



DECEMBER 2017 NEWSLETTER

Dear Partner,

Here's wishing you a Happy New year from all of us at VR Surat.

The last quarter of 2017 was truly a memorable one as VR Surat celebrated its marquee events Glam Garba, Dilwaali Diwali and Christmas Jalsa. Kick-starting the season of festivity, the Centre was all decked up with lights and decor, as VR Surat played host to an array of exciting events that enveloped the whole city in festivities.

The spirit of Jalsa was palpable at the Centre as we hosted some fun activities and workshops, ending the year on a high note. The holiday season also witnessed ardent Suratis shopping to their heart's content as VR Surat gave its patrons a chance to win a mega prize, a Suzuki Gixxer. We signed off the month with the return of Backyard Carnival that was packed with games and activities, a treat for our youngest patrons.

As we embark upon a New Year, we thank you for your support and look forward to your continued patronage.

Warm Regards,
Team VR Surat

EVENTS

Christmas Jalsa (1st - 25th December)

The month of December brought with it - the VR Surat Christmas Jalsa. The Centre was decked with festive baubles, twinkling lights and a giant 45 ft Christmas tree that welcomed enthralled patrons. That's not all, VR Surat was also all set up for a much anticipated visit from Santa Claus, who landed at the Centre on his sleigh on the 25th of December. A celebration is never truly complete without shopping and our brands rolled out exciting offers for customers to explore.

What's more, the more our visitors shopped the higher were their chances of winning our mega prize a Suzuki Gixxer worth Rs.1.2Lakhs. Now isn't that a Merry Christmas.



All I Want For Christmas (1st - 25th December)

This year, our massive "All I Want for Christmas Wall" gave our shoppers the opportunity to share their wishes with Santa himself. Thousands of wishes poured in and the most heartwarming ones of them were fulfilled.



Santa's Workshops (1st - 25th December)

Christmas Jalsa also featured various workshops that gave the young ones an opportunity to learn the art of making greeting cards, decorating their cookies amongst other interesting skills that could be put to use during the holiday season.



Carol Singing & Santa Parade (24th - 25th December)

As Christmas harmonies and carols echoed through the Centre, we geared up for the much awaited visit from Santa Clause on Christmas Day. A grand Santa parade marched down Surat's famous Dumas Road, making its way to VR Surat.



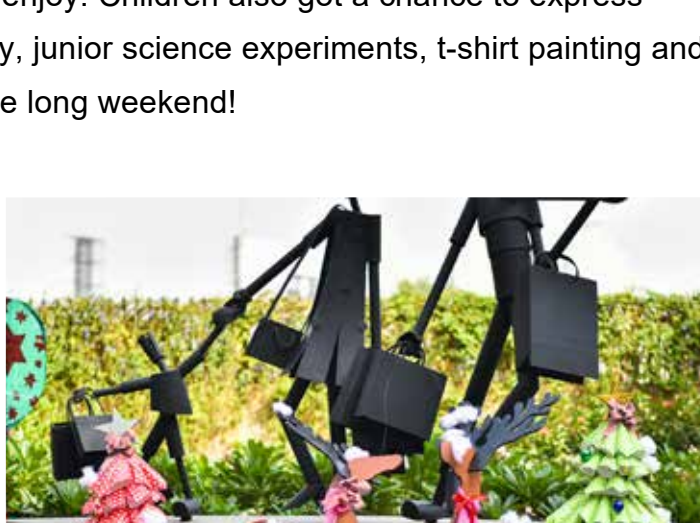
Baalkalakar (25th December)

Christmas is about the spirit of giving. VR Surat was the host for Baalkalakar, an event hosted in association with AIESEC Surat on Christmas. Over 60 children joined us and were treated to some riveting stories told through the art form of puppetry. The event also hosted a storytelling competition that concluded with all the little children receiving stationery sponsored by AIESEC Surat.



Backyard Carnival (23rd - 25th December)

The Christmas weekend was a special one as Magdalla Street played host to Surat's biggest family carnival, the VR Surat Backyard Carnival. The street was abuzz with the excited chatter of children and their parents as families took in the 3 day shopping extravaganza just in time for Christmas. In typical VR fashion, aside from being an eclectic shopping experience, the flea market was also filled with fun games and live performances for patrons to enjoy. Children also got a chance to express their creativity through engaging workshops in pottery, junior science experiments, t-shirt painting and even dancing, making it a wonderful way to spend the long weekend!



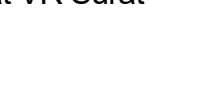
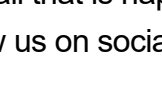
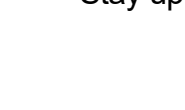
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End of Season Sale (1st - 21st January)

In 2018, VR Surat is all set to give its patron's more reasons to shop. The iconic End of Season Sale is all set to make a grand comeback with mega discounts on brands and even bigger prizes to be won. VR Surat is now looking forward to having all its enthusiastic customers flock to their favourite brands not only to shop but also to increase their chances of winning our mega prize - a fully sponsored trip for two to Thailand!

Stay updated on all that is happening at VR Surat
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