

PRESS RELEASE

KORUM MALL BAGS ITS 42nd AWARD AT THE ASIA RETAIL CONGRESS

~ Honoured with the "Shopping Centre of the Year" award for Retail Excellence ~

Thane, 24th February 2015: KORUM, the flagship mall by Kalpataru Group, bagged the award for 'Shopping Centre of the Year' in the Retail Excellence category at the recently concluded Asia Retail Congress 2015. This marks the mall's 42nd award across international and national platforms, over the past five years.

Speaking on this occasion, **Mr. Deva Jyotula, General Manager, Malls** said, "We are extremely delighted to be recognized as the 'Shopping Centre of the Year' at the Asia Retail Congress. The awards and accolades garnered over the years bears testimony to the best practices by the mall management team and retail partners and the trust our esteemed customers place in us."

KORUM has won accolades for almost all its facets, be it architecture, operations, safety standards or customer enriching marketing promotions.

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 5 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, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, Burger King, 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.

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