



## Dear Partner,

June at VR Surat was a vibrant celebration of diversity and togetherness. The month featured an exceptional lineup of events and community initiatives. The Pride celebration was a testament to the city's progressive values and a reflection of the inclusive environment that VR Surat is known for fostering. The iconic Pride Walk with its kaleidoscope of colours and diverse expressions propagated the message of acceptance and equality. Following the Pride festivities, the excitement continued with the MAD MAD SALE, where unbeatable deals sparked enthusiasm and brought style and savings to every shopper.

The Magdalla Market transformed our plaza into a bustling hub of music, food, and shopping. The record-setting sanitary pad mosaic, in collaboration with Kamakhya NGO, was not just a feat for the Guinness World Records but a powerful message on menstrual hygiene awareness, shattering taboos, and encouraging societal progress.

VR Surat celebrated Environment Day amidst these vibrant events, featuring a captivating earth sculpture, promoting environmental protection and sustainability. The Fashion show on Father's Day became a medium for storytelling and celebrating paternal bonds, while the Yoga Day's tranquil assembly was a collective journey towards inner peace and physical well-being.

These events, each unique yet united by a common intent of Connecting Communities® exemplify VR Surat's role as more than a lifestyle destination—it's a catalyst for positive change.

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

## HIGHLIGHTS

### VR SURAT SETS A GUINNESS WORLD RECORD IN COLLABORATION WITH KAMAKHYA NGO

1<sup>st</sup> & 2<sup>nd</sup> June 2024

VR Surat, in collaboration with Kamakhya NGO, achieved a remarkable milestone by setting a Guinness World Record! Together, we used 18,300 sanitary pads to create a larger-than-life size display at the centre. This incredible feat not only secured a place for kamakhya and VR Surat in the prestigious Guinness World Records but also made a profound impact on our community. After the event, the sanitary pads were distributed among the centre staff and disadvantaged women in the city.

The vibrant "Shades of Red" flea market featured an eclectic mix of stalls, menstrual hygiene awareness booths, donation boxes, and a variety of attractions. The event buzzed with excitement, offering live band performances, AISEC showcases, interactive arts and crafts workshops, and a host of engaging entertainment options.



### ENVIRONMENT DAY A GREEN INITIATIVE

5<sup>th</sup> – 9<sup>th</sup> June 2024

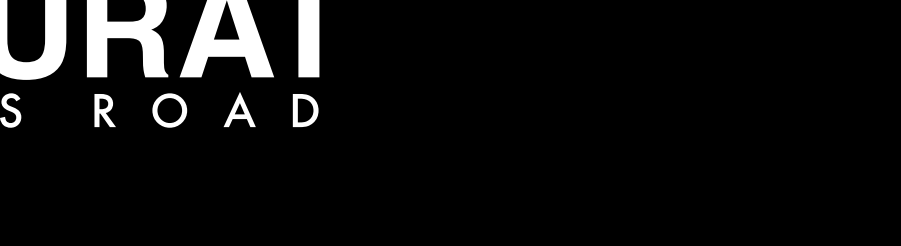
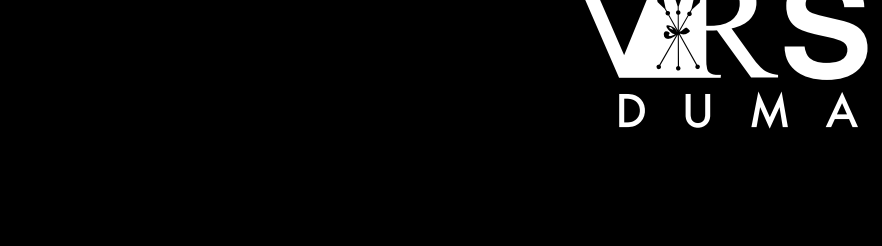
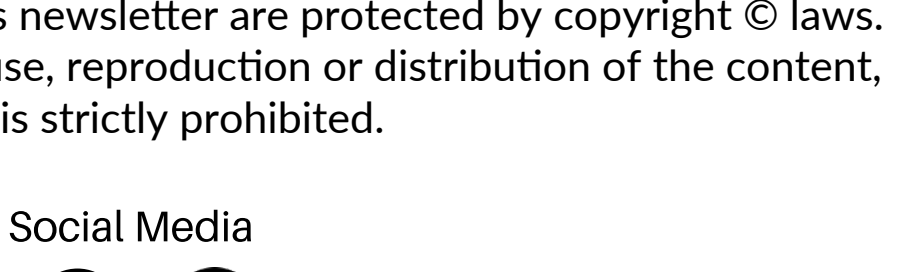
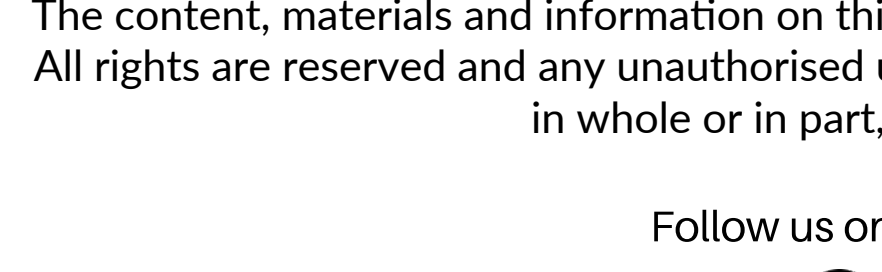
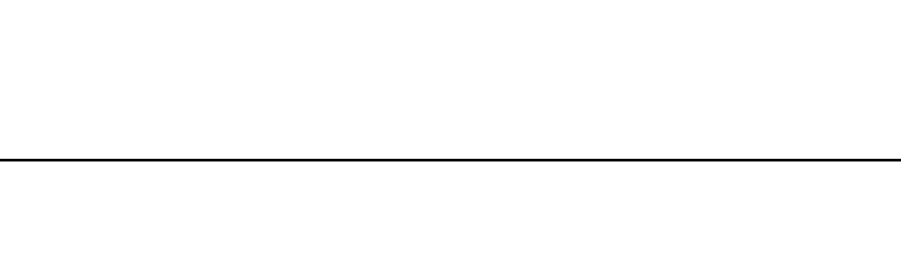
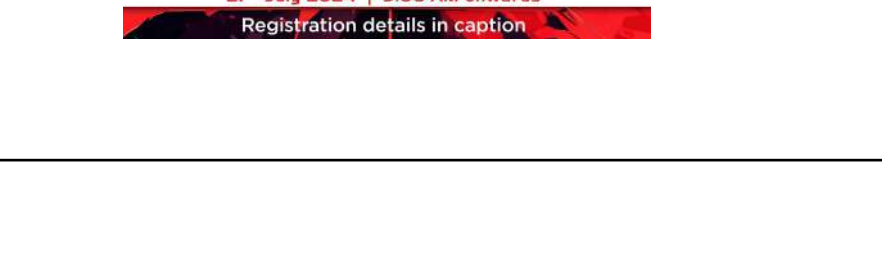
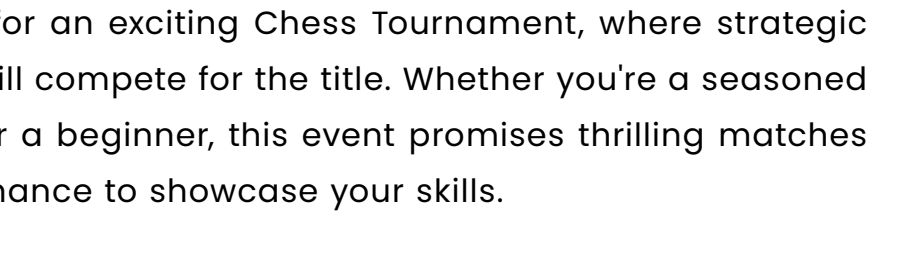
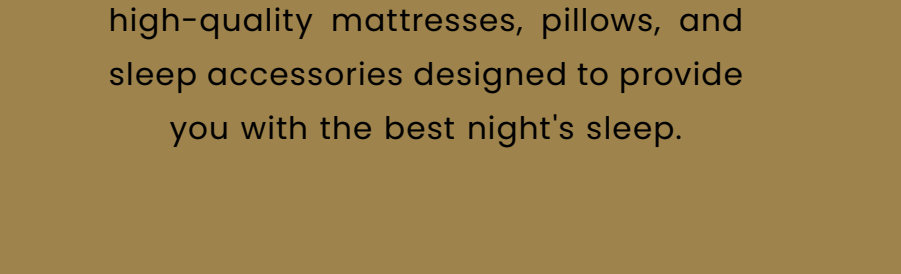
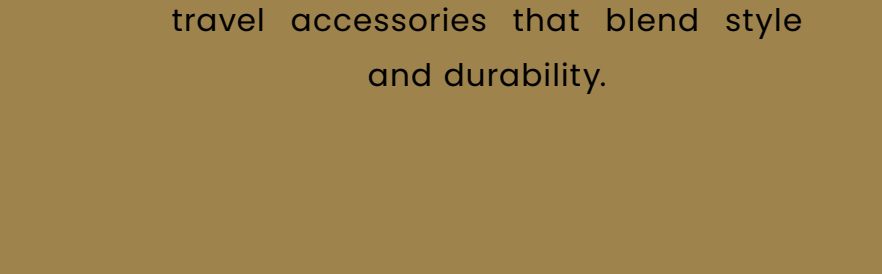
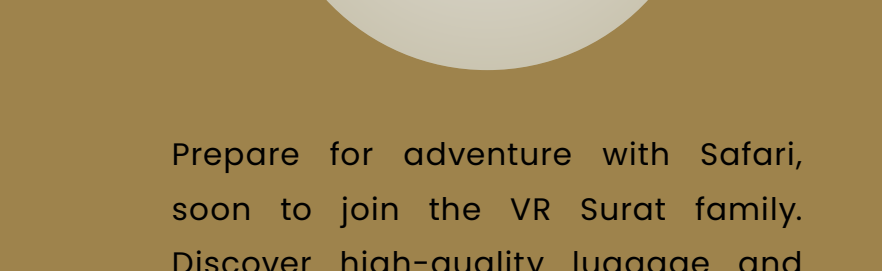
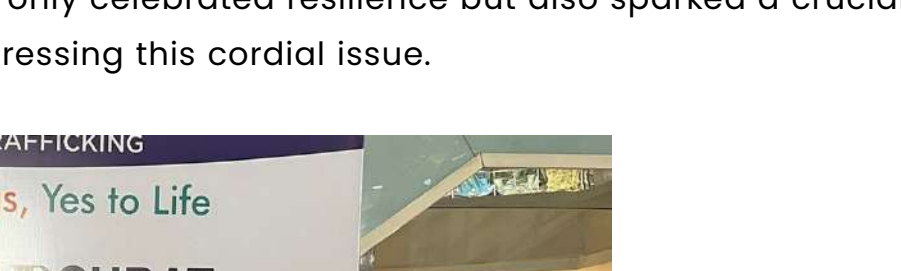
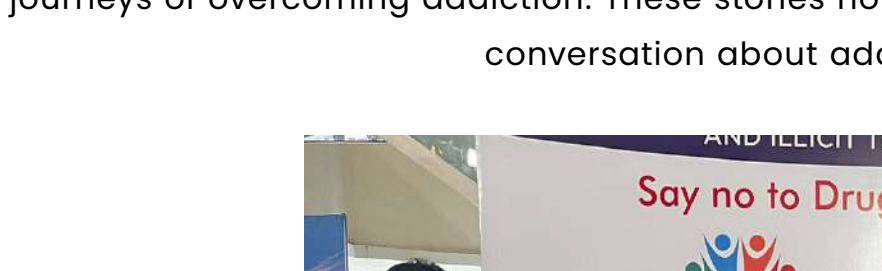
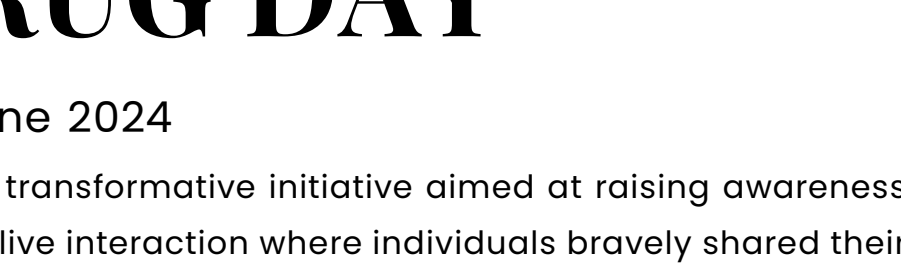
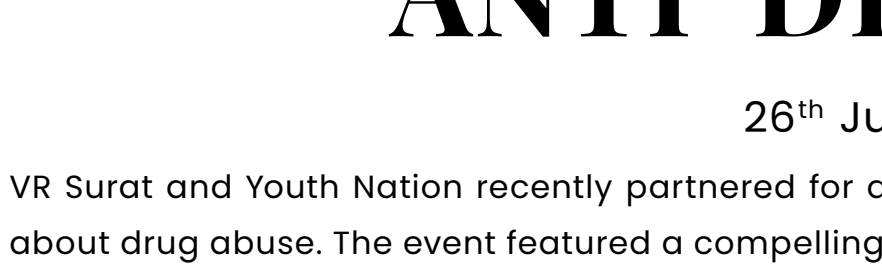
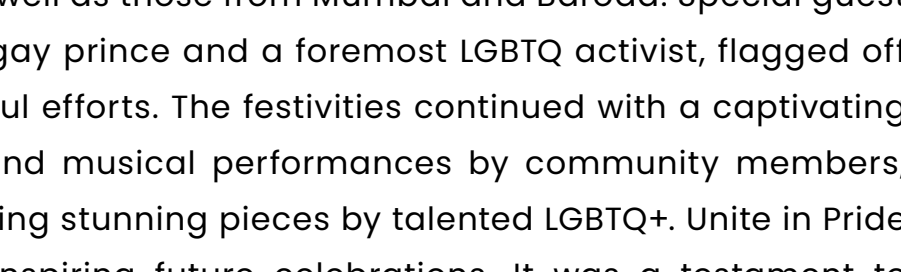
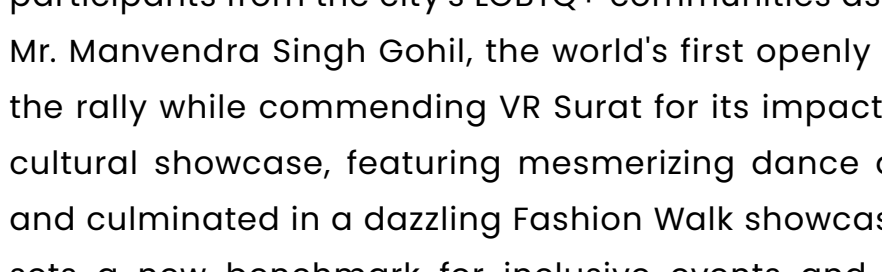
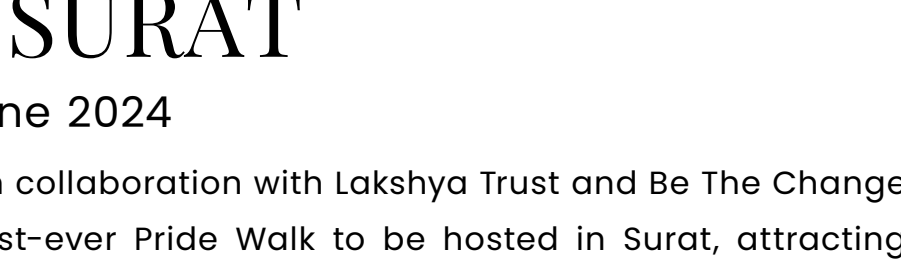
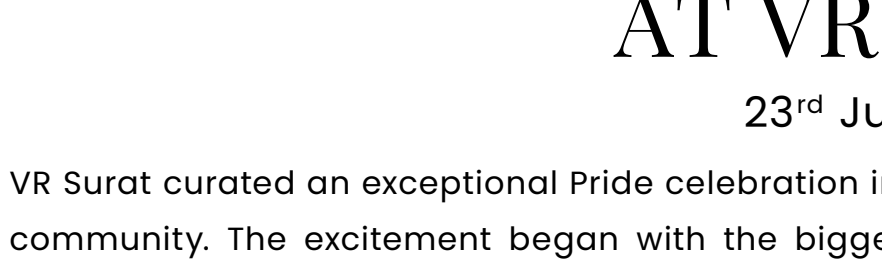
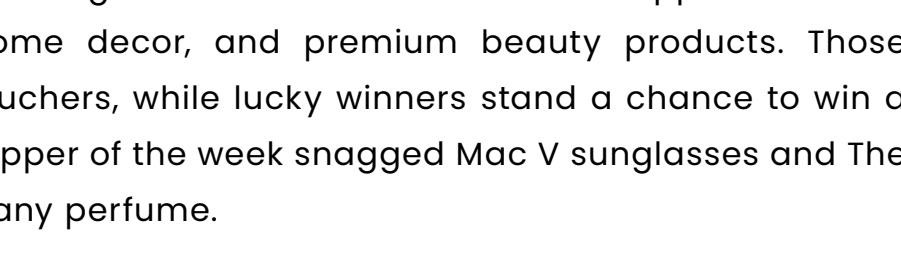
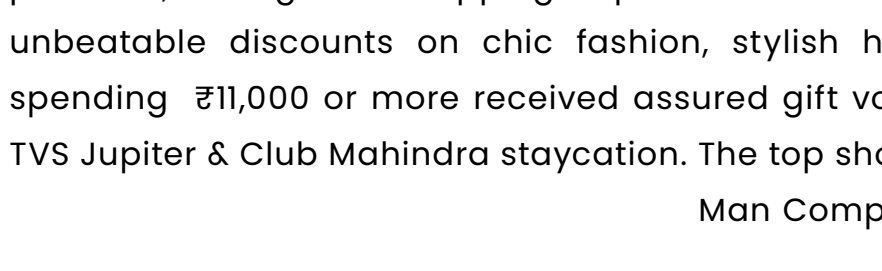
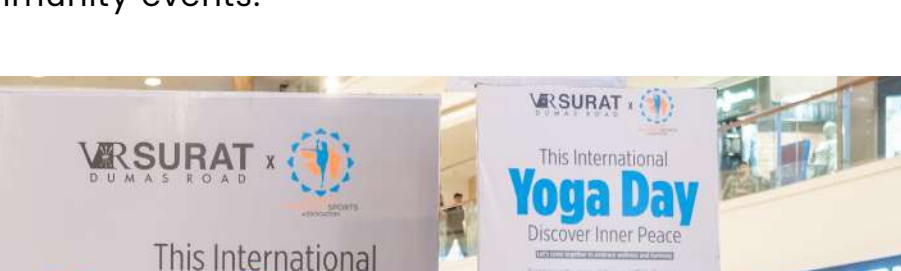
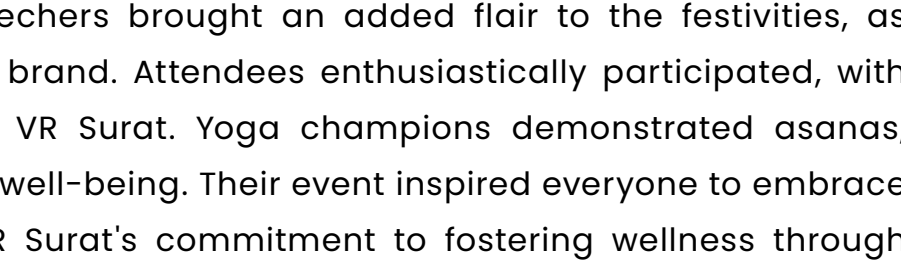
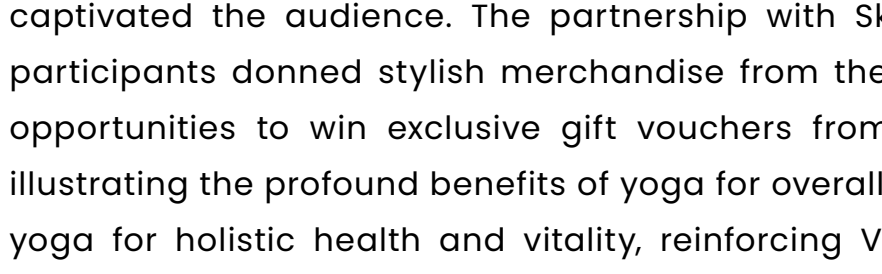
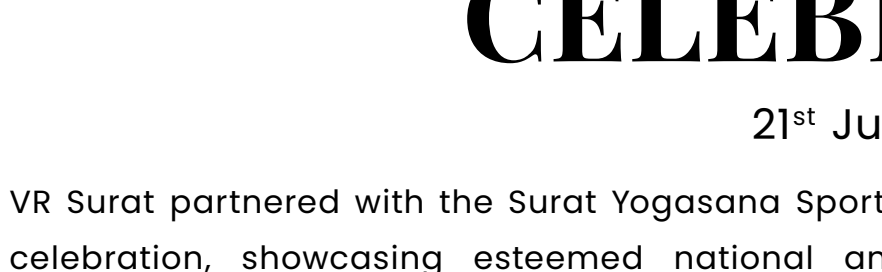
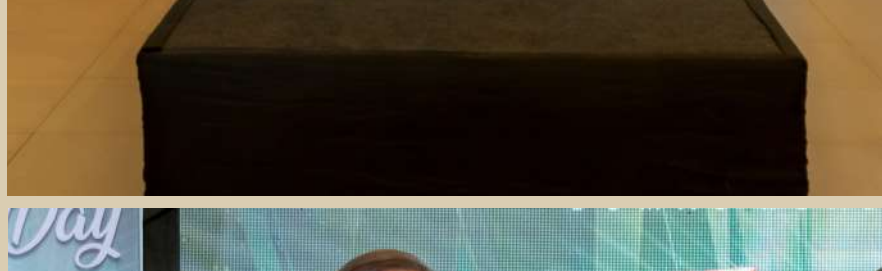
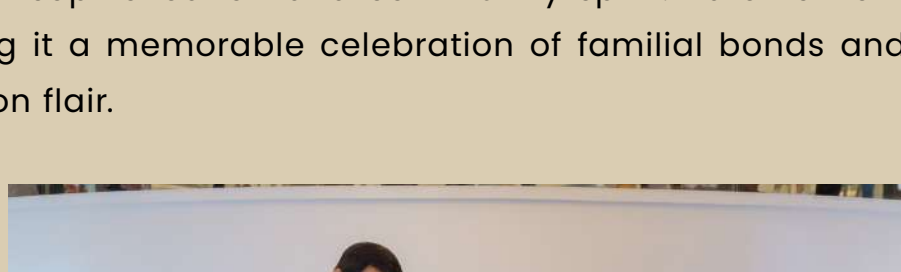
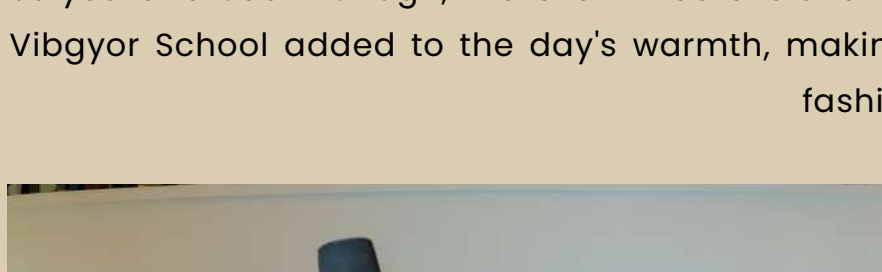
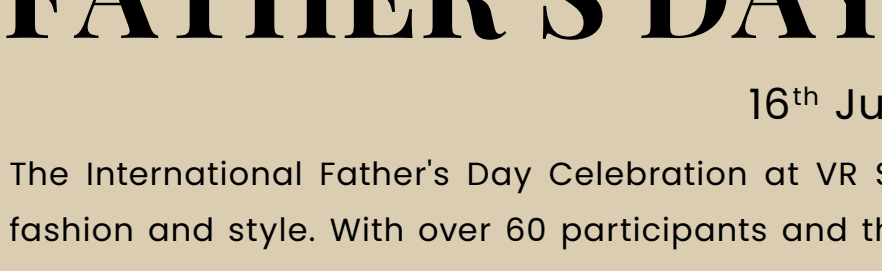
VR Surat celebrated Environment Day with a series of impactful events. A stunning earth sculpture was installed to reiterate the importance of conserving our environment. We distributed 150 free saplings to patrons, encouraging them to nurture and protect our environment. Through efforts like these we encourage the local communities to do their bit for nature. After all we are for earth, **#VRforEarth**



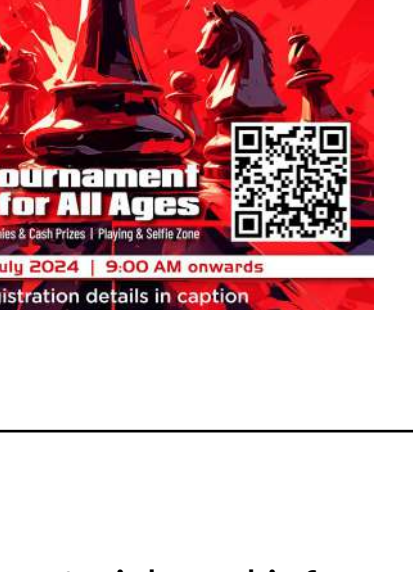
### MAGDALLA MARKET

8<sup>th</sup> & 9<sup>th</sup> June 2024

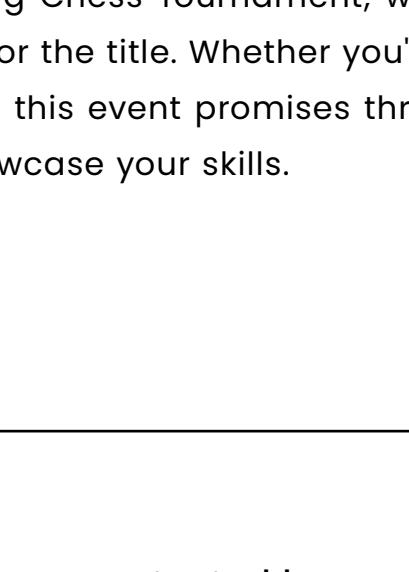
Magdalla Market, our recurring pop-up lifestyle market, transformed the Magdalla Plaza into a vibrant hub of entertainment, culinary delights, and shopping that drew visitors from all over the city. The highlight was the dynamic performances by Terrific the Band and PratiBimb the Band, whose electrifying tunes created an unforgettable atmosphere. Guests savored an array of culinary delights, from local specialties to international flavors. VR Surat seamlessly blended gourmet treats with music and shopping.



### UPCOMING BRANDS

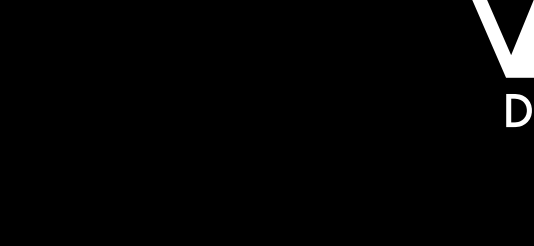


Prepare for adventure with Safari, soon to join the VR Surat family. Discover high-quality luggage and travel accessories that blend style and durability.



Wakefit, known for its innovative sleep solutions, will soon join the VR Surat family. Explore their range of high-quality mattresses, pillows, and sleep accessories designed to provide you with the best night's sleep.

### UPCOMING EVENTS



#### Chess Masters

27<sup>th</sup> July 2024

Join us for an exciting Chess Tournament, where strategic minds will compete for the title. Whether you're a seasoned player or a beginner, this event promises thrilling matches and a chance to showcase your skills.

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