

# The 'Magic' is back

## Gala plans for Mani Square's First Anniversary



### MANI GROUP

#### CORRESPONDENT

Before the city could break free from the spell of the unimaginably successful 'MAGIC OF 21', Mani Square is back again to reincarnate the 'Magic'. On

the occasion of its First Anniversary that's due on 16th June, the mall has planned 21 days of hypnotizing hullabaloo from 10th to 30th June. And this avatar is even bigger!

Two fascinating

schemes have been worked for the event. There's the Rs.121 scheme that includes one lunch and one dinner platter and an amusement of choice to either IMAX, Amoeba or Scary House. Then there's the more friendlier Rs.521

scheme which offers the same package for 4 persons, but along with it you get shopping vouchers worth Rs.200 absolutely free.

Adding to the razzmatazz will be Night Bazaar, laser shows,

Bhangra and Western dance performances, rock bands, fashion shows, DJ nite, spot games, mehendi art, tattoo making, antakshari, tarot reading, palmists, kids' rides and a host of surprise events. On 14th June, there will be the

cutting of the biggest cake in Kolkata.

The event is a follow-up on Mani Square's Pre-Baisakhi Retail and Food Hungama - 'MAGIC OF 21' in April, which completely spellbound Kolkata shoppers -

drawing a staggering 1 million footfalls. In times, when a meager roadside grub costs beyond a twenty rupee bill, Mani Square bamboozled the city by pricing movie shows, games, entry tickets to fun zones and all the items at its food court at just Rs.21.

anything like this before at any mall," said a regular mall hopper. "How can they afford these things at just Rs.21? First, we thought they would fiddle with the quantity but we were surprised to get the regular stuff at this price," chorused a bunch of



college-goers. Shopping vouchers worth Rs.75 lakh were distributed on purchases.

The Mall adorned a look of merriment for 14 days that were jam-packed with playfulness, recreation and loads of shopping. There were spot games, Rajasthan dance performances, rock bands, magic shows, roving quizzes, tattoo making, antakshari, painting competition, War of DJs and lots more to entertain. "The atmosphere here is electric. Something or the other is happening all around. I haven't seen

college-goers.

Talking about the unique concept, MD & CEO of Mani Group, Mr. Sanjay Jhunjhunwala said, "The slumping economy has made people immensely conscious about the way they spend. Today, customers demand full value for every buck spent. Therefore, something big like 'Magic' is required to stimulate consumer spending. The result of the first one has been phenomenal. And we have huge plans to surprise Kolkata shoppers throughout the year, time and again."