

POTPOURRI

A SHOPPING FESTIVAL, BLING BUZZ A

POWER OF 21

A Rajasthani folk dance performance at Mani Square. Picture by Rashbehari Das

With the city taken over by Chaitra sale offers, Mani Square is not to be left behind. Giving Calcutta a reason to cheer this Poila Baishakh, Mani Square kick-started its shopping bonanza — Baishakhi Blast 14, in association with **The Telegraph**, on till April 14. The “Magic of 21” is the catchphrase for the promotion that sees prices at the Food Court and entertainment zone plummet to Rs 21.

“Right now our Sunday traffic is 42,000 and on Saturdays 17,000-18,000 people come in to Mani Square. With this festival we aim to bring in more crowds,” said Sanjay Jhunjhunwala, CEO, Mani Group. With 16 outlets to pick from at the sprawling Mani Square food court — including the likes of Subway and Crepe Station — digging into the best on offer for just Rs 21 per item with no hidden costs is remarkably easy on the pocket.

Even if you are after a more formal dining experience, there is a flat 21 per cent off at Machaan for lunch and Rs 21 off at Rajasthani Thali on your second visit. Customers earn a gift voucher worth Rs 100 on every purchase of Rs 2,000, from any retail store in the mall. And if all this excitement proves too much, just put your feet up for a yummy massage at The Thai Spa and grab a 21 per cent discount.

At Amoeba, a game of bowling worth Rs 100 is yours for merely Rs 21 and a pack of three tickets for Scary House is Rs 63 instead of the usual Rs 150. Tickets for two shows daily are going for Rs 21 at IMAX while the cost of your fourth ticket at CINEMAX is also Rs 21. “This is a trial charge valid till April 10, so that people can get an opportunity to experience IMAX at the lowest rate. Last month our attendance went up to 11,000 and we are hoping to further increase that to 15,000-20,000 per month,” said Jim Patterson of Aeren R, regional distributors for IMAX. But the bad news is that starting April 11, ticket prices at IMAX shoot up to Rs 200 per ticket from the current Rs 95.

So make hay while the sun is shining. The fortnight-long festival will also have its quota of entertainment. If you are casually pottering around Mani Square, you can enjoy Rajasthani folk dance performances, magic shows, tattoo drawing events, game shows and tarot card reading. The evenings will witness interactive game shows, live performances by some of the city’s amateur rock bands with a War of DJs closing the festivities on April 14.

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