



The super energetic African performers

# Have a ball

**R** City, winner of the 'Highly Recommended Mall of the Year' award by IIRME, Dubai is not just the biggest Mall of Mumbai at 1.5 mn sq ft, but is also the pride of Mumbai. Vvikas Kumar Aroraa, Director Marketing, Runwal Group — Today the consumers in India, seek the world's best, and we in R City have the world's best brands. Seeing the shifting trend in consumer expectations, we want R City to lead the change in consumer preferences — from being a world class shopping destination to also being a world class 'Shoppo-tainment' destination combining the world class shopping and entertainment. In R City — Mumbai's biggest Mall — our motto is 'Bigger, Better, Best'. To that objective, we are installing for the very first time in Mumbai and artificial ice skating rink in a mall. And we have conceptualized Mumbai's biggest Santa carnival. With African dancers come from Kenya and Tanura dancers from Egypt, Christmas decorations from China, everything that you experience in R City is larger than life.



The Egyptian Tanura dancers can actually twirl for an hour like dervishes

