



NOVEMBER 2017 NEWSLETTER

Dear Partner,

Dilwali Diwali led VR Surat into a November filled with some very exciting events. From a never-before-seen shopping campaign that put our most ardent shoppers in the spotlight, to hosting Asia's biggest music festival, it was truly a memorable month for us.

We left no stone unturned in making Children's Day a memorable celebration for children and adults alike. Chacha Nehru's birthday brought with it Majja No Medo and Chhota Bheem, filling the air with festive excitement.

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

Warm Regards,
Team VR Surat

NEW STORES

Pantaloons Kids (Second Floor)

Pantaloons Kids couldn't have been launched at a better time as parents got the chance to indulge in some Children's Day shopping and earn some brownie points.



EVENTS

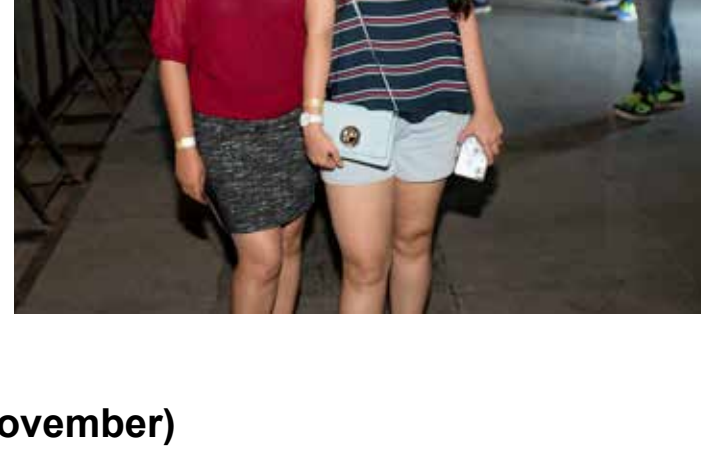
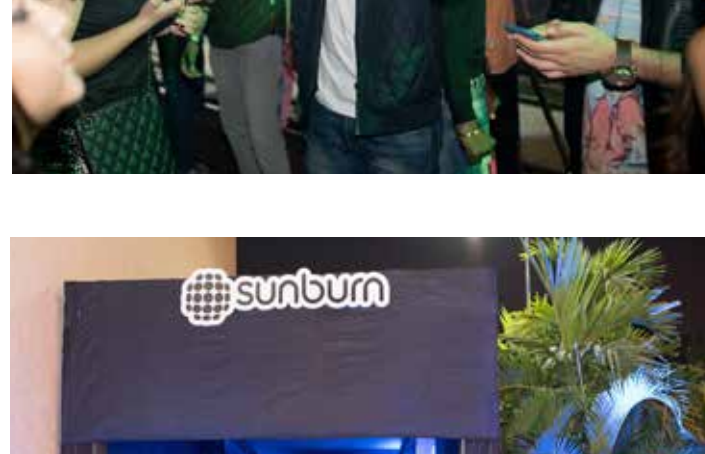
Shoppers-in-spotlight (1st November - 30th November)

At VR Surat, we believe that it's always shopping season and to reward all you shopaholics, we introduced the 'Shoppers-in-Spotlight' campaign. Patrons with three or more bags from brands at the Centre were awarded exciting gift vouchers, ensuring VR Surat was abuzz all week with happy shoppers eagerly waiting for their chance in the spotlight.



Sunburn (11th November)

This month, VR Surat hosted Sunburn, Asia's biggest music festival at our massive Festival Park. The entire area was lit up as DJ Kash kickstarted the evening making crowds groove to his electronic sounds and progressive beats. The festival was headlined by the much lauded queen of hip hop and trap, DJ Teri Miko. Her infectious energy ensured the atmosphere at the festival was electrifying and left all of Surat's EDM enthusiasts begging for an encore.



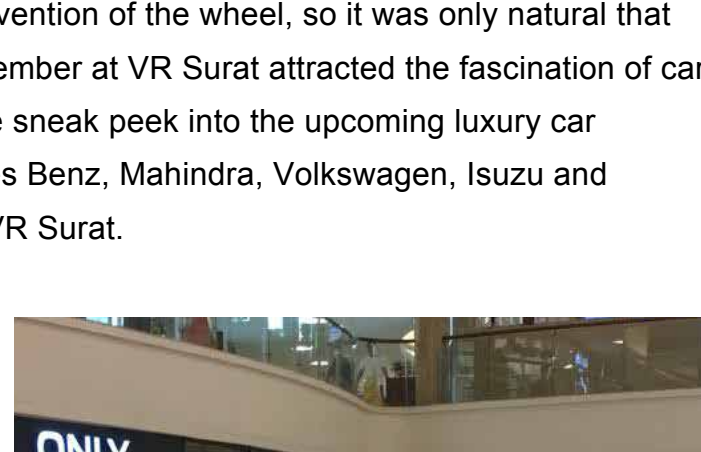
Majja-no-Medo (12th November - 15th November)

Surat's iconic Kid's Carnival, 'Majja No Medo' made a comeback this year with a bunch of activities planned in association with Green Gold Animation, the leading producer for children's content in India. The Centre was transformed into the lively town of Dholakpur as Chhota Bheem and his friends Jaggu, Kalna and Chutki descended to interact with the children all weekend long. On Children's Day, the little ones even got a chance to indulge in a host of games and activities with their favourite characters and finally the kids savoured some scrumptious cake. A wonderful Children's day indeed!



Auto Arcade 2017 (18th November - 19th November)

Cars have been an object of fascination since the invention of the wheel, so it was only natural that the Auto Arcade 2017 held on 18th and 19th of November at VR Surat attracted the fascination of car enthusiasts across the city. Patrons got an exclusive sneak peek into the upcoming luxury car collections for the year 2018 by brands like Mercedes Benz, Mahindra, Volkswagen, Isuzu and Triumph making it yet another exciting weekend at VR Surat.



STAY TUNED



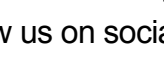
Christmas Jalsa (1st December - 25th December)

Deck the halls with lights, Christmas Jalsa is back. This December, the Centre will play host to tons of deals, festive celebrations, a Santa parade, carol singing and a lot more. Join us as VR Surat puts the 'Jalsa' in Christmas this year.

Backyard Carnival (23rd December - 25th December)

In keeping with the Christmas spirit, VR Surat will host a flea market curated especially for kids with exciting games and activities.

Stay updated on all that is happening at VR Surat
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www.vrsurat.com