



ISHANYA

Press Release

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Western India's first amphitheatre opens at ISHANYA
A grand opening redefines entertainment and culture

Pune, April 6th, 2008: India's largest Design Centre and Specialty Mall for Interiors and Exteriors, ISHANYA, today opened its state of the art amphitheatre. Dr Mrinalini Sarabai, the renowned danseuse, inaugurated the magnificent amphitheatre, Western India's first.

The 500-seater amphitheatre overlooking a large water body (Kund) is the only one with a distinctive wooden stage area, rehearsal rooms and green rooms, with complete support functions to enable use for versatile purposes like for business launches in the day and performing arts in the night.

Dr. Mrinalini Sarabhai said "I am very glad that an Amphitheatre is being opened and hope that it will be used for live performances of dance, drama and music. Wishing all the best to this unique endeavor and to all lovers of art in Pune. I'm confident that it will bring about a renewed vigour in India's Art and cultural scene".

Befitting this occasion, one of India's foremost industrialists Mr. Madhur Bajaj inaugurated the Ishanya Arts And Culture Club (IACC)– a brainchild of Mrs. Parul Mehta, Director Deepak Fertilisers And Petrochemicals Corp. Ltd. In keeping with Ishanya's ethos, to be at the confluence of art, design and retail, the IACC gives connoisseurs of art and design a platform to come together. The IACC will focus on organising creative and interactive events, screening films and documentaries besides hosting special shows for music, theatre and all performing arts.

Commenting on the launch, Mrs. Parul Mehta, Director, Ishanya said, "With the launch of Ishanya's amphitheatre, we hope to inspire the performing arts and cultural scene in India to evolve and reach greater heights. Ishanya is not just India's largest Design Centre and Specialty Mall. It is a destination representing the best of creativity and design".

The inauguration further proceeded into a gala evening -- "Manthan" -- a fusion music concert between great performers like Amaan Ali Khan on the Sarod, Louis Banks on percussion, Rakesh Prasanna on the flute, Eshan Ali on the Sarangi, Satyajee Talwalkar on the tabla and Pravin on the Dholak. Witness to the world-class ambience, acoustics, lighting and the phenomenal performances were over 500 enthralled audiences representing the who's who of the Pune, Mumbai and the design fraternity drawn from across Maharashtra.

India's Largest Design Centre and Specialty Mall for Interiors and Exteriors

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www.ishanya.com

a division of Deepak Fertilisers And Petrochemicals Corporation Limited



Mr. I.S. Narula, President & CEO, Value Added Retail Estate (VARE) & Retail Business, Deepak Fertilisers & Petrochemicals Corp Ltd said, "Incredible amount of detail has been incorporated to design and create the Ishanya Amphitheatre and we are confident to change the way people perceive entertainment. We can expect the Simulation Centre, Knowledge Centre, Art Galleries and Seminar Centre to open shortly."

The Advisory Board for ISHANYA Amphitheatre consists of; Sarod Maestro- Ustad Amjad Ali Khan, renowned Danseuse - Dr. Mallika Sarabhai, filmmaker-Amol Palekar, Mr. A. P. Parigi CEO, Entertainment Network India, art connoisseur - Ms. Sangeeta Jindal, theatre Personality - Ms. Arundhati Nag, Mrs. Parul Mehta & Mr. Sailesh Mehta of Deepak Fertilisers and Petrochemicals Corporation Ltd.

Ishanya has already seen 300,000 footfalls over the last 100 days and with a further 25 additional stores poised to open in April-end this year, Ishanya will soon have about 35 stores and nearly 300,000 sq.ft. open. Ishanya will eventually house over 5000 brands and 100 stores when fully open. Ishanya is emerging as a pan-India platform for architects, designers, manufacturers, consumers and also the arts and culture community.

About Ishanya:

Ishanya is a single sourcing point for 52 categories of products and services, materials and knowledge, drawn from across the best in India and across the globe. Its range offers very wide choices right from the truly price competitive to the ultra-designer league. By night Ishanya will convert into the cultural hub of Pune and form the backdrop for performing arts, music and multi-media shows or even a venue for corporate events. Ishanya, is truly unique as it offers art galleries, specialized centers for design, training and research, seminars and exhibitions, features that will truly make it a design destination like never before. Moreover, it is the only Design Centre endorsed by the Indian Institute of Interior Designers (IIID) and Confederation of Construction Products and Services (CCPS).

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