



APRIL 2017 NEWSLETTER

Dear Partners,

This summer brought the fifth edition of the Dumas Art Project (DAP), packed with a host of exciting activities. DAP continued its association with India's premier art institutions along with an introduction of the Basement Art Project and the photography based #SuratInFocus.

We bring to you a plethora of activities this summer and what's more, we are delighted to announce that the VR Family has added another jewel to its crown. Virtuous Retail acquired North Country Mall in Chandigarh and we are looking forward to Connecting Communities® in North India.

In the months ahead, VR Surat has an impressive line-up of events, activities and offers including Rajja ni Majja and VR Kids.

Your invaluable support has contributed greatly to the success of our events, and we look forward to your continued patronage.

Regards,
Team VR Surat

ANNOUNCEMENTS

We Welcome North Country Mall, Chandigarh to the VR Family

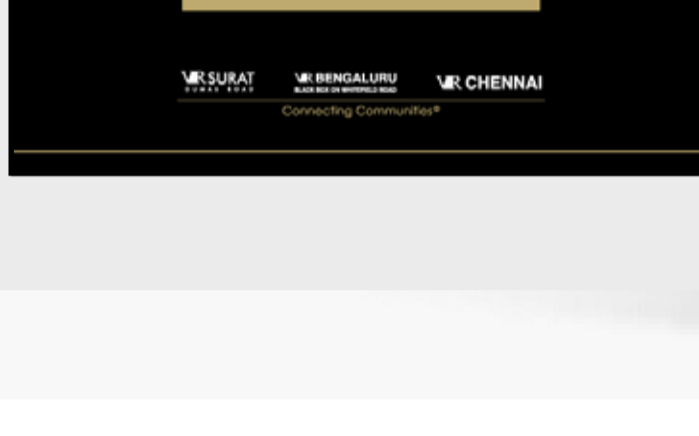
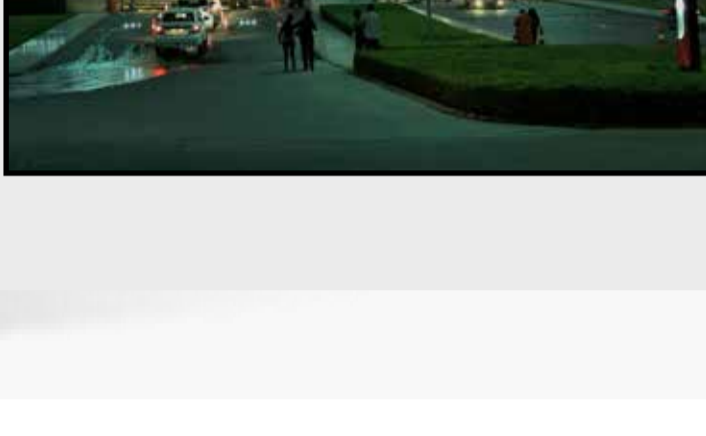
Virtuous Retail announces the acquisition of the 2 Million sq. ft. North Country Mall from Sun Apollo / Gumberg for INR 700 crores (~ USD 108 MM). With this acquisition, Virtuous Retail establishes its presence in North India, adding to its existing award winning portfolio of community-centric centers VR Surat and VR Bangalore, and the 2 Million sq. ft. VR Chennai slated to open in Q4 2017. Coming within 6 months of creation of the VRSA platform in late 2016, the acquisition is in line with the company's rapid, nation-wide, expansion strategy through both ground up development and acquisition of existing, high quality assets. VRSA's India retail portfolio now stands at 5.5 Million sq. ft.

North Country Mall, located in the Chandigarh Capital Region, is one of the largest operating malls in Punjab. Built on a sprawling 22 acres on the arterial NH 21, it benefits from a great location in the upmarket and high income residential suburb of Mohali, also known for its iconic Cricket Stadium and the Indian School of Business campus.

With a leasable area of 1 million sq. ft. this Center is anchored by top national and international brands like H&M, Zara, PVR, Forever 21, Westside, Lifestyle, Central & Home Center, across key retail and lifestyle segments, and a regional Reliance Market.

Take your brand to North Country Mall, Chandigarh. For leasing enquirers write to us at natasha_soni@virtuousretail.com

We look forward to Connecting Communities® in North India.



EVENTS

Dumas Art Project 2017 (DAP)

April saw the fifth edition of Dumas Art Project that brought with it a host of activities. The month-long extravaganza was packed with an interesting line up of artsy events – installation art, a photography initiative - #SuratInFocus, Live Sand Art, the Basement Art Project, Children's Art Competition, an animated movie screening and a Community Library. All of these were very enthusiastically attended.



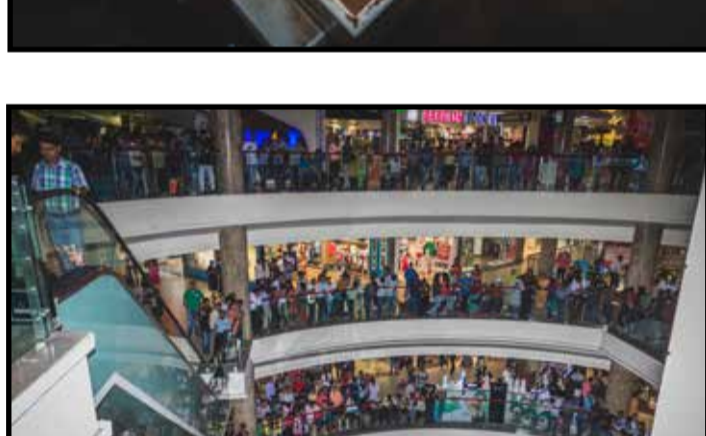
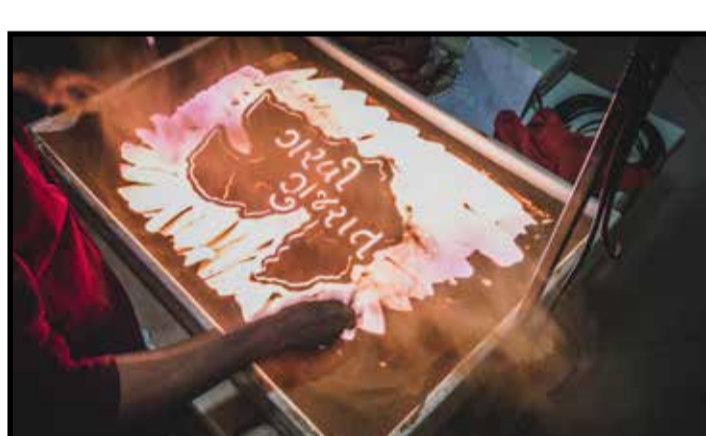
Basement Art Project

As part of DAP, the Center opened its doors to budding artists, inviting them to paint the walls of our basement in keeping with our theme Connecting Communities® and unravel their artistic sides. The event witnessed a great turnout and as a result some of the walls of our basement are covered with vibrant art.



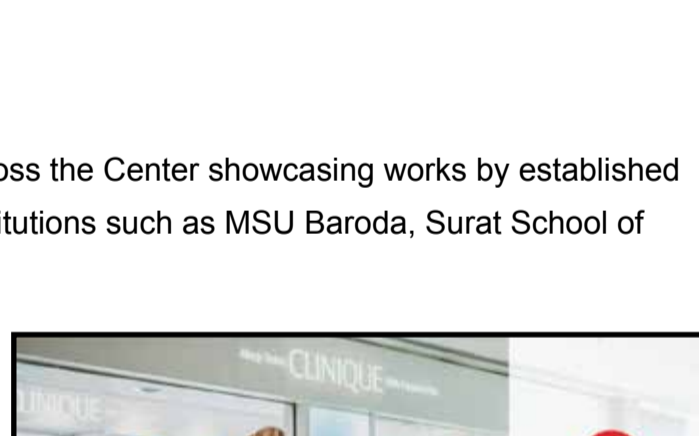
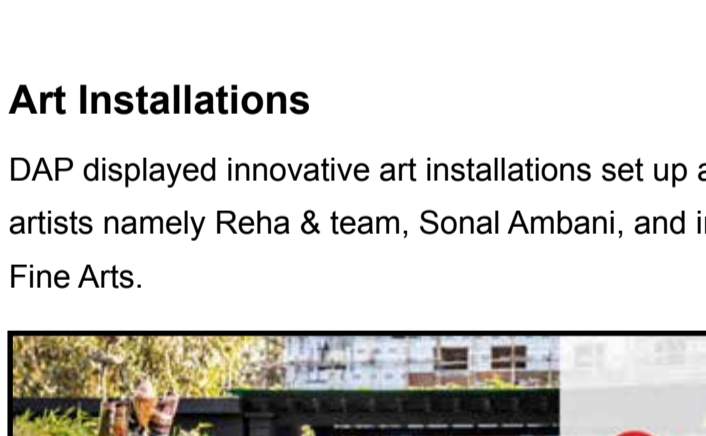
Live Sand Art

Renowned sand artist, Sarvam Patel displayed his breathtaking art and enthralled audiences at the Center.



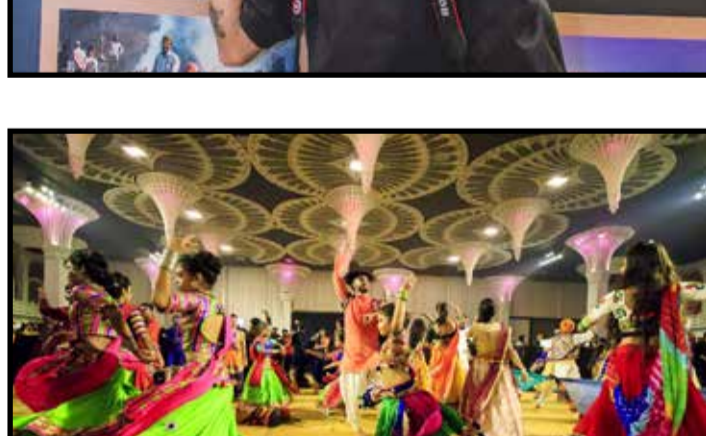
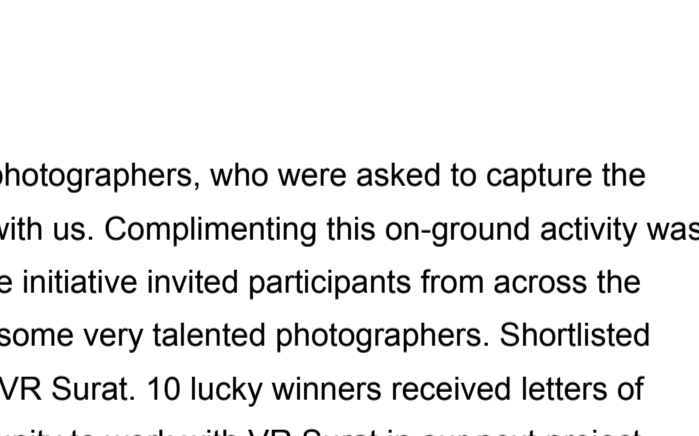
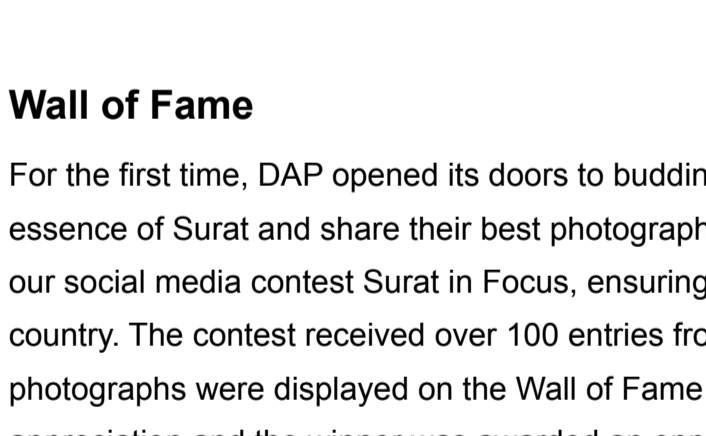
Art Installations

DAP displayed innovative art installations set up across the Center showcasing works by established artists namely Reha & team, Sonal Ambani, and institutions such as MSU Baroda, Surat School of Fine Arts.



Wall of Fame

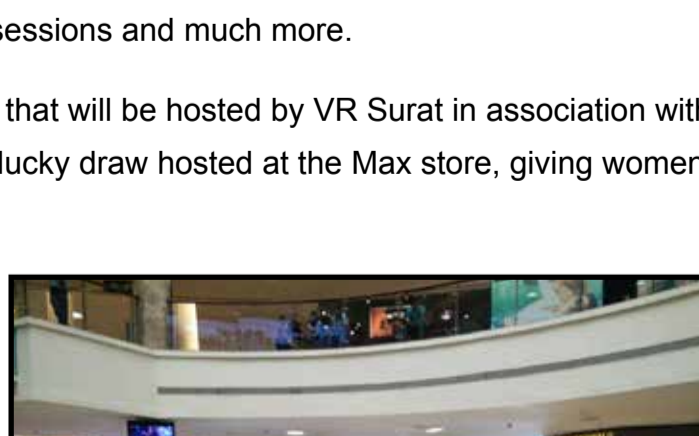
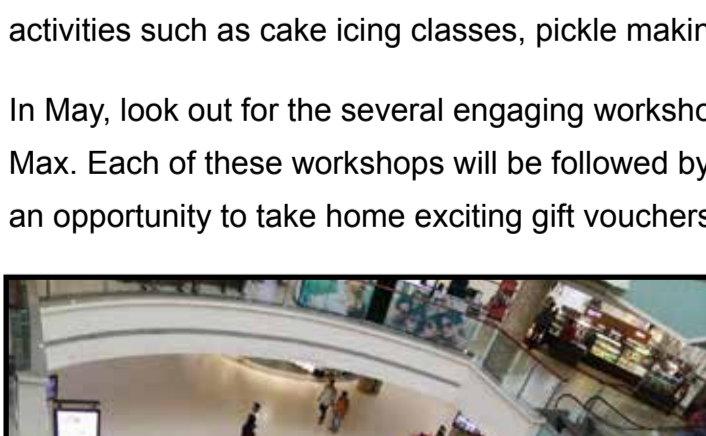
For the first time, DAP opened its doors to budding photographers, who were asked to capture the essence of Surat and share their best photographs with us. Complementing this on-ground activity was our social media contest Surat in Focus, ensuring the initiative invited participants from across the country. The contest received over 100 entries from some very talented photographers. Shortlisted photographs were displayed on the Wall of Fame at VR Surat. 10 lucky winners received letters of appreciation and the winner was awarded an opportunity to work with VR Surat in our next project.



World of Women

To make summer even more exciting for our women patrons, VR Surat hosted exciting workshops and activities such as cake icing classes, pickle making sessions and much more.

In May, look out for the several engaging workshops that will be hosted by VR Surat in association with Max. Each of these workshops will be followed by a lucky draw hosted at the Max store, giving women an opportunity to take home exciting gift vouchers.



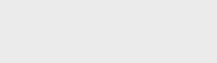
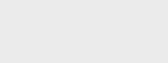
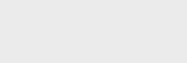
STAY TUNED



Rajja Ni Majja

This holiday season VR Surat is bringing back Rajja Ni Majja, a month-long event that brings to our visitors a host of workshops, offers, contests, games and exciting prizes - maybe even an International holiday!

Stay updated on all the happenings at VR Surat
Follow us on social media:



www.vrsurat.com