



Press Release

Presenting the explosive 11th edition of 'Baishakhi Blast 2019' to usher in Poila Baisakh!

Kolkata, April 12, 2019: Our annual ritual, Mani Square's '**Baishakhi Blast**' is back with a bigger bang this month having completed more than a decade of fun, frolic and fervour. A countdown to Poila Baisakh the first day of the auspicious month of Baishakh, Mani Square's '**Baishakhi Blast**' is in its 11th edition this year and the annual extravaganza has evolved to becoming one of Kolkata's most eagerly awaited annual events for shoppers and foodies across the city.

'**Baishakhi Blast**' as the name suggests, is a seasonal hungama at **Mani Square**, between **April 12 - 21, 2019** and this annual event will be offering the best culinary and retail choices, in addition to scintillating entertainment options, all designed to take our mall guests' experience to an altogether new level. So much so, that the desired consumer response that we have been receiving over the years from hordes of visitors is, "Oh, we had such a blast!"

The 'Magic of 71'

Of all the highlights at '**Baishakhi Blast**' every year, the one that shines the brightest is our Food Court Hungama. This year too, '**Baishakhi Blast**' will present **The Magic of 71** where food court items will be available at an unbelievable price of Rs 71 only (plus applicable taxes). This offer is applicable only on weekdays (and not on public holidays and Sundays).

Discounts Galore, Masti 'n' More!

Shoppers will be spoilt for choice with the wide range of fabulous discounts and offers being extended by retailers in the mall during the period which is sure to make their retail experience refreshingly therapeutic.

Along with the dual excitement of dining and shopping, Mani Square will be bringing in the festive spirit with many entertainment options. A carnival-like atmosphere will prevail in the mall with exciting MC-driven activities and game shows every day to keep our mall guests enthralled. The evenings will be dominated by the hugely popular Bengali Band **Surojit O'Bondhura**, eminent vocalist **Satish Gajmer** and the earthy Bangla Band **Folk Foundation**. Additionally, the Poila Baishakh week will have interactive events such as movie and musical quizzes along with a host of games to keep the festive atmosphere upbeat.

Commenting on the celebration plans on the anvil, **Ms Sudarshana Gangulee, Director, Mani Group** said: "Baishakhi Blast' was initially conceived as a mall activity to add a festive flavour to Poila Baishakh. Today, it has become a larger-than-life extravaganza by way of food, shopping and entertainment options, as well as in terms of public participation and mall guest footfalls. This year too, we have put in considerable thought and care to meticulously design an experience that we sincerely hope lives up to the expectations of all our mall guests and well-wishers. On behalf of Mani Group, I urge the people of Kolkata to visit Mani Square during



this period and avail the opportunity of having a blast and creating memories that will be cherished for life!”

Speaking on the new outlets in Mani Square, **Ms Gangulee** added, “Brands in various spaces have opened shop at Mani Square. Fashion brands like Manyavar, Jockey and Siyarams, shoe brand INC. 5, jewellery brands like Voylla and Jhalak Jewels, to name a few. We have brought in Delhi’s landmark dining destination Moti Mahal to Mani Square and the most-sought-after snacking joint Tea Junction, as also the current rage Waffle Wallah. Fun Time, a kid’s entertainment zone has also been added to our roster of new brands!”

About Mani Square

Mani Square is a landmark shopping destination with some of the best leisure and entertainment options.

The mall has a total development of around 7.60 lac sq.ft, comprising of retail space, a hypermart, entertainment areas, a comprehensive food court and fine dining area, commercial office spaces and designated areas for car parking and allied services.

The 30,000 sq.ft. food court has a seating capacity of over 650 covers and has emerged as a popular dining destination and hangout spot.

Poila Baisakh'er Shubechha!

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