

## Dear Partner,

VR Surat, the city's ultimate lifestyle destination, commenced the new year with a flurry of exciting events. From the highly anticipated Mad Mad Sale, indulging shoppers with enticing deals and discounts, to enriching makeup masterclasses with MAC, we curated diverse experiences. Demonstrating our commitment to Connecting Communities®, the centre hosted a spoken art festival, providing a platform for the city's talented artists. The entertainment bar soared with the star-studded visit by the cast of ITTAA KITTAA. Our celebration of the 75th Republic Day echoed with patriotic fervour alongside the presence of the distinguished conservationist, Tarun Mishra.

As we venture into the new year more thrilling events await on the horizon. After all, VR Surat is where all the fun begins.

Warm Regards,  
Vikrant Bhonsle,  
VP Business Operations, VR Surat

## MAD MAD SALE: Shopping Extravaganza

05<sup>th</sup> – 31<sup>st</sup> JANUARY 2024

During VR Surat's Mad Mad Sale, shoppers indulged in a buying spree, availing lucrative deals and extra rewards. Spending INR 9999 or more provided patrons a chance to win gift vouchers worth INR 2000, and top shoppers stood to enjoy a 2-night stay worth Rs. 20K, and the possibility of claiming a spectacular bumper gift. With 265 participants, the Mad Mad Sale wasn't just a shopping campaign; it was an opportunity to seize the best deals and rewards.



## REPUBLIC DAY Themed pop-up market:

20<sup>th</sup> – 21<sup>st</sup> JANUARY 2024

The centre transformed into a vibrant hub with the Republic Day-themed pop-up market. Showcasing exquisite product categories like jewellery, handbags, accessories and apparel. The market infused a burst of colors and styles, creating an engaging and memorable shopping experience.



## MAKE-UP MASTER CLASS: Indulge in Beauty

20<sup>th</sup> JANUARY 2024

VR Surat recently hosted a make-up masterclass in collaboration with Mac, where renowned makeup artists shared the secrets to achieving a flawless look. Attendees were treated to a live demonstrations of the latest products and make-up techniques. As a gesture of gratitude, participants received exclusive gifts and enjoyed special discounts. 50 enthusiastic participants attended this insightful workshop.



## “ITTAA KITTAA” MOVIE PROMOTION: Star-Studded Extravaganza

20<sup>th</sup> JANUARY 2024

VR Surat was graced by the star cast of the blockbuster movie 'ITTAA KITTAA,' featuring Mrs. Mansi Parikh and Mr. Raunak Kamdar. The actors visited our centre to promote their film, which later premiered at INOX, creating buzz and anticipation for the movie.

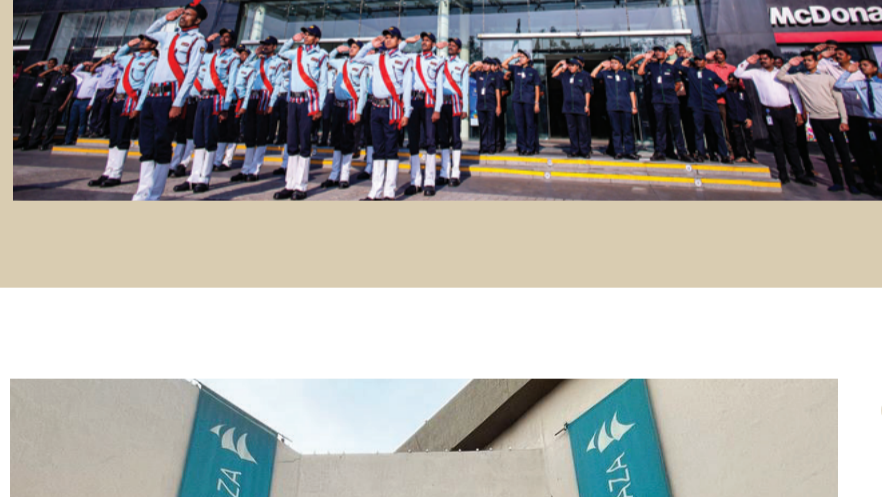


## HONOURING INDIA'S HERITAGE:

A patriotic splendor

26<sup>th</sup> JANUARY 2024

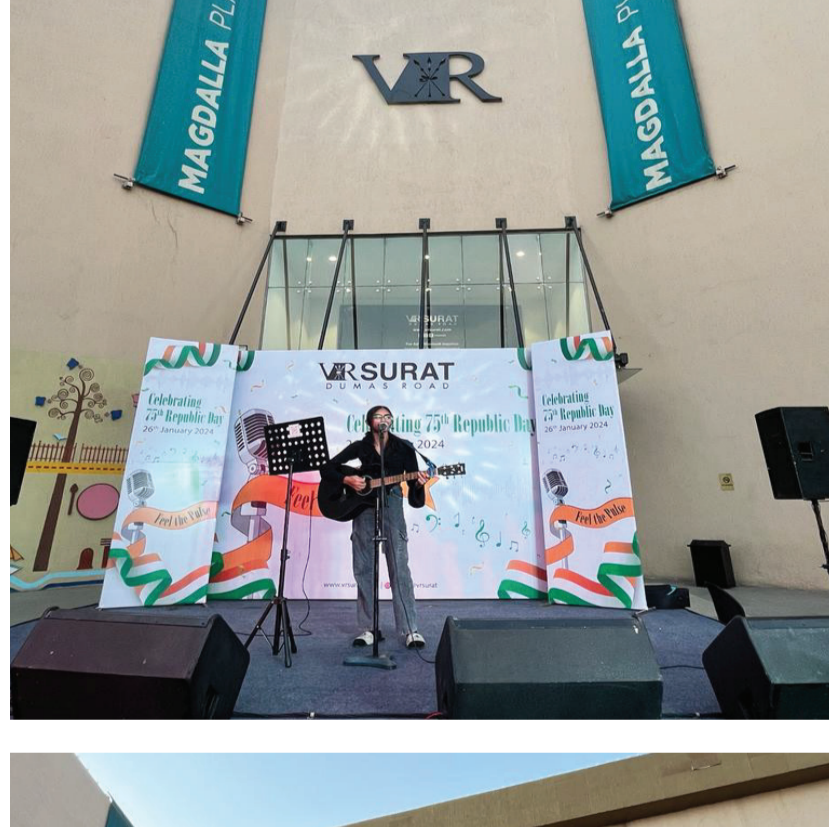
The centre organized a solemn flag hoisting ceremony which was followed by a lively parade. Mr. Tarun Mishra, a distinguished conservationist, and our esteemed Chief Guest, brought an inspiring touch to the celebration. The atmosphere echoed with patriotic fervour as attendees stood in honour of our nation, creating a memorable tribute to India's sovereignty.



## COMMUNITY CONNECTIONS: An Evening of Open Mic & Live Music

26<sup>th</sup> JANUARY 2024

Aligned with our commitment to Connecting Communities®, we hosted an Open Mic session—an evening dedicated to promoting spoken art. 45 talented artists showcased their diverse skills, that included poetry, singing, storytelling, and more. "The Root Notes" band delivered a mesmerizing performance that got the audience swooning.



## UPCOMING EVENTS

### Valentine's Week Celebration

9<sup>th</sup> – 14<sup>th</sup> FEBRUARY 2024

Prepare to be swept away in the enchanting embrace of love at VR Surat as Valentine's Week unfolds. A spellbinding decor awaits, with a towering heart-shaped spectacle aglow in lights and blossoms. Join us for a romantic celebration, creating cherished moments throughout the week. Love is in the air!



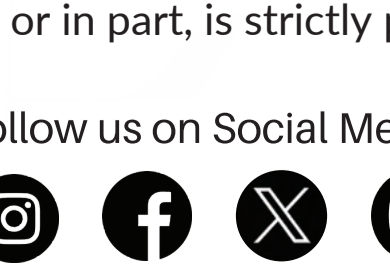
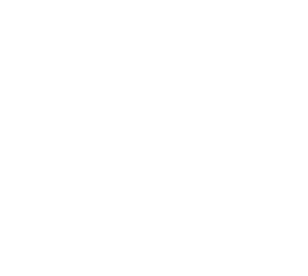
## NEW LAUNCHES



We are thrilled to announce the grand launch of World of Desserts. Elevate your palate with decadent creations, meticulously crafted to satisfy every dessert connoisseur's craving.



## UPCOMING LAUNCHES



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