hoisting ceremony will be followed by a traditional parade. India being the passage to culture and harmony, KORUM Mall has installed a life size replica of the 'INDIA GATE' in spirit of the Nation's birthday at the mall.

As customers witness moments of pride at the flag hoisting ceremony, the mall will have lined up alluring deals on an array of national and international brands with extended shopping hours on 15th and 16th August. Furthermore, 16th August will be the last day of the month long 'End of Season Sale' at the mall during which the mega prize winner of the lucky draw will be announced. KORUM Mall will also have a vibrant program of dance and music supporting the patriotic fervor.

Keeping up to the weekend swing, KORUM Mall has arranged to pump up the tempo by arranging performances by Kabir Café to give music lovers yet another reason to groove, this time to lyrics that contain a meaning and a purpose. Mumbai based neo-fusion rock band Neeraj Arya's Kabir Café raise glasses and spread cheers with their Kabir-infused soundscape. The band has got crowds on their feet at house-full gigs at venues such as Hardrock Café, Blue Frog, NCPA, India's Got Talent and number of places all over the country. Come witness Kabir Café performing live this weekend at your very own KORUM Mall.

Talking about Independence Day celebrations, Mr. Deva Jyotula, General Manager - KORUM Mall said, "We look forward to having Ms. Disha Dheeraj Maru amongst us during the flag hoisting ceremony. She has had a phenomenal career in the sports industry and made us, Indians proud at various international platforms. We also have in store some brilliant offers for our customers that will give them the freedom to shop to their heart's content on the Independence weekend. With extended shopping hours, free valet and bumper discounts, KORUM will be the one stop destination for shoppers."

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, Kailash Parbat, 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.

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