



The Manigraph



AN ADVERTISEMENT FEATURE

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Retail, Entertainment & Food Hungama



April every year ushers in the auspicious month of Baisakh. And in April every year Mani Square ushers in one of Kolkata's most eagerly awaited fortnight of fun – the Baisakhi Blast!

This unique annual extravaganza, first initiated and organized by Mani Square Mall in 2009, has become one of the most favourite festivals in Kolkata's mall event calendar. This year, the fifth since the inception of the event, the plan for the fortnight long celebration will unfold in an even larger package of amazing offers, exciting events, interactive activities, a delicious food fiesta

and loads and loads of entertainment!

The event will be kicked off on Monday the 8th April, 2013, and will continue till the 21st of the month. During the period, Mani Square will come alive in a carnival like atmosphere with interactive MC-driven fun activities for mall visitors and a whole host of other performers – jugglers, street magicians, nail and tattoo artists, inflated characters, portrait painters, ventriloquists, etc. – enlivening the visitor experience. Great shopping is also assured with a wide range of incredible offers from the different

retailers in the mall that promise a bonanza for both the discerning brand conscious shopper as well as the bargain hunter. From apparel to accessories, from travelgear to footwear, there is something for everyone.

To keep you entertained to the fullest, Baisakhi would be ushered in at Mani Square this year to the earthy beats of Punjab. Punjabi folk singers and dancers will perform in the open-air amphitheatre on different days. There will also be performances by

Court. During this period, visitors will get delicious Food Court items at the unbelievably magical price of just Rs.51 (plus taxes)! Can you believe your favorite bite just got easier to reach!

Commenting on the celebration plans Ms. Sudarshana Gangulee, Sr. GM. – Marketing, Mani Group, said: "The Baisakhi Blast at Mani Square is an event that has acquired a life of its own over the years. The moment the New Year is upon us in the month of January, we start getting calls from our mall



popular Bangla rock bands, including the much acclaimed Somlata and the Aces, as well as other folk bands.

And since no celebration in Bengal can be complete without food, the Baisakhi Blast 2013 experience will be rounded off with one of the most eagerly awaited attractions of the event – the "Magic of 51" Food Hungama at the Mani Square Food

regulars to start the Food court dhamaka at Mani Square. So every year we try to add something more to the visitors' sensory take-away. This year too we have loads of exciting plans to ensure that people of Kolkata come and enjoy at Mani Square with their friends and family, and take home memories of an unforgettable experience."

Swarnamani
EM Bypass, Kolkata

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Mani Group was formed by its CEO Mr. Sanjay Jhurjhurwala with one belief in mind: of building properties for people who believe in quality. The Group today is one of the leaders in the real estate business in eastern India. Over the last three decades, it has delivered more than 6 million sq. ft. to over 2000 families in multiple geographic locations. It is working steadily now towards developing more than 11.26 million square feet in and around Kolkata, Durgapur, Jaipur, Bhubaneswar and Siliguri. In addition to real estate, the group has successfully diversified its business into hospitality, retail and IT, power and education. The Group is coming up with a J.W. Marriott on the EM Bypass in Kolkata, fully geared to meeting the needs of the global business traveller. A 100 Floor Courtyard by Marriott at Siliguri is also on the anvil.
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