



## PRESS RELEASE

### **KORUM Turns 6 with an Exuberant 6 Day Fiesta**

*Spreading joy with kids, a dose of humor with **Ahsaan Qureshi**, a foodie's paradise, a **KINDLE** every hour, rendezvous with **Kapil Sharma** and larger than life cupcakes will be a part of **KORUM's** six day anniversary revels*

**Thane, 1 September, 2015:** On completion of its six resplendently eventful years, KORUM Mall is set to celebrate like never before with 6 days of uninterrupted fervor.

Kick-starting the celebrations with a widely esteemed initiative, KORUM Mall executed an extensive cleanliness drive at TMC School No. 13, Khopat-Thane. The initiative that was kicked off soon after Honorable Prime Minister – Mr. Narendra Modi announced the Swachh Bharat Abhiyaan, will gain strength in the 2<sup>nd</sup> year in a row as the mall pledges to offer 2000 man hours of cleansing and refurbishing the school and its surroundings.

Following the cleanliness campaign, celebrations at the mall will continue at top gear with a grand cake cutting ceremony and a rib-tickling performance by renowned stand-up comedian Ahsaan Qureshi. Shoppers can look forward to soulful musical performances by various artistes, mouth-watering offers on lip-smacking food, chance to shop and win **KINDLE**, an e-reader, every hour, larger than life cupcakes and oodles of other exciting bounties.

Anniversary revelry at Thane's favorite shopping destination will also have its patrons witness mind boggling 3D Art floor graphics for the first time in Thane along with live performances by **FEVER 104 RJs** and finalist of **Baap Star-** a reality singing contest by **Fever 104 FM**.

Comedy King **Kapil Sharma** and **Elli Avram** will grace the occasion with their presence at the mall on 5<sup>th</sup> September during which they will also promote their upcoming flick 'Kis Kis ko Pyaar Karu'.

Speaking on the occasion in high spirits, **Mr. Deva Jyotula, General Manager, Malls** said, "Through this six-day celebration, we have attempted to revisit and relive our journey of six years with patrons who have been **KORUM's** support system. In this moment of pride, we chose to connect with the society by re-initiating our cleanliness drive and also express our gratitude to customers. This six-day fiesta is a token of appreciation and thankfulness to every individual who has been a part of **KORUM's** growth leap by leap."

### **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-**

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