



## **KORUM to motivate voters with exciting offers and discounts**

Thane, April 23rd ,2014 : In an attempt to motivate people to exercise their right to vote, **KORUM, the mall for every mood** has announced lucrative offers and discounts under the theme of 'UNGLI UTHAO DISCOUNT PAAO' for the people who will casting their vote during the General Elections from Thane and Mumbai. KORUM Mall has since its inception felt a deep rooted responsibility toward the society and has always taken a step ahead to create awareness on various social issues. This time KORUM is motivating its customers to cast their VOTE. Any citizen showing the inked finger from 24<sup>th</sup> April to 27<sup>th</sup> April at KORUM is eligible to avail discounts and offers on participating brands at KORUM.

Not just that on the day of election, i.e. April 24, the mall will open only after the voting hours to felicitate customers to vote.

Commenting on the latest move, Mr Deva Jyotula, General Manager, KORUM Mall said, "We believe firmly that every vote will make a difference to the country and therefore we have taken a call on keep the shutters down during voting hours so our valued customers can go and vote. We have also planned some lucrative discounts and offers till 27<sup>th</sup> April for all the customers who have exercised their right to VOTE."

### **About KORUM**

*KORUM – The mall for every mood, developed by Kalpataru Retail Ventures Pvt Ltd, is located in the heart of Thane. Over the last 4 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, Tommy Hilfiger, Jack & Jones, Nike, Puma, Total Sports, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, KFC, Panchvati, Kailash Parbat, Urban Tadka and Pop Tates.*

*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.*