



Press Release Bureau

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'Winter Carnival' Celebrations At Punjab's Largest Lifestyle Destination

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On the happy occasions of Christmas and New Year, AlphaOne, Amritsar was abuzz with the festive spirit. The 'Winter Carnival' at AlphaOne started from December 23, 2011 till December 31, 2011, and was a huge opportunity for fun and family outings for the people of Amritsar. The festive activities included, Visit of the star cast of 'Pure Punjabi' movie on 23rd December; Numerous gifts like Luxury Watches, TVs, Laptops, I-Pods, Sunglasses and much more that people won from AlphaOne's 'Scratch and Win' Season's Fiesta and Great offers on all the brands; amid never-ending fun and frolic for all throughout these days and beyond.

There was a special dance and musical performance by the underprivileged children of IVE (Initiative for Viable Education) on Christmas Day. AlphaOne appealed to the people of Amritsar to come and encourage the children of IVE as well as support them heartily for their better education by joining hands with AlphaOne.

Another highlight of the Christmas, New Year and Winter Celebrations was for all customers shopping for INR 10,000/- or above till December 30th whereby the Lucky Draw Winner got the Grand Prize of 'A Ticket to Dubai'. The 2nd Prize winner got entitled to a Pass for the New Year Party at ISTA. AlphaOne also provided 3 Food Vouchers and 3 Spa Vouchers of ISTA to a Facebook winner, which was connected with sales and conversion around the 25th December event and fashion show event on the 30th of December. The Registrations for the USI Fashion Show started from 21st till 25th December at AlphaOne. The USI Fashion Show at AlphaOne was conducted on 30th December. The Winners have become the faces of USI at AlphaOne, Amritsar, as well as on the city hoardings and promotions as Fashion Icon for Autumn Winter 2011.

Seeing the enthusiastic response of the visitors, Apple Computers also launched their showroom at AlphaOne, Amritsar during Winter Carnival on December 30, 2011 with all the latest models. During the celebrations there were also displays at the Central Atrium of Toyota, Samsung Galaxy Tab, Tata Nano and Wool Mark as well as MC led activities to launch Coke Pitcher in Flavours, the Food Court at AlphaOne.

As North India's largest mixed use development with world-class retail and entertainment, AlphaOne adds real value to Amritsar and surrounding areas. Dr. Prodipta Sen, Executive Director, Marketing, Corporate Affairs & Retail, Alpha G:Corp shares his gratification, "We are extremely pleased to have the Winter Carnival at AlphaOne, Amritsar. We look forward to the people of Amritsar participating with great fervour and enthusiasm, and enjoying many such happy occasions with their dear ones here. A Very Happy 2012 to all!"

AlphaOne is the biggest celebration point in Amritsar having hosted many cultural and social events like, Gurupurab, Deepawali, Navratri & Dussehra, Baisakhi, Mothers Day, CWG Run, World AIDS Day, World Heart Day, Independence Day, Rakshabandhan, Fashion Shows and numerous Musical Nights with acclaimed artistes.

www.alphaoneamritsar.com & www.alphagcorp.com

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