

# Ruparel Realty's Mirchi Neon Run to Glow on the Streets of Mumbai

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*Thousands will experience the most premium lifestyle and running*

Ruparel Realty, one of the leading real estate developers in Mumbai, and Radio Mirchi is coming up with **Ruparel Realty Mirchi Neon Run; Get, Set, Glow:** India's funkier night neon run party.

The fun filled run is suitable for everyone, from children to adults, moreover the run is all about fun - it is non-competitive. Participants can run or walk, whichever they prefer, but most would find it hard to resist having a little dance at some point. It's a chance to do something together with family and friends that will never be forgotten. The run is anticipated to gather over 5,000 people at BKC, Mumbai on Sunday evening, 11th March 2018. Participants can either opt for 5km and 2km (non-timed run) or 10km (certified timed run) category.

Glow-in-the-dark colours, neon accessories, up-beat music and party props will add magic to the experience. That's not all, at the finish line will be the Neon Run After Party waiting to happen with incredible light displays and one of India's best DJs spinning EDM music organised by Sunburn.

"We are extremely thrilled to be a part of such unique Neon Run. Ruparel Realty has always believed in celebrating an iconic lifestyle. With this Neon Run, we continue to spread the message of rejoicing life in an innovative way. This simple 'run' will be a fun and energizing activity for family and friends," said **Mr. Amit Ruparel, Managing Director, Ruparel Realty.**

## **About Ruparel Realty:**

Established in the year 2000, Ruparel Realty, has been constructing numerous residential and commercial marvels that have carved a unique niche in the world of construction. The group is currently constructing 2 million sq. ft. in the prime areas of Mumbai's Metropolitan Region as well as 250,000 sq. ft. in the Navi Mumbai Metropolitan Region.

Since its inception, the company has launched 9 projects with notable developments like Ruparel Ariana, Ruparel Iris, Ruparel Orion and Sea Palace. In the past 18 months alone, the group has acquired 20 acres of land in Kandivali West, 5 acres of land in Parel, and prime properties in the Western and Central suburbs.

With its mass presence across the most prime locations in Mumbai, the group is on the road to achieve massive success. Ruparel Realty works with the top names in real estate like JW Consultants, Aakar Architects & Consultants, Eskayem Consultants, ACC and Skyway RMC to ensure timely completion of projects, with no compromise on quality standards and only the latest construction technologies.