



JULY 2017 NEWSLETTER

Dear Partner,

VR Surat celebrated the advent of the monsoons with a deluge of exciting events, games and offers.

The excitement of the End of Season, Brand Nu Grand Sale continued through the month of July with brands showering offers and adding to the season's magic. The Centre also hosted the Flat 50 Sale that offered a jaw-dropping 50% off on premium international brands, driving lots of customers to VR Surat. The excitement in the air was palpable.

Amidst the shopping, games and celebrations, VR Surat also took time to support an important cause - No Vehicle Day - to address the scourge of pollution in our beloved city.

As always your support has contributed greatly to our success, and we look forward to your continued patronage.

Regards,
Team VR Surat

AWARDS

VR Surat won the 'Shopping Centre of the Year (Non-Metro, West) Award' at CMO Asia's National Awards for Excellence in Shopping Center and Mall Marketing, 2017, Mumbai



EVENTS

BRAND NU GRAND SALE AND FLAT 50 2017

The excitement of the iconic Brand Nu Grand Sale doubled with the Flat 50 Sale. We witnessed a flurry of excitement as customers rushed to their favourite stores, eager to be the first to avail the mega offers.

That's not all, at the end of the Brand Nu Grand Sale, one lucky customer won an international holiday to Phuket, with other lucky patrons winning domestic getaways.



PAINT YOUR SUPERHERO | July 9th, 2017

Inox Cinemas celebrated their third anniversary in the month of July with a delightful workshop that encouraged children to unleash their creativity by painting their favourite superhero. It was wonderful to watch the little ones enthusiastically indulge in the activity that was quickly a crowd favourite.



MISS FASHIONOVA | July 15th, 2017

The ultimate fashion destination in the city, VR Surat hosted the auditions for 'Miss Fashionova', in association with the Institute of Design and Technology. Surat's fashionistas participated in this beauty pageant competing with one another for the grand prize – an opportunity to accompany IDT to the New York Fashion Week! A jury of experts judged the participants for their beauty, poise and intellect by setting up some very interesting tests and tasks.



NO VEHICLE DAY | July 16th, 2017

In a bid to increase awareness about the importance of conserving the environment, VR Surat in association with Youth For Gujarat - a well known Surati NGO hosted 'No Vehicle Day'. A group of eight artists created works to educate the crowds about the importance of using non fuel based vehicles in order to prevent noise and air pollution.



VR WOW | July 13th, 2017

VR Surat in association with Max Fashion and Inox Cinemas, hosted a 'Gift Bag Making Workshop' where women learnt the art of making decorative, recycled bags. And that's not all. The workshop was followed by a lucky draw hosted by Max store, giving women an opportunity to take home exciting gift vouchers.



'VITAMIN SHE' MOVIE PROMOTIONS | July 23rd, 2017

The stars rolled out the red carpet to welcome the stars of the upcoming Gujarati film, 'Vitamin She'. The stars visited the Centre and put on a good show for the enraptured crowds



STAY TUNED



VR Surat is gearing up for the season of festivities with its terrific line up of events! From the Rakhi Flea Market, Friendship Day, Shopping Happy Hours, World Preventive Health Care Day to Independence Day Celebrations.

Stay updated on all that is happening at VR Surat

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