



Press Release

Inorbit Malls, Malad bags Star Retailer Awards 2007 at Asia's biggest Franchise & Retail show!

Mumbai, December 13, 2007- After being appreciated for their marketing concepts to save power campaign and also being adjudged the **Best Managed Mall** in India at the CNBC Awaaz-Crisil Real Estate Award recently, **Inorbit Mall, Malad** has added another feather to their cap of achievements. **Franchise India Holdings Limited** has awarded Inorbit Malls, Malad "**The Star Retailer Award 2007**" for positively impacting the booming retail scenario in the country. **Mr. Sanjay Prabhu, GM, Inorbit Malls, Malad** accepted the award on behalf of Inorbit Malls on **12th December** at the award event held in New Delhi.

Inorbit's professional expertise is due to its dedicated team consisting of the top marketing and retailing professionals in the industry. The team is fully geared to work in tandem with all their associated retailers to promote and support their brands in order to optimize the performance of their individual outlets. It is also the aim of the Inorbit team to provide greater customer satisfaction, making customers' shopping spree a fun-filled and comfortable experience that motivates the team to perform to their optimum level. It is Inorbit's expertise in mall management that has lead them to win accolade after accolade over the years.

Speaking on the award, **Mr. Sanjay Prabhu, GM, Inorbit Malls, Malad** said, "The Star Retailer Award is an indication of Inorbit's efforts of setting world class benchmarks in the Indian retail sector. Acknowledgments such as these are great morale boosters to each employee and all our associates. We are flattered and at the same time proud to be a notable part of this thriving sector".

About Star Retailer Awards 2007

Retailing in India has seen a paradigm shift with a focus on providing better, efficient, faster and economical services to the customers. The Star Retailer awards returning in its second edition will pay tribute to the Retail Industry's top achievers while showcasing the outstanding achievements of retailers across India and International Retail concepts. While recognizing exceptional achievement in the retail industry, Star Retailer Awards is the most respected platform to recognize retailers who are consistently seeking to innovate to satisfy and retain customers, while increasing profits at the same time.

About Inorbit Malls:

Inorbit Malls is a subsidiary of the K. Raheja Corporation with an objective to not just create physical structures but also to influence lifestyles. Inorbit Malls, committed to setting benchmarks in retailing in India, provides an excellent walk through experience for customers. Inorbit Malls combine the knowledge of the Indian Consumer and a changing Indian market scenario in locating, designing, planning and managing retail environments

The Inorbit Mall at Malad first opened its doors to the public in early 2004, in Mumbai. The mall has universal class and appeal and seeks to provide a one-stop destination for fashion, lifestyle, food, and entertainment leading to an international experience for families

Inorbit Malls aims at achieving excellence in the customer's retail experience. With this aim, Inorbit has planned an immediate expansion with Vashi, Cyberabad, Pune and Pocharam.

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