

# KORUM MALL, THANE

**T**his mall has positioned itself as the mall for every 'mood' that caters to all the underlying moods of its customers through its unique retail mix. It is a one-stop destination for shopping, entertainment, lifestyle and fine dining, and provides a complete '360 degree' experience to its patrons.

The unique feature of this mall is 'zoning', where every floor caters to pre-defined categories.

This shopping centre's award winning design facilitates enhanced browsing for customers, and a 20,000 sq ft naturally lit, grand atrium gives a distinct visual impression, right at the entrance. Apart from that, the corridors are receding at the upper levels, and give enhanced visibility to brands present here.

The management's efforts have not gone unnoticed and over the past four-and-half-years Korum has won 40 international, national and regional awards across all aspects of operation including design, construction, safety and marketing.

This mall's 40 odd customer service initiatives focus on being relevant and unique including a child safety band, which highlights the contact information of the parents

of a child. In addition, there are exclusive seating spaces for senior citizens and free valet parking for women shoppers.

Apart from that, some of the key events organised here include *Summer Champs* for school children as well as *Golden Dandiya*, a nine day extravaganza, and weekday property events for women and corporates.

This mall is also Thane's iconic landmark, and harbinger of change in the retail industry. In addition, it has also taken an active CSR role via Fire Safety week along with Fire Brigade department of the Thane Municipal Corporation, and the Road Safety Campaign along with Thane Traffic Police.

## Kalpataru Group

The Kalpataru Group established in 1969 has interests in real estate development, property and project management, engineering, procurement and construction (EPC) contracting for power transmission and infrastructure projects including road projects, warehousing and logistics. Kalpataru Ltd, the flagship real estate company of the Kalpataru Group of companies, is one of the leading real estate development groups in India.

## QUICK FACTS

**Location:**  
Thane, Maharashtra

**Year of launch:**  
2009

**Total built-up area:**  
10 lakh sq ft

**Gross leasable area:**  
4.5 lakh sq ft

**Maintained & operated by:**  
Kalpataru Retail Ventures Pvt Ltd

**Number of floors:** 6

**Number of stores:**  
more than 130

**Anchor tenants:**  
Star Bazaar, Westside, Reliance Digital, Reliance Trends, @ Home and Inox

**Average footfall:**  
6.5 lakh per month

