



# Dear Partner,

April at VR Surat was marked by high-energy experiences, creative participation, and strong community engagement across the centre. The month brought together the excitement of live sports screenings, a design-led workshop in collaboration with FILA, and a distinctive platform for young talent through CEO Forum 5.0.

Together, these experiences reflected the Centre's continued focus on curating programs that feel current, engaging, and relevant to a wide range of audiences.

As we move into May, VR Surat enters a significant milestone month with its 13<sup>th</sup> anniversary celebrations. With a robust calendar of events, activations, and the anniversary Shop & Win campaign ahead, the Centre is set to build on April's momentum with a larger celebration designed to bring together shopping, entertainment, and city-wide participation.

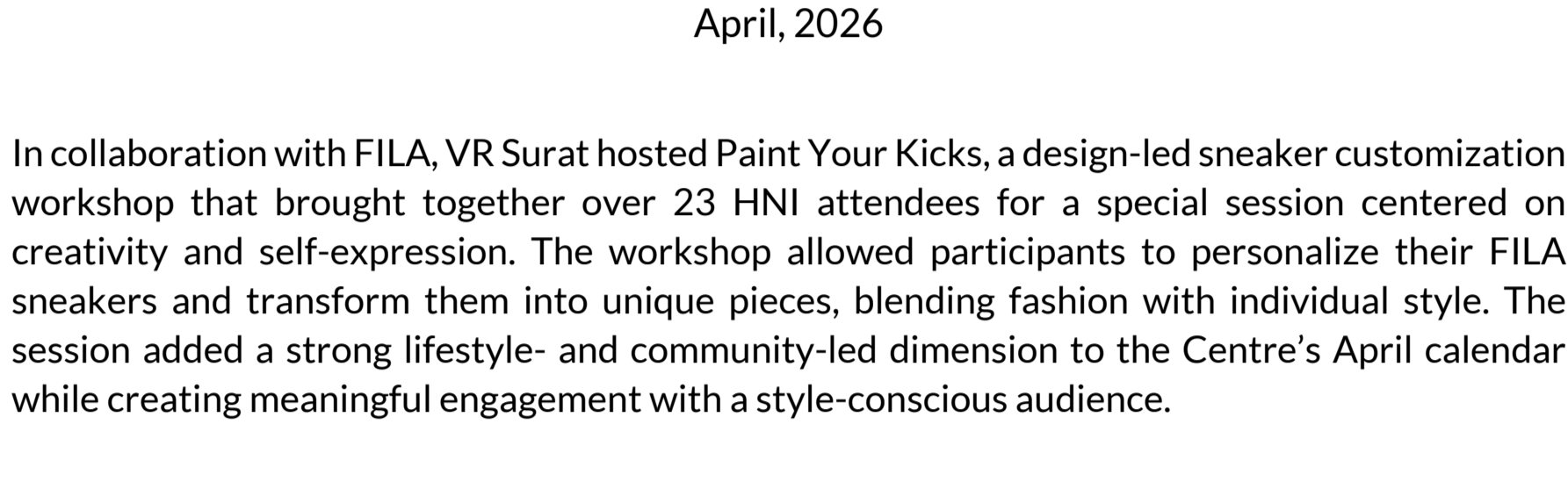
Warm regards,  
Team VR Surat

## HIGHLIGHTS OF THE MONTH

### INDIAN T20 PREMIER LEAGUE LIVE SCREENING

April, 2026

Throughout April, VR Surat brought the excitement of the Indian Premier League to Magdalla Plaza through large-format live screenings that created a high-energy match-viewing experience at the Centre. Visitors gathered to watch key fixtures on the big screen, with weekend screenings further elevated through anchor-led engagement activities, quizzes, and games. Adding to the atmosphere, WROGN merchandise was offered as part of the on-ground engagement, while Coffee Culture complemented the screenings with curated food combinations that helped keep visitors refreshed through the summer evenings.



### PAINT YOUR KICKS

April, 2026

In collaboration with FILA, VR Surat hosted Paint Your Kicks, a design-led sneaker customization workshop that brought together over 23 HNI attendees for a special session centered on creativity and self-expression. The workshop allowed participants to personalize their FILA sneakers and transform them into unique pieces, blending fashion with individual style. The session added a strong lifestyle- and community-led dimension to the Centre's April calendar while creating meaningful engagement with a style-conscious audience.



### CEO FORUM 5.0

April, 2026

VR Surat hosted CEO Forum 5.0 as a distinctive initiative that gave children between the ages of 5 and 15 a platform to present and market products they had created. The experience allowed participants to engage directly with customers at the Centre, helping them gain early exposure to sales, communication, and customer interaction. The forum was further strengthened by the presence of leading entrepreneurs from the city, who interacted with the participants, shared feedback, and judged the top winners across categories.

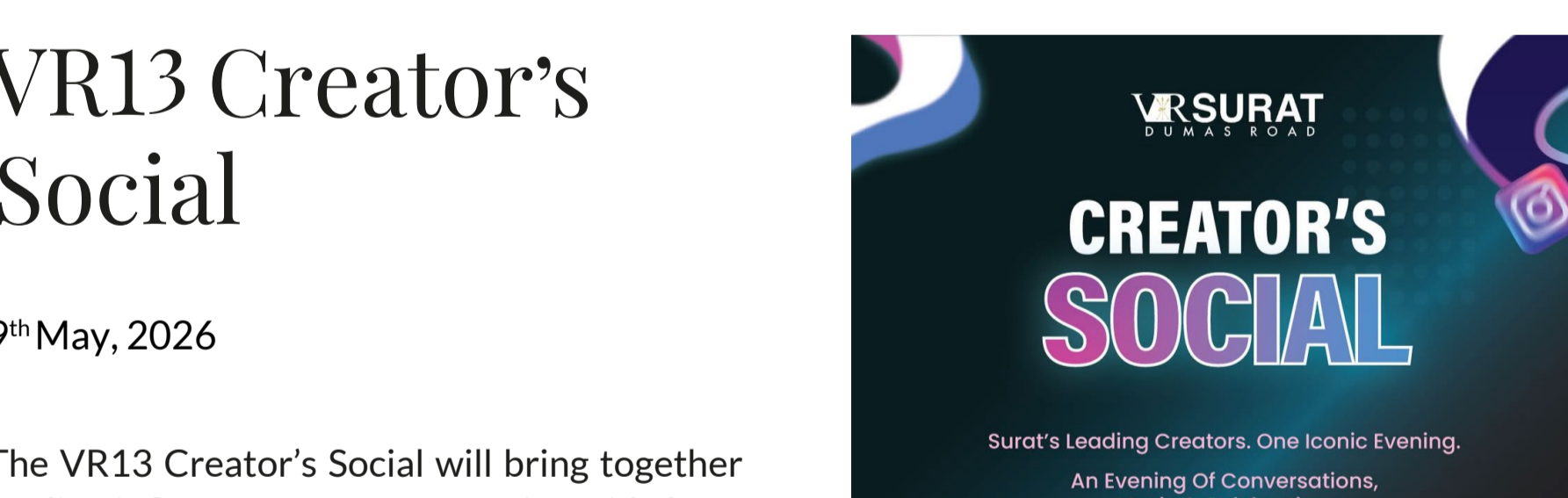


## SOCIAL MEDIA INSIGHTS

### RECORD GROWTH IN APRIL

VR Surat's social media presence during the period remained strong and consistently active, with content focused on sustaining visibility, driving engagement, and building anticipation around key Centre-led moments. Through a mix of static posts, reels, and stories, the page continued to maintain momentum while keeping audiences engaged across formats.

During the month, the page published 3 posts, 8 reels, and 110 stories, reaching 446,564 accounts and generating 834,083 views. The content also drove 4,681 interactions, reflecting steady audience engagement with the Centre's communication. The account closed the month with 56,294 followers, with 882 new followers added during the period.



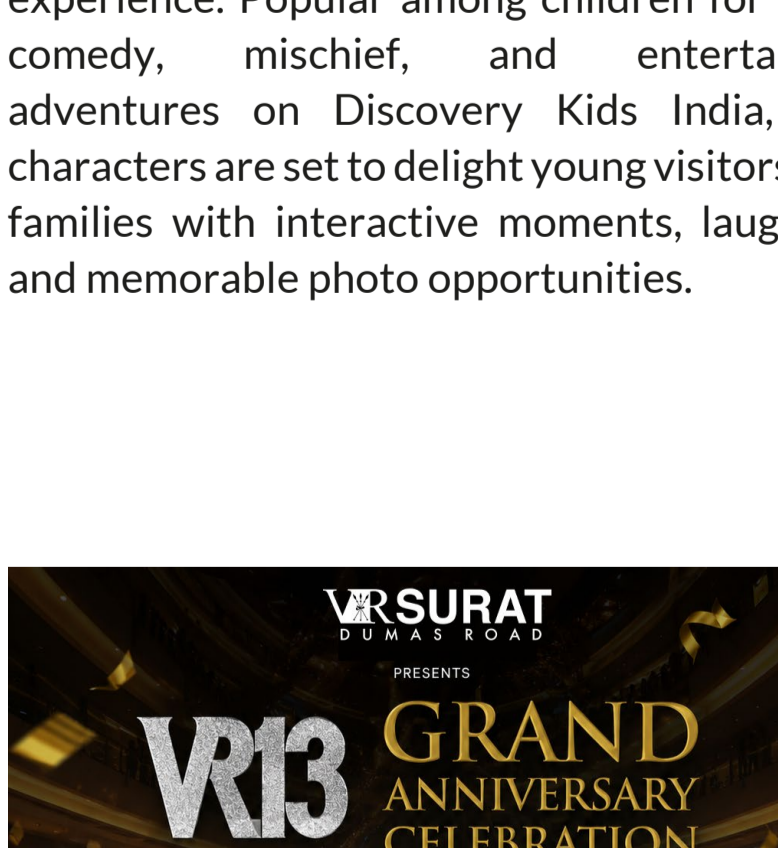
## NOW OPEN

### NYKAA LUXE

Nykaa Luxe is now open at VR Surat, bringing an expanded and elevated beauty destination to the Centre. With a wider range of beauty offerings and a more enhanced in-store experience, the opening further strengthens the Centre's premium beauty portfolio while adding to its diverse lifestyle mix.



## UPCOMING EVENTS



### 13<sup>th</sup> Anniversary Shop & Win

8<sup>th</sup>-24<sup>th</sup> May, 2026

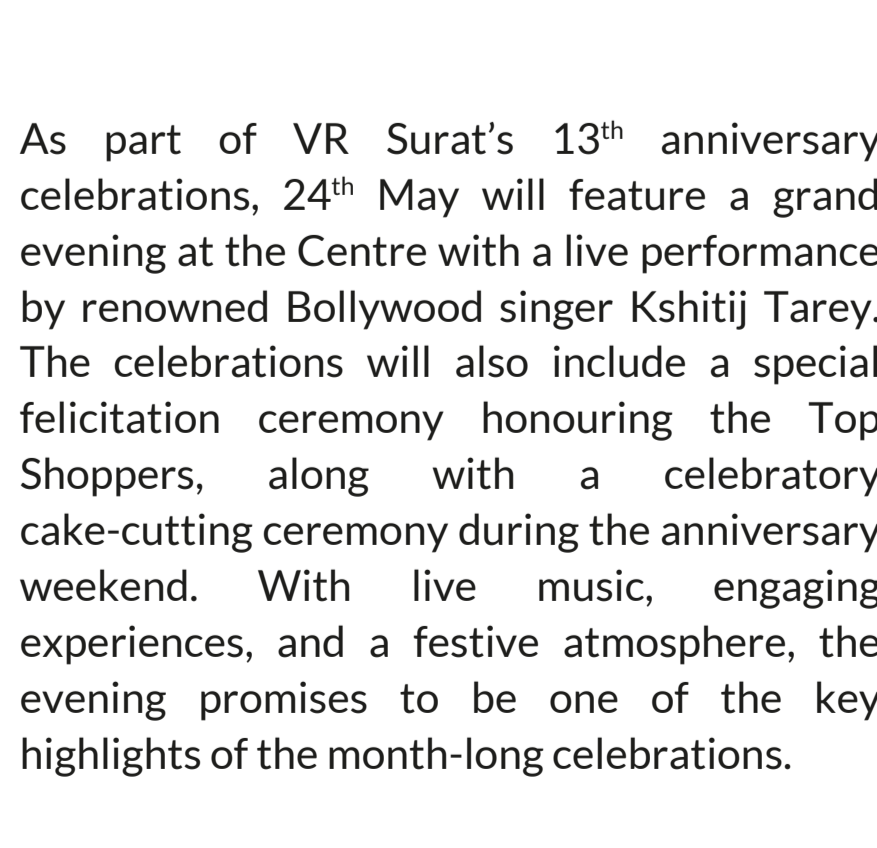
As part of its 13<sup>th</sup> anniversary celebrations, VR Surat will host a special Shop & Win campaign from 8<sup>th</sup> to 24<sup>th</sup> May. Shoppers will have the opportunity to participate in a mega lucky draw and stand a chance to win a Suzuki Gixxer, luxury wristwatches from Jaipur Watch Company, and premium products from Dyson. Supported by gifting partners including Seema Suzuki, Jaipur Watch Company, and Home Centre, along with styling partner Dyson, the campaign is designed to make the milestone celebration both engaging and reward-led.



### VR13 Creator's Social

9<sup>th</sup> May, 2026

The VR13 Creator's Social will bring together leading influencers to generate city-wide buzz and create real-time digital content around VR Surat's 13<sup>th</sup> anniversary celebrations. The initiative is designed to add a strong digital and culture-led layer to the Centre's milestone month.



### Mother's Day

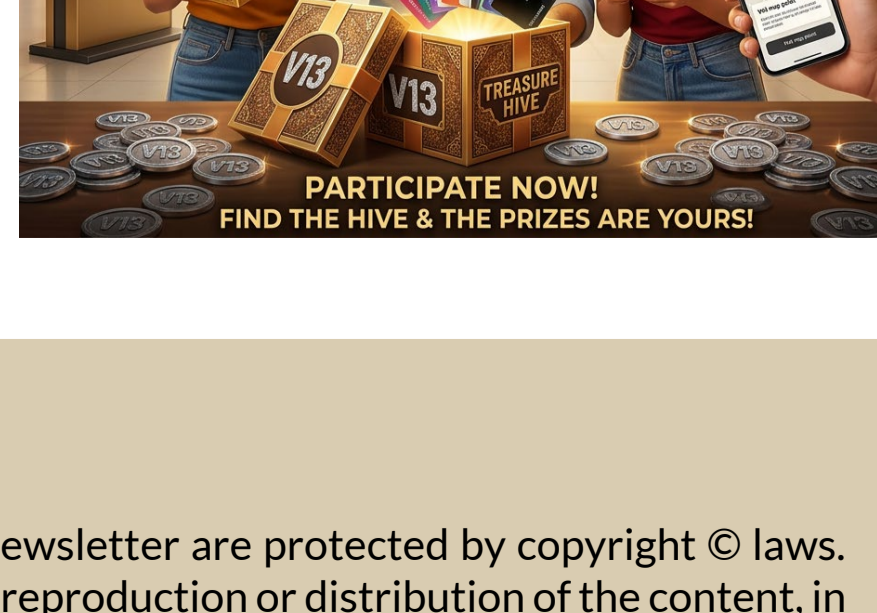
10<sup>th</sup> May, 2026

As part of its upcoming Mother's Day celebration, VR Surat will host a special fashion show featuring members of the doctors' association walking the ramp alongside their children. The event is designed to bring together family, community, and celebration in a heartwarming format, adding a meaningful and memorable dimension to the Centre's May event calendar.

### Cartoon Character Meet & Greet

14<sup>th</sup>-17<sup>th</sup> May, 2026

Adding a family-focused touch to the anniversary celebrations, the Cartoon Meet & Greet will bring beloved characters Titoo and Mr. Bean to the Centre for a fun-filled live experience. Popular among children for their comedy, mischief, and entertaining adventures on Discovery Kids India, the characters are set to delight young visitors and families with interactive moments, laughter, and memorable photo opportunities.



### Grand Anniversary Celebration

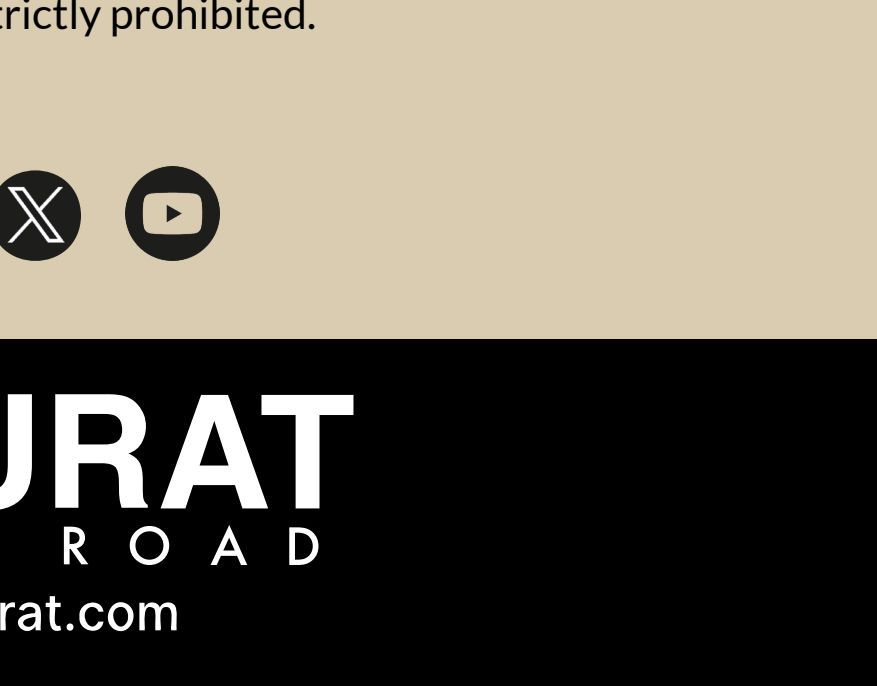
24<sup>th</sup> May, 2026

As part of VR Surat's 13<sup>th</sup> anniversary celebrations, 24<sup>th</sup> May will feature a grand evening at the Centre with a live performance by renowned Bollywood singer Kshiti Tarey. The celebrations will also include a special felicitation ceremony honouring the Top Shoppers, along with a celebratory cake-cutting ceremony during the anniversary weekend. With live music, engaging experiences, and a festive atmosphere, the evening promises to be one of the key highlights of the month-long celebrations.

### Treasure Hunt

29<sup>th</sup> May, 2026

Concluding the anniversary celebrations, VR Surat will host a Centre-wide Treasure Hunt, bringing families and groups of friends together for an exciting interactive challenge. Designed to encourage participation, teamwork, and exploration across the Centre, the activity promises a fun-filled and engaging finale to the month-long celebrations.



The content, materials and information on this newsletter are protected by copyright © laws. All rights are reserved and any unauthorised use, reproduction or distribution of the content, in whole or in part, is strictly prohibited.

