

Festival celebration at TDI Mall and TDI Paragon.

In the past six months, we celebrated festivals like Holi, Baisakhi, Mothers day etc. at TDI Mall and TDI Paragon, considering the location and the major population in the vicinity.

We also organized flea market or a handicraft mela - Kalakriti 2008 at TDI Paragon in association with SOS CARE India, where we brought handicraft & consumer items from almost every part of North India, like decorative items from Kashmir, Chicken work from Lucknow, Laakh bangles from Rajasthan, Handwork upholstery from Gujarat. A huge variety of products was displayed at stalls like artificial, stone & silver jewellery, jute items, handicraft bags, Feng Shui items, Kitchen wear, Soft toys, Health Care Products such as Ayurveda, Aachar Murraba, Churan Supari, etc. The exhibition started from 4th July and ended on the 27th July 2008. The exhibition also had attractions like Indian street food and Folk Dance performances in the evenings.

In addition, to that we also had an event on 9th August, 2008 from Zee Saregamapa, where the contestants of the show came to TDI Paragon, just before the grand finale on Zee TV, for an exclusive performance. We also organised various promotional activities at the malls including weekly promotions of FMCG and other consumer durable brands like Toshiba, Sony Vaio, Toyota, Virgin Mobile etc to name a few.