



SEPTEMBER 2017 NEWSLETTER

Dear Partner,

Vibrant days and colourful evenings, the month of September was captured by the spirit of Navratri. Right from the eve of Navratri all through to Dussehra, the enthusiasm was at it's peak. Dancing Khelaiyas and the Navrang across the Centre added more excitement to the already-most-awaited event of the year. Glam Garba - an enthralling, nine-day festival that saw VR Surat become the destination to be at, this Navratri.

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

Warm Regards,
Team VR Surat

EVENTS

Ratri Before Navratri - 20 September, 2017

To kick-off the Navratri festivities, VR Surat invited over 100 khelaiyas that grooved to Maddy and band's timeless music. The event successfully set the stage up for the much awaited Navratri as it offered a sneak peak into what Glam Garba had in store for the city of Surat.



Glam Garba - 21 September to 30 September, 2017

Glam Garba - the highlight of our 2017 calendar was easily one of our biggest successes. Organised at our 30,000 sq.ft. Festival Park each night of this nine day festival . Each night was curated around some very exciting and unique themes such as Desi Garba Night, Bollywood Night, Marwardi Night, Sufi Night and Retro Night making sure the crowds kept grooving. The Centre was packed with Garba enthusiasts and performers from all over the city making the 5th edition of Glam Garba a grand success. Adding to our happiness, the event raked in the the highest ticket sales and the Centre received a total footfall of 1,77,787, 14% more than last year.



Navratri Na Navrang - 21 September to 30 September, 2017

VR Surat signified Navratri's nine colours by bringing them into play, both online and offline. The decor at the Festival park included pillars that donned one of the nine colours each representing one of the nine goddesses celebrated during this time. Our followers on social media also had a chance to learn about each of the nine colours and about the products that they can purchase from our stores on each day. The campaign was very well received both online and offline.



STAY TUNED



Yes, you read it right! It's time for Diwali, or as VR Surat calls it, it's time for 'Dilwaali Diwali' that is all set to redefine shopping with an elaborate game - Brandopoly. So be sure to amp up your gaming skills before Diwali and you can drive home the grand prize! Stay tuned to our social media handles to know what else is in store this festival of lights!

Stay updated on all that is happening at VR Surat
Follow us on social media:



www.vrsurat.com