

**PRESS RELEASE**

**Learn and Play at PLAYPEDIA this summer at KORUM mall**

**Thane, 23rd April, 2015:** KORUM Mall offers kids an exhilarating and enriching summer, packed with over 2 weeks of interactive sessions stimulating their skills while simultaneously inculcating hobbies.

KORUM Mall kick starts '**PLAYPEDIA**', a 17 day training camp offering fun filled activities for children between 6 – 14 yrs with an aim to engage the kids in a 'Learn and Play' environment. With exciting workshops on Arts & Crafts, Science, Pottery, Fashion Design, Music, Dance and Cooking, children will have a ball of a time this summer. Keeping in mind the different interests between groups of friends in school, **KORUM** mall has strategically culled out the programs for kids.

The training camp will be providing quality '*edutainment*' to kids on variety of subjects that will be taught in association with KORUM's expert partners. '**PLAYPEDIA**' will be held from 24<sup>th</sup> April to 10<sup>th</sup> May. Instilling a wide range of activities, **KORUM** intends to warm-up Thane's kids for the upcoming mega event – Summer Champs.

Speaking about the '**PLAYPEDIA**' initiative, **Mr. Deva Jyotula, General Manager, KORUM mall** said, "*Summer vacation is a time school children look forward to with bated breaths & are extremely excited about. We at KORUM Mall want to blend fun and learning for the kids, to enrich their experience while giving them a plenitude of memories and learning for their next academic year. We have tried to create a mixed bag of arts, science, technology and culture in our camp, which gives the kids a range of activities to choose from.*"

**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, 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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