

## Revelry and joy mark KORUM's maiden Oktoberfest

**Thane, October 25, 2015:** By hosting the maiden grand Oktoberfest celebrations, KORUM Mall became Thane's first mall to have successfully hosted the International festival. The 16 day folkfest celebrated widely in places like Munich, Bavaria, Germany, began at KORUM from October 10. Like celebrations worldwide, the Oktoberfest celebrations at KORUM revolved around funfair, food, drinks, music etc. It is due to such unique International experiences KORUM has continued to be the favourite mall of Thaneites.

Irresistible spread of mouthwatering cuisines, exciting offers on foods and drinks with a décor that enlivened the international spirit of festivities were the main attractions for the large number of crowd that witnessed the jubilations at the mall till October 25. KORUM lived up to the carnival spirit of the International festival as shoppers dressed in funky attire devoured the delicious cuisine with tantalizing drinks. While some tapped their feet to the electrifying music at the restaurants, the others chose to try their luck at exciting games and competitions like water drinking competition, karaoke, the dart game and the super challenging can alley.

Commenting on the fest Mr. Deva Jyotula, Manager- KORUM Mall said, "We are extremely delighted with the response shown by Thaneites for celebrating the International festival of food and joy. Such amazing response only encourages us to offer something new and unique for our patrons. Also, it is due to such unique celebrations and international experiences that KORUM has continued to remain the favourite mall of Thaneites."

"After celebrating Halloween and Thanksgiving Day, this was the first time ever we celebrated Oktoberfest at the mall with our patrons. These celebrations not only bring people together for love and joy but it also bridges the wide gap that exists between local and International cultures. The celebrations only prove that food, joy and love have no boundaries."

## **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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