



Dear Partner,

August at VR Surat brought together festive celebrations, retail-led campaigns, community initiatives, and engaging on-ground experiences, creating a month filled with strong participation and diverse visitor touchpoints. From Friendship Day celebrations and the Freedom Sale to Independence Day, Operation Zero Bribes 2.0, and the Raksha Bandhan Click & Tag Campaign, the Centre continued to balance entertainment and shopping with meaningful community engagement.

As we move into September, the momentum continues with a mix of family-focused experiences, cultural exchange, and large-format showcases including Vantara Rescue Rangers, Global Village, and Auto Expo 2026.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

FRIENDSHIP DAY LIVE BAND & MAD MAD SALE TOP SHOPPER FELICITATION

2nd August, 2026

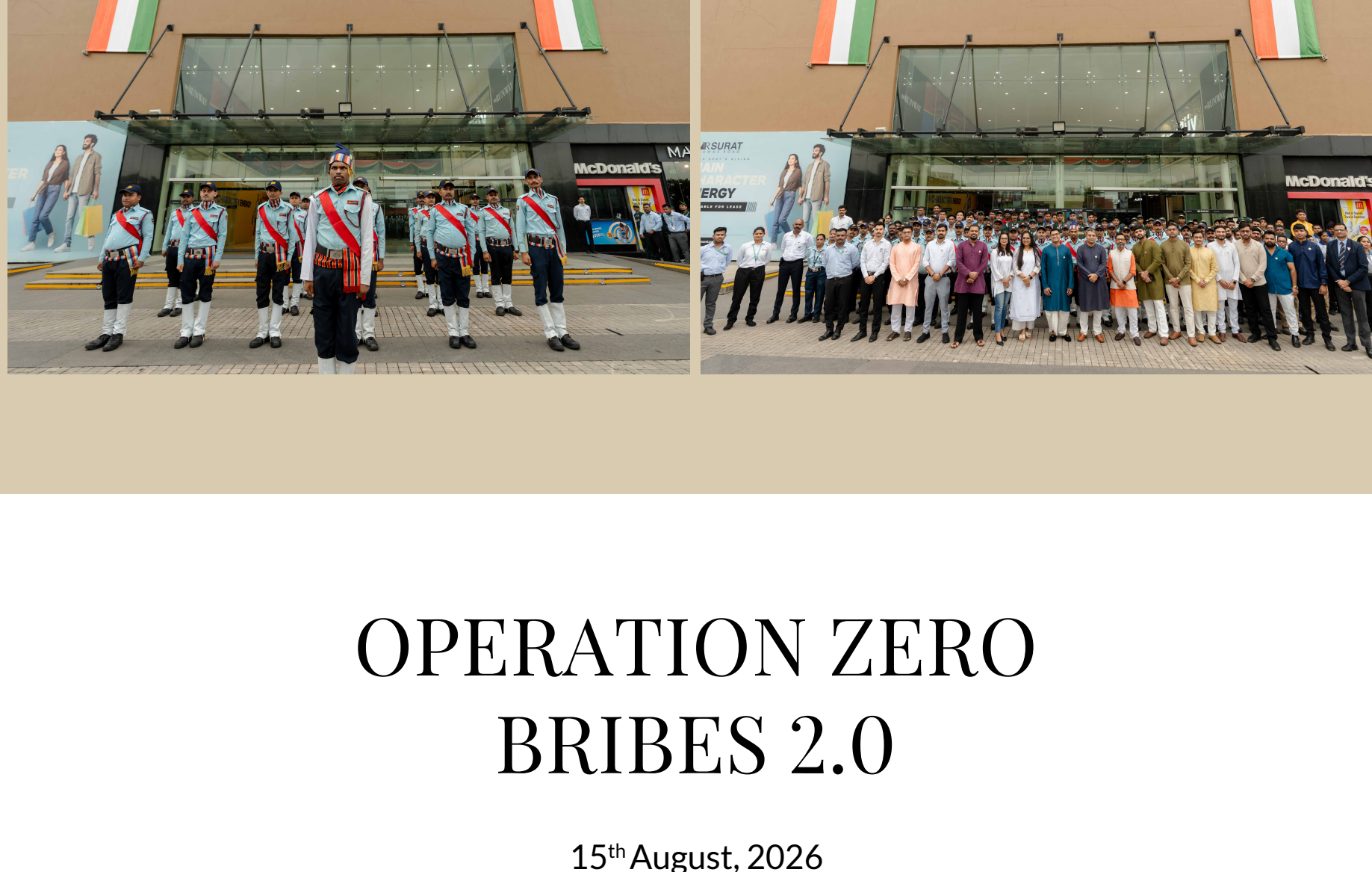
The evening featured an energetic live performance by Lakshya Band, supported by anchor-led games and audience interactions. The occasion also marked the felicitation of the Mad Mad Sale Shop & Win Top Shoppers, bringing the campaign to a celebratory closure.



FREEDOM SALE

7th – 16th August, 2026

Freedom Sale brought an Independence Day-led retail push to the Centre with exciting offers and discounts across fashion, lifestyle, food, and entertainment. The campaign also added a rewarding shopping mechanic, with customers shopping for ₹10,000 getting a chance to win gift vouchers worth ₹2,000, adding further momentum to the festive shopping period.



INDEPENDENCE DAY FLAG HOISTING

15th August, 2026

Independence Day was marked with a special celebration led by Vispy Kharadi, the "Steel Man of India and holder of 17 Guinness World Records" who joined VR Surat as Chief Guest. The program began with a parade followed by the flag-hoisting ceremony.



OPERATION ZERO BRIBES 2.0

15th August, 2026

Operation Zero Bribes 2.0 hosted in collaboration with the Anti-Corruption Bureau (ACB) Surat, the initiative focused on creating awareness around bribery, citizen rights, transparency, integrity, and responsible civic participation. Held in association with acbgujarat and bricsyouthalliance, the talk show encouraged zero tolerance towards bribery and greater public participation in building a corruption-free society.



RAKSHA BANDHAN CLICK & TAG CAMPAIGN

22nd – 30th August, 2026

Raksha Bandhan was extended into an engaging social-media-led activation that invited siblings to capture their bond at a specially designed selfie frame at the Centre. Participants were encouraged to post their pictures on Instagram and tag @vrsurat, with five winners selected daily, each receiving a ₹2,000 voucher.

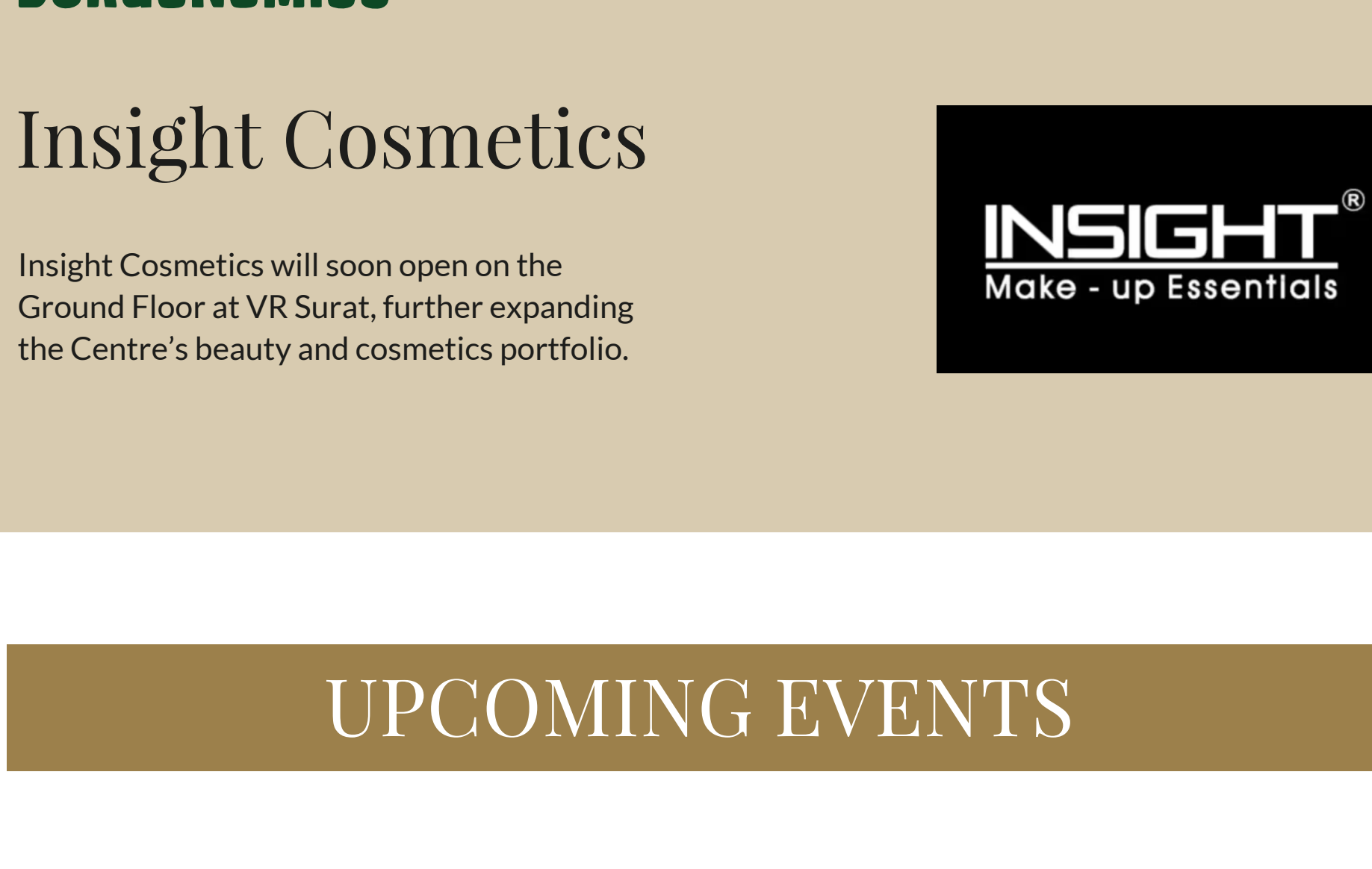


SPOTLIGHT OF THE MONTH

VISPY KHARADI – "STEEL MAN OF INDIA"

August's Spotlight of the Month is Vispy Kharadi, widely known as the "Steel Man of India." Having secured his 17th Guinness World Record, Vispy has built a remarkable reputation through extraordinary feats of strength and endurance.

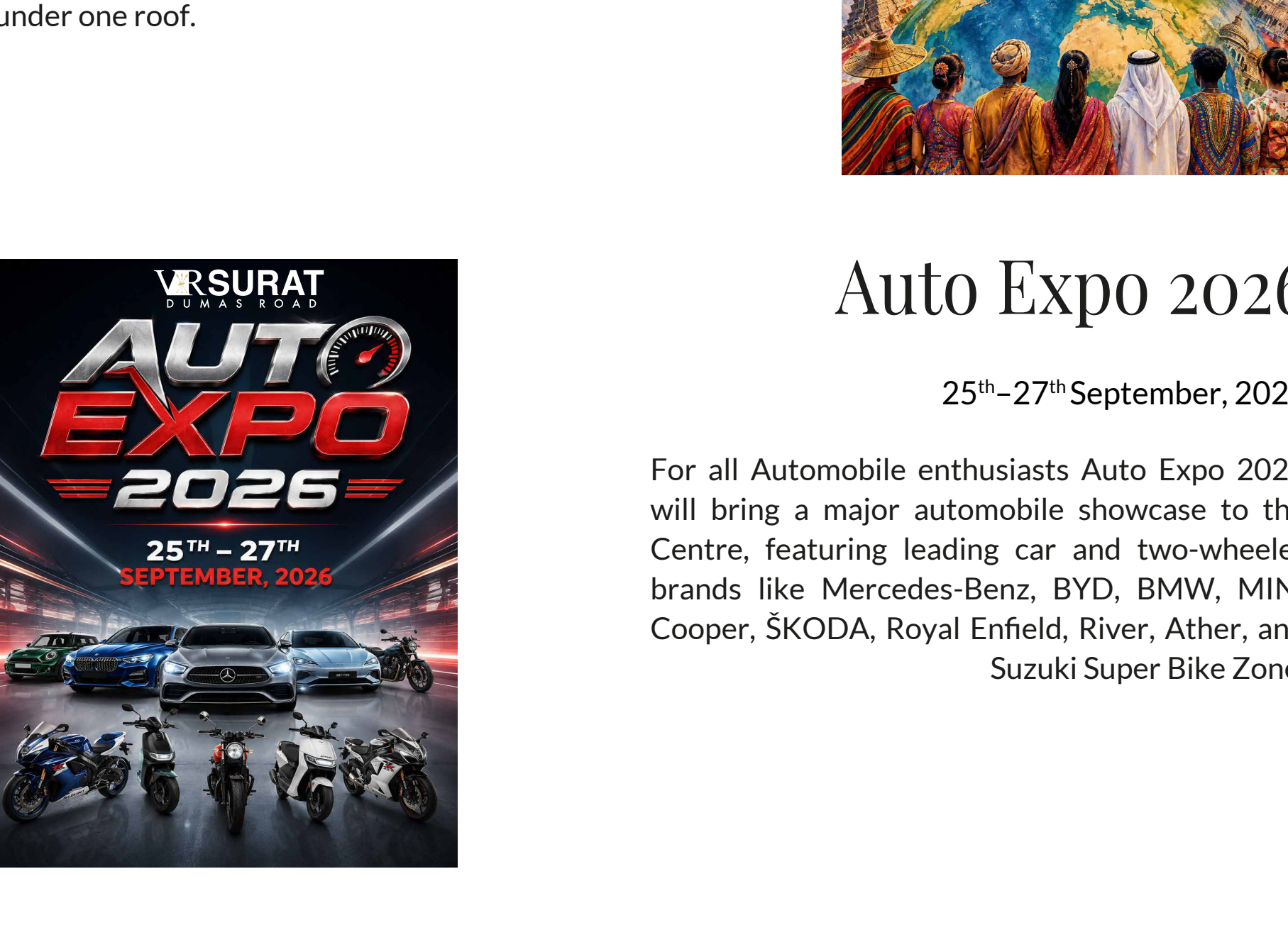
VR Surat was honoured to welcome him as the Chief Guest for the Independence Day flag-hoisting ceremony on 15th August, where his presence added a distinctive and inspiring dimension to the celebration. His journey, achievements, and record-breaking spirit made him a fitting guest for an occasion centred on courage, determination, and national pride.



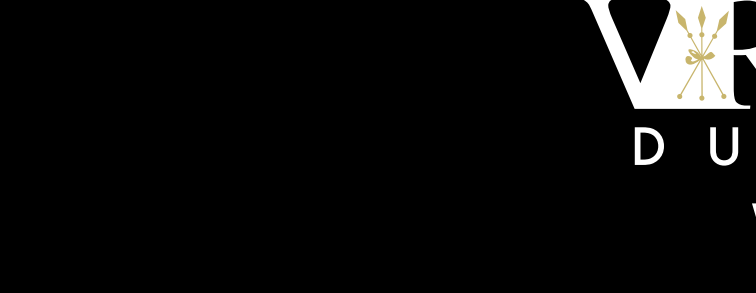
SOCIAL MEDIA INSIGHTS

AUGUST 2026

VR Surat's social media presence remained active throughout the month with 762.8K views reflecting steady visibility and audience engagement across the Centre's content. The account closed the month at 28.4K followers.



NOW OPEN



Levi's

Levi's is now open on the Ground Floor at VR Surat, bringing its iconic denim, everyday staples, and contemporary casualwear to the Centre.

Coffeeshop Company

Coffeeshop Company is now open on the Ground Floor at VR Surat, adding a fresh coffee-led stop to the Centre. Designed as an easy place to grab a quick cup, or take a break between shopping, the new opening further strengthens the Centre's food and beverage offering.

Ben Sherman

A British menswear favourite has arrived at VR Surat. Ben Sherman, the iconic UK-based brand, opens its first-ever standalone store in India, bringing timeless British style and effortless modern dressing to the Ground Floor.

Junior Killer

Junior Killer is now open at VR Surat, adding a playful new fashion destination for younger shoppers. The store brings together trend-led kids' wear, easy everyday styles, and occasion-ready picks, further strengthening the Centre's family-focused retail mix.

Burgonomics

Burgonomics is set to open on the Third Floor at VR Surat, adding another exciting food and beverage destination to the Centre.

Insight Cosmetics

Insight Cosmetics will soon open on the Ground Floor at VR Surat, further expanding the Centre's beauty and cosmetics portfolio.

UPCOMING EVENTS

Vantara Rescue Rangers

4th – 13th September, 2026



VR Surat will host Vantara Rescue Rangers in collaboration with Vantara – Reliance Foundation, bringing an educational and interactive wildlife-focused experience to children and families through rescue workshops, games, activities, and engaging learning sessions.

Global Village

19th – 20th September, 2026

Global Village will return to VR Surat in collaboration with AIESEC, continuing the Centre's association with the international student exchange program. The event will give visitors an opportunity to experience traditions, customs, and global exchange all under one roof.

Auto Expo 2026

25th – 27th September, 2026

For all Automobile enthusiasts Auto Expo 2026 will bring a major automobile showcase to the Centre, featuring leading car and two-wheeler brands like Mercedes-Benz, BYD, BMW, MINI Cooper, SKODA, Royal Enfield, River, Ather, and Suzuki Super Bike Zone.

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