



**Press Release**

## **Magical deals fulfill shopping dreams at Inorbit Mall!**

**- Shopping means exhilarating value and prizes this month only at Inorbit Mall, Malad-**

Mumbai, February 08, 2008: Inorbit Mall reigns supreme in re-iterating the benefits of 'Shopping Therapy'! This time the innovative mall has combined two irresistible elements of Magic and Shopping, kicking off the 'Shopping Genie Festival' at Malad on Feb 8th, 2008! This kick-off heralds the beginning of an amazing 17 days of shopping, lucky contests and family entertainment till Feb 24th, 2008. Visitors and shoppers have been seen thronging the mall, with Inorbit's 115 retail outlets and over a thousand existing brands to choose from, all enhanced due to the surprises the Shopping Genie has brought to them! An increasing number of Mumbaites are realizing each day that Genies do exist and that there's nothing better than a Genie that makes all their shopping dreams come true at their favourite mall!

Amongst the exciting offers & gifts for the shoppers being won there are premium watches from Ethos, gift vouchers from Provogue, couple trips to Malaysia & Singapore and the list does not end there... There is an assured gift for all consumers who participate. These could be refreshing indoor plants, colourful bags or beautiful handmade candles. Inorbit Mall, Malad truly believes that charity begins at home, so when every customer spends Rs. 2,008, Inorbit donates Rs.100/- towards charity thereby supporting the cause of various NGOs.

As Mr. Sanjay Prabhu, General Manager, Inorbit Malls, said, "After months of careful preparation and planning, the Shopping Genie Festival is finally here! Innovation is integral to Inorbit Mall, Malad and this will be evident in the coming days through the shopping and entertainment activities planned around the Festival."

So rush today to Inorbit Mall, Malad to be a part of the ongoing Shopping Genie Festival!!!

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

Inorbit Mall, 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, Pocharam, & Pune.

**For further information, please contact:**

Nishank / Nidhi  
Corp Comm – Inorbit Malls  
9819950458/9819802423

Barkha / Ankeet  
Hanmer & Partners  
9819085998/9833438800