

PRESS RELEASE

ENTERTAINMENT WORLD DEVELOPERS PVT LTD (EWDPL) ANNOUNCES PAN-INDIA

19 RETAIL-LED REAL ESTATE DEVELOPMENT PROJECTS

Treasure Island completes three glorious years,
6-day Mega Shopping Festival starts 23rd-28th December, 2008

Indore, 22nd December, 2008: The next-generation landmark of the City of Indore, Treasure Island, popularly known as TI, today completes three glorious years of success. The first mall of Central India, the first mall of any tier-II town in India and amongst the first 10 operational malls of India, the Treasure Island Indore has created new benchmarks in customer delight and satisfaction, over these three years.

On the occasion of the resounding success of Treasure Island Indore, **Entertainment World Developers Private Limited (EWDPL), Managing Director, Manish Kalani**, announced their pan-India plans and said *"We are rolling-out an ambitious plan to develop 19 retail-led real estate projects in Retail, Residential, Hospitality, Commercial, IT/SEZs and Warehouses. The project cities where these are coming up include: Chandigarh, Udaipur, Indore, Ujjain, Vadodara, Amravati, Nanded, Raipur, Bhilai, Jabalpur and Thiruvananthapuram. The total development plan of 30 million sq ft includes: 14 shopping malls, 10 hotels, 2 residential complexes, IT park/SEZ and a warehouse, making EWDPL the largest tier-II developer in the country by 2012. Many of the projects are at different stages of construction and a few are still on the drawing board"*.

Treasure Island Indore - the winner of three most reputed awards in the country: "Best Designed Shopping Mall of India, 2007", by CNBC- Awaaz CRISIL Real Estate Awards, the "Most Admired Shopping Centre of India, 2008 - Tier-II Cities", by Images Shopping Centre Awards 2008 and the "Best Shopping Mall of the year Award 2008", by Franchise India 2008, is a testimony to the fact that at Treasure Island we are committed to the ever-changing needs of the modern day consumer.

In 2005, EWDPL gave the citizens of Indore their first brush with modern retail, with the first mall of the state - the Treasure Island, Indore. MG Road was then the main growth corridor of the city. With Treasure Island whopping success over these years, today it is yet again repeating the history and giving the citizens of Indore – the largest mall of Central India, on the MR-10 Road, Treasure Market City (opening early 2011), which is the new growth corridor of the city. This shopping mall will further take the retailing of Indore to the next level...all this is because of thundering success of Treasure Island".

In our own special way to thank the citizens of Indore, Treasure Island announces a 6-day long Mega Shopping Festival 2008 at the mall, with discounts, gifts vouchers, daily prizes, mega raffle prizes including a car, bike and holiday packages, all worth Rs. 10 lacs.

About EWDPL:

ENTERTAINMENT WORLD DEVELOPERS PRIVATE LIMITED is the frontrunner in development-management-operations of shopping malls, hotels and residential townships, under the brand name '**TREASURE**'. Focusing on the Tier-II towns and emerging cities – “the Real India”, EWDPL ensures that all its managed properties stack up to the international standards of maintenance and functionality.

The Brand Formats:

- **Treasure Market City** – The 'Destination' Mall
- **Treasure Island** – The 'Shopping' Mall
- **Treasure Bazaar** – The 'Convenience' Mall
- **Treasure Town** – The 'Residential' Townships
- **Treasure Biz park** - The 'IT Park/SEZ'
- **Treasure Warehouse** - The 'Warehouse'

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