



Dear Partner,

August at VR Surat was nothing short of spectacular — a month where culture, community, and commerce came together to create unforgettable experiences. We kicked off with high-energy celebrations like the UNO No Mercy Championship — a first for Surat — and a buzzing Book Fest with Crossword that turned the Centre into the city's cultural hotspot. Our Raksha Bandhan digital contest and Friendship Day performance kept engagement alive both online and on-ground, while the iconic tricolour façade installation made VR Surat the talk of the town this Independence Day.

The Freedom Fest brought the Centre alive with footfall and retail excitement through Shop & Win rewards. Collaborations like the TEDx Surat Salon Men's Fashion showcase further reinforced our image as a hub of creativity and innovation. From the grandeur of flash mobs with 1,000+ dancers to festive workshops and décor-led experiences, every corner of the Centre radiated energy and celebration.

With campaigns that amplify brand visibility, initiatives that boost tenant sales, and experiences that build strong community connections, August was a powerful reminder of why VR Surat continues to set benchmarks in retail-led engagement.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

RAKSHA BANDHAN CONTEST

29th July – 6th August, 2025

Raksha Bandhan at VR Surat went beyond décor and discounts — it became a storytelling movement. Through #ThreadsMemoriesAndLove, we turned sibling nostalgia into an Instagram buzz, filling feeds with heartfelt stories. Strategic tie-ups with Bath & Body Works and Woggles brought aspirational rewards, while the campaign blended emotion with experience, digital with retail — showcasing VR Surat's power to create moments that truly connect the community and elevate our brand partner.



FRIENDSHIP DAY CELEBRATION

3rd August, 2025

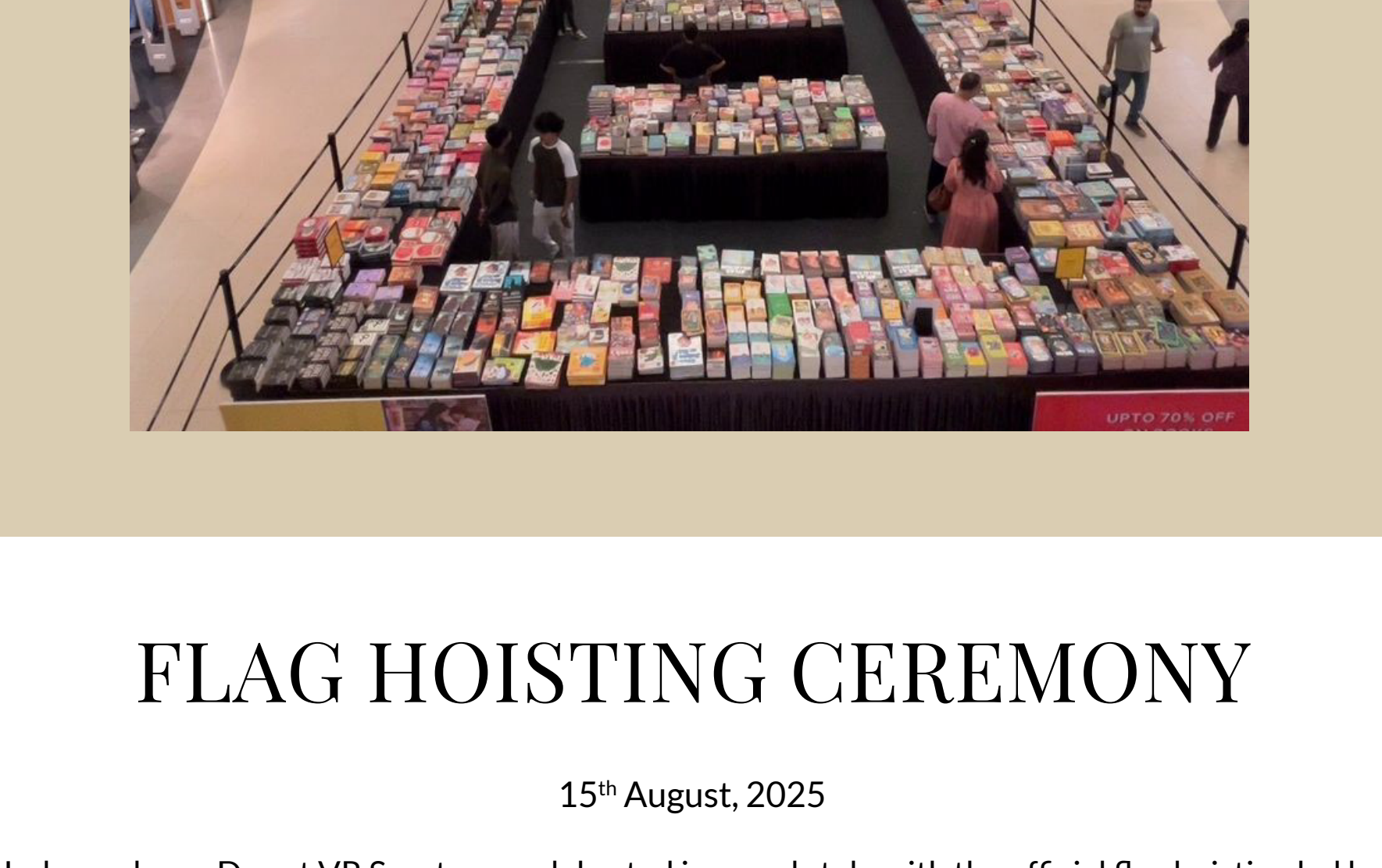
Friendship Day at VR Surat was not just about music — it was about creating community moments that translated into measurable impact. The electrifying live performance by Mehmaan Band set the tone, while our tenant partner EasyBuy joined as the gifting sponsor, using the occasion to build strong pre-launch buzz for their upcoming store. An anchor-led engagement activity further amplified awareness and visibility for the brand, ensuring EasyBuy stayed top-of-mind with audiences. The results spoke for themselves — Centre footfall on the day surged by an impressive 37%, with numbers reflecting positively on sales, proving once again how strategic partnerships and curated experiences at VR Surat drive both celebration and commerce.



79TH INDEPENDENCE DAY DECOR

10th – 17th August, 2025

This Independence Day, VR Surat transformed into the city's most Instagrammable destination — with towering tricolour installations, elegant hanging décor, and a stunning India Gate-inspired photo-op that became an instant crowd magnet. Our Click & Tag contest encouraged visitors to capture moments, tag @vrsurat, and win MAX gift vouchers worth ₹500. The campaign turned décor into digital engagement, sparking widespread social buzz while amplifying brand visibility and driving tenant sales — seamlessly blending patriotic celebration with impactful marketing.



FREEDOM FEST

10th – 17th August, 2025

This Independence Day, we amped up the celebrations with the Freedom Sale and Shop & Win rewards — shoppers who spent ₹5,000, ₹10,000, and ₹15,000 walked away with gift vouchers worth ₹500, ₹1,000, and ₹2,000, respectively. The festive campaign not only boosted sales but also created a vibrant shopping atmosphere. To extend the buzz, we partnered with Surat's leading Instagram page Surties (731K+ followers), with the campaign reel crossing 87.3K+ views, showcasing the powerful impact of combining retail and digital engagement.



BOOKFEST WITH CROSSWORD

14th – 31st Aug, 2025

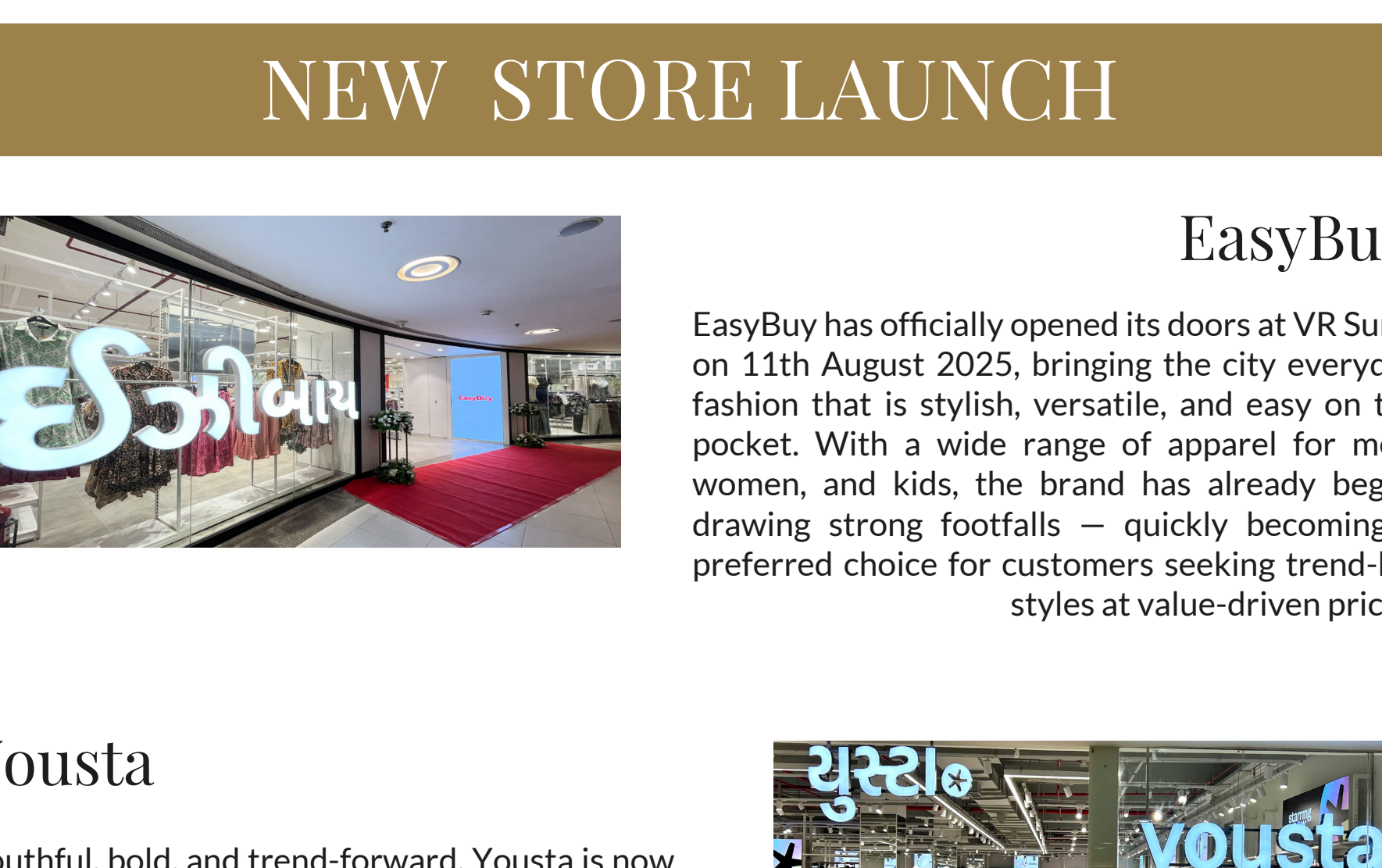
Bookfest at VR Surat turned the Centre into the city's cultural hub, drawing in 2,000 passionate readers and creating a powerful footfall driver for our retail partners. In collaboration with Crossword, we curated an experience that went far beyond bookshelves — from bestsellers and children's classics to interactive storytelling and discovery moments engaged families and young readers alike. The buzz across social media and the crowd at the event reinforced VR Surat's positioning as more than just a shopping destination.



FLAG HOISTING CEREMONY

15th August, 2025

Independence Day at VR Surat was celebrated in grand style with the official flag hoisting led by senior BJP leader Mr. Chhotubhai Patil. The highlight was a spectacular flash mob by 1,000+ performing dancers from the Surat Dance Association, creating a patriotic showcase that drew massive crowds, generated city-wide buzz, and reinforced VR Surat's stature as the go-to destination for iconic community celebrations.



UNO NO MERCY CHAMPIONSHIP

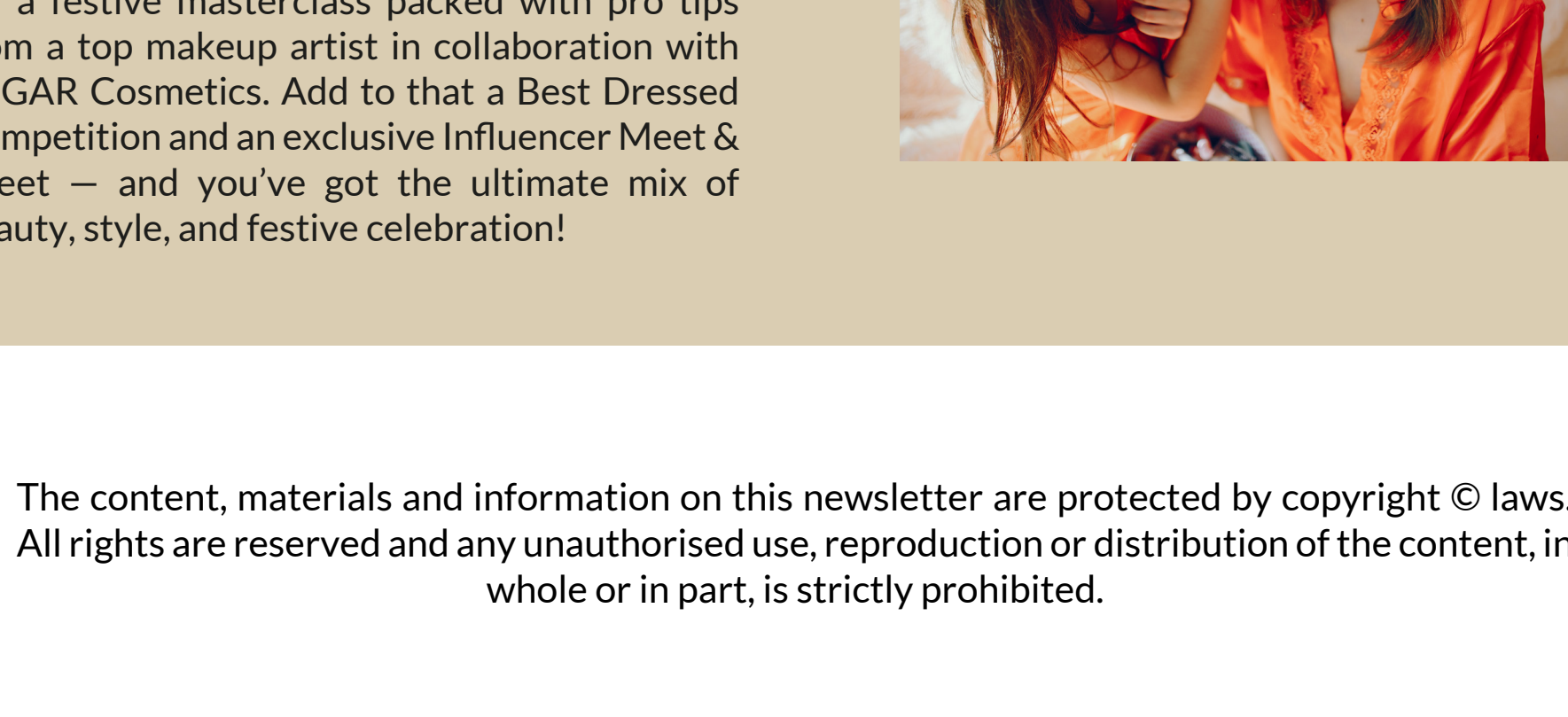
22nd – 24th August, 2025

Surat witnessed a first-of-its-kind thrill as VR Surat, the first VR centre to launch the UNO No Mercy Championship, rolled out a 3-day showdown of strategy, competition, and fun. The event drew 390+ enthusiastic participants, energising the Centre with a youthful buzz and community spirit. Beyond the on-ground excitement, the campaign created a massive digital footprint — with the event show reel crossing 388K+ views on social media. By pioneering this city-first concept, VR Surat reinforced its leadership in delivering unique, high-impact experiences that delight audiences and drive tenant visibility.



TEDxSURAT SALON

VR Surat proudly hosted the TEDxSurat Salon — an exclusive, high-impact event that blended ideas, fashion, and influence. Centred on men's fashion, the salon brought together inspiring speakers, thought-provoking discussions, and a curated audience of HNNs and changemakers. The evening was more than just dialogue — it became a platform for trend forecasting, cultural exchange, and premium networking.



SPOTLIGHT OF THE MONTH

GUEST OF HONOUR - FLAG HOISTING CEREMONY, INDEPENDENCE DAY

Independence Day celebrations were elevated by the presence of Mr. Chhotubhai Patil, Senior Leader of the Bharatiya Janata Party (BJP), who led the official flag-hoisting ceremony at the Centre. His participation brought distinction and stature to the occasion and reinforced VR Surat's role as a hub of civic pride and cultural leadership.

NEW STORE LAUNCH

EasyBuy
EasyBuy has officially opened its doors at VR Surat on 11th August 2025, bringing the city everyday fashion that is stylish, versatile, and easy on the pocket. With a wide range of apparel for men, women, and kids, the brand has already begun drawing strong footfalls — quickly becoming a preferred choice for customers seeking trend-led styles at value-driven prices.

Yousta
Youthful, bold, and trend-forward, Yousta is now open at VR Surat! Redefining everyday fashion for the next generation, discover the latest styles and trends waiting for you in-store.

UPCOMING EVENTS

Glam Garba 2025

A Festive Twist at VR Surat

This Navratri, we're adding a glam twist to the city's favourite celebration! Glam Garba 2025 brings together a vibrant series of interactive workshops and pop-up experiences that blend tradition with style, helping our patrons prep for the season with flair. From dance and décor to jewelry and glam — it's all happening right here.

Kathiyawadi Boys Garba Workshop

7th September, 2025

We're kicking off Navratri with a high-energy workshop led by the iconic Kathiyawadi Boys. Patrons will learn the latest garba steps in a fun, interactive session — setting the perfect rhythm for the season ahead.

Dakla Workshop with Mahaul

12th September, 2025

Mahaul is turning up the festive vibe with its first-ever Dakla Workshop at VR Surat — a high-energy celebration of rhythm, culture, and community spirit that will get everyone grooving to the true beats of Navratri.

Navratri Pop-up Flea

12th – 14th September, 2025

Our festive flea is all set to sparkle with jewellery, juttis, handmade accessories, and vibrant chaniya cholis — a one-stop haven for shoppers to nail their Navratri look with flair and style!

Jewellery Making Workshop

19th September, 2025

In collaboration with Karyashala, this creative workshop invites participants to design their own festive jewellery pieces — from earrings to hair clips and necklaces — adding a unique personal flair to their Navratri outfits.

Make-up Masterclass with SUGAR Cosmetics

20th September, 2025

As part of the Glam Garba experience, get ready for a festive masterclass packed with pro tips from a top makeup artist in collaboration with SUGAR Cosmetics. Add to that a Best Dressed Competition and an exclusive Influencer Meet & Greet — and you've got the ultimate mix of beauty, style, and festive celebration!

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