



Dear Partner,

The holiday spirit lit up VR Surat this December as we unwrapped the magic of the season with joy, laughter, and unforgettable experiences. From festive campaigns to one-of-a-kind events, the Centre transformed into a hub of holiday magic, bringing families and communities together.

Our Christmas Carnival Shop & Win Campaign offered shoppers exciting rewards, adding an extra sparkle to their festive purchases. The season was further enhanced by heartwarming events like Retail Employees' Day, where we celebrated the dedication of our retail heroes, and Master of Bakers Junior, where budding bakers had the chance to bring their culinary dreams to life.

Laughter echoed through VR Surat during the International Clown Festival, while nature's wonders took centre stage during the second season of Winged Wonders. On Christmas Day, the Santa Meet & Greet brought smiles and cheer, with an enchanting parade and delightful moments for kids and families.

December at VR Surat brought the community together in a vibrant celebration of creativity and shared joy. We thank you for being a part of this journey and look forward to creating more magical memories together in the coming year.

Wishing you all a very Happy New Year!

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

CHRISTMAS CARNIVAL – SHOP & WIN CAMPAIGN

7th - 31st Dec, 2024

Shoppers embraced the festive spirit with exciting rewards! Those who spent INR 11k received gift vouchers worth INR 2k, while those spending INR 20k received Colorbar gift hampers. The highest spender during the campaign walked away with a stylish Titan watch, wrapping up the season with a perfect gift.



RETAIL EMPLOYEES' DAY

12th Dec, 2024

We honoured the incredible contributions of our retail community during the Retail Employees' Day celebration with a special Awards Ceremony. Recognizing excellence in different categories, we celebrated the hardworking employees and brands for their outstanding performance and dedication. The event was a heartfelt celebration of camaraderie, filled with gratitude, and enhanced by a warm DJ night.



MASTER OF BAKERS JUNIOR

14th Dec, 2024

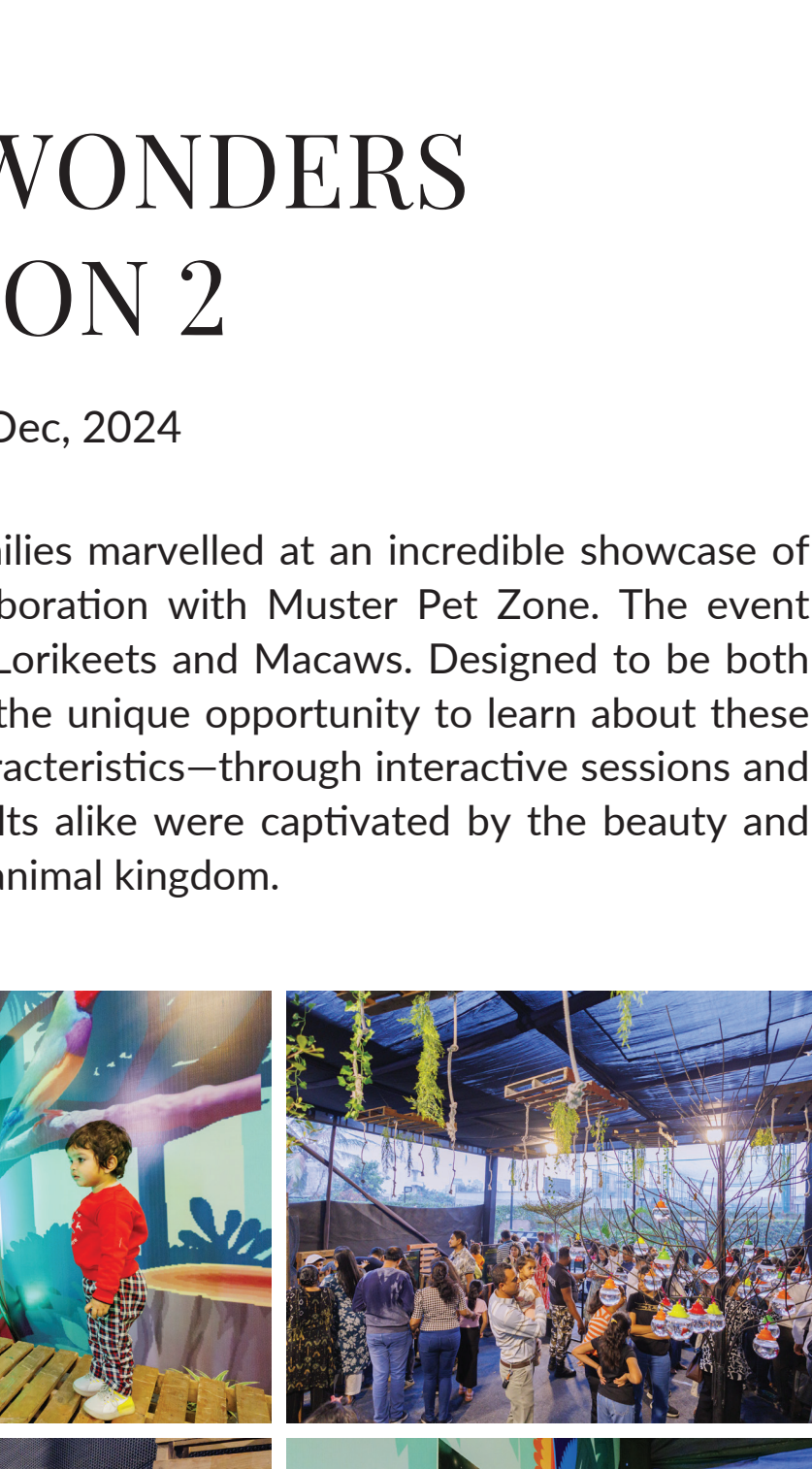
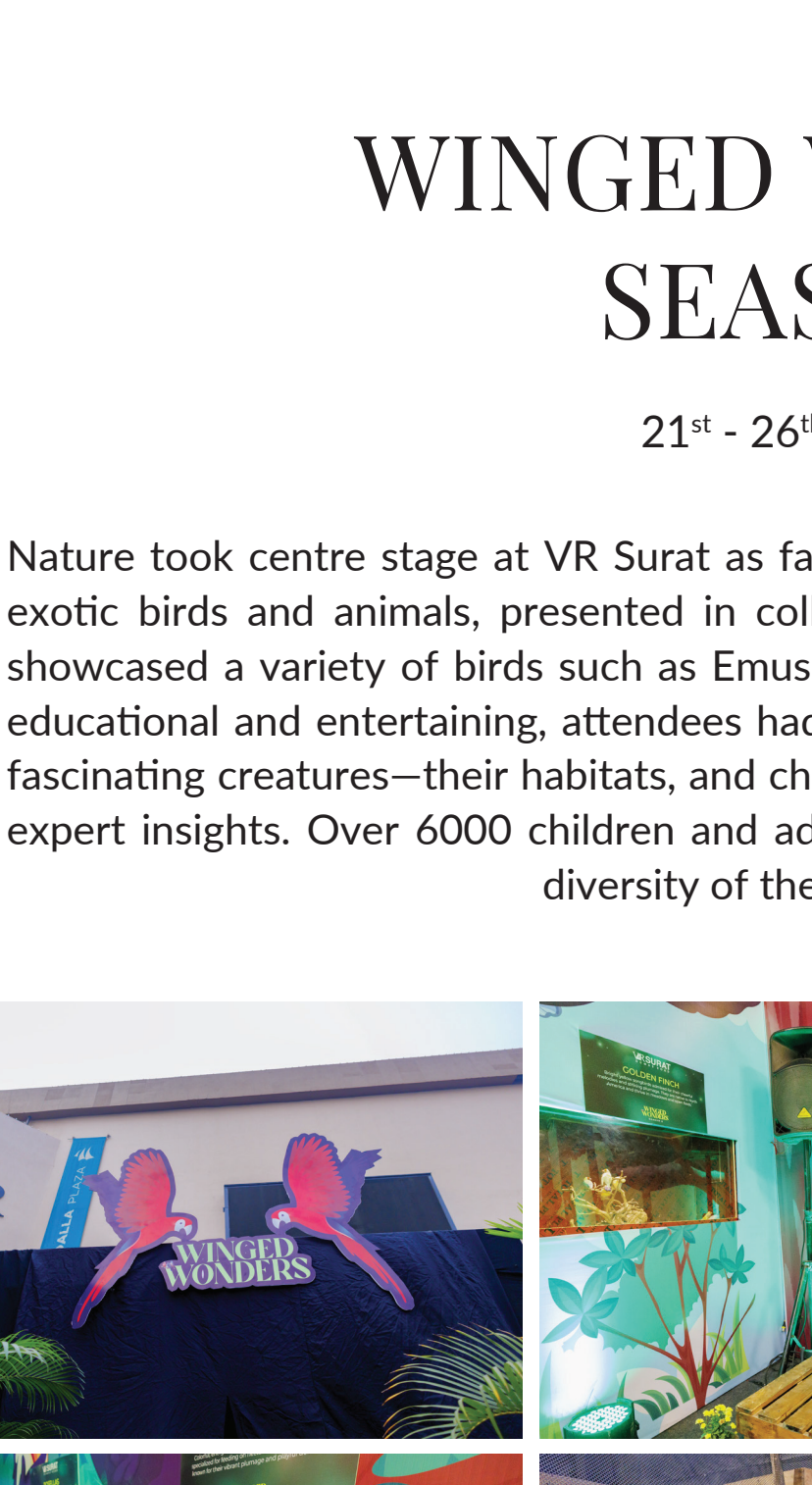
This exciting baking competition brought young bakers together to showcase their culinary talents. Guided by Sneha Thakkar from Swad Cooking Institute, budding chefs competed with creativity and flair, winning exclusive hampers and cooking course vouchers from Arif La Mould and Swad Institute.



INTERNATIONAL CLOWN FESTIVAL

15th Dec, 2024

The Centre transformed into a lively carnival of laughter and delight, with world-class clowns and jugglers putting on mesmerizing performances that left audiences spellbound. Their hilarious antics and jaw-dropping skills had both kids and adults in stitches, filling the air with contagious laughter. Over 25,000 attendees gathered to witness the colourful spectacle, with children giggling at every playful trick and adults marvelling at the sheer talent on display. It was an unforgettable experience that brought together the community, leaving everyone with memories to cherish.



ADAB-E-ARZ HAI

POETRY MEETS ELEGANCE UNDER THE STARS

21st Dec, 2024

On December 21, 2024, the Sky Deck at VR Surat transformed into a poetic retreat with Adab-e-Arz Hai, an exquisite Shayari Night. Welcoming a gathering of 150 distinguished guests, the evening celebrated the art of soulful storytelling amidst a magical, star-lit setting. Five acclaimed Shayari artists took the stage, captivating the audience with their evocative verses that blended emotion and creativity. Shoppers Stop, our fashion partner, brought a dash of style to the night.

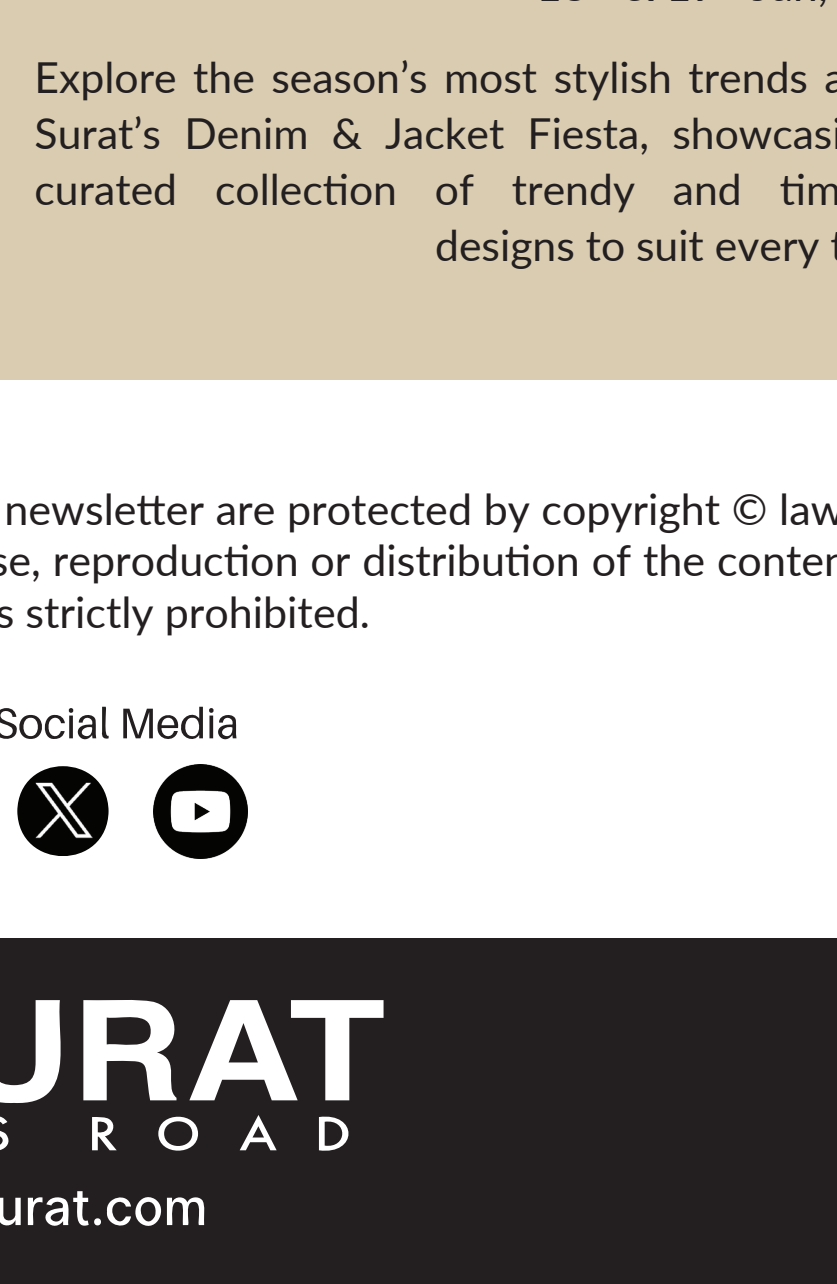
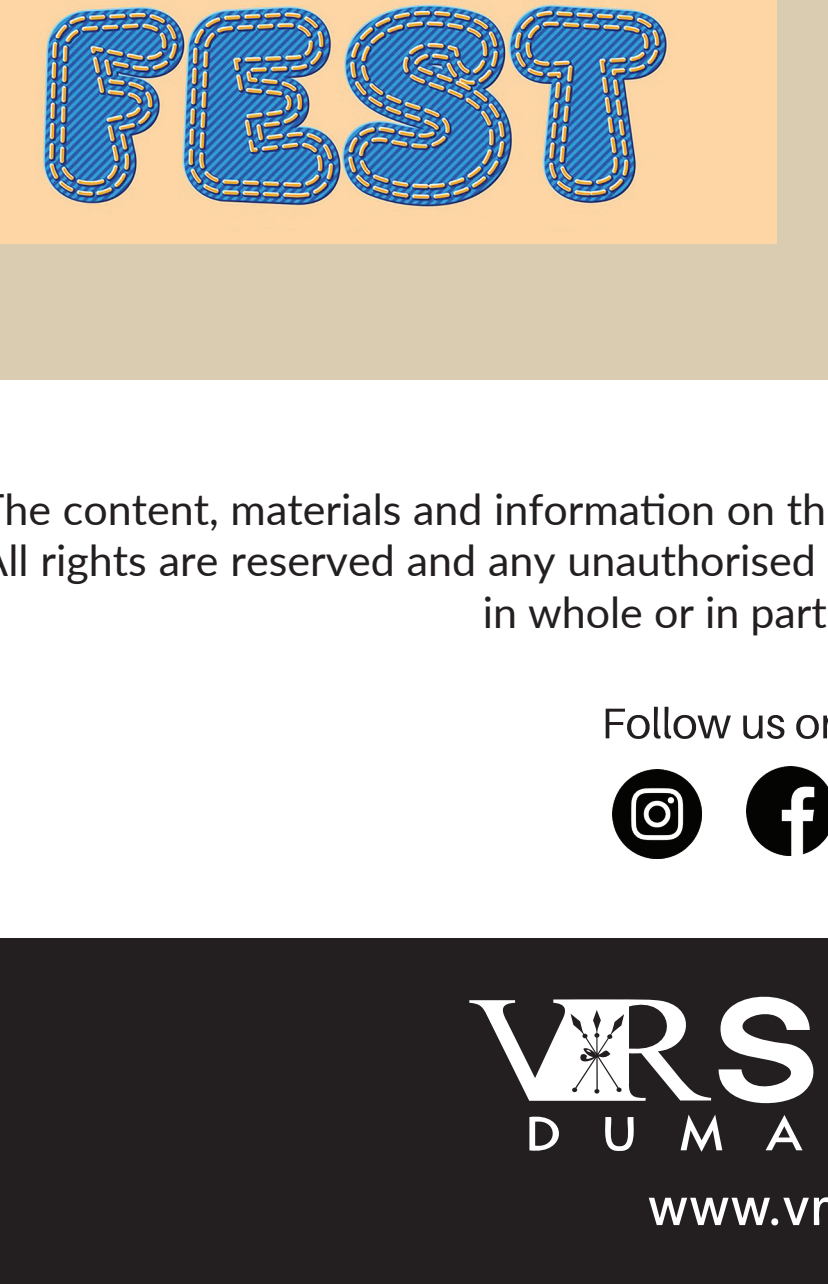


WINGED WONDERS

SEASON 2

21st - 26th Dec, 2024

Nature took centre stage at VR Surat as families marvelled at an incredible showcase of exotic birds and animals, presented in collaboration with Muster Pet Zone. The event showcased a variety of birds such as Emus, Lorikeets and Macaws. Designed to be both educational and entertaining, attendees had the unique opportunity to learn about these fascinating creatures—their habitats, and characteristics—through interactive sessions and expert insights. Over 6000 children and adults alike were captivated by the beauty and diversity of the animal kingdom.



MISS & MRS. COSMOS GUJARAT

22nd Dec, 2024

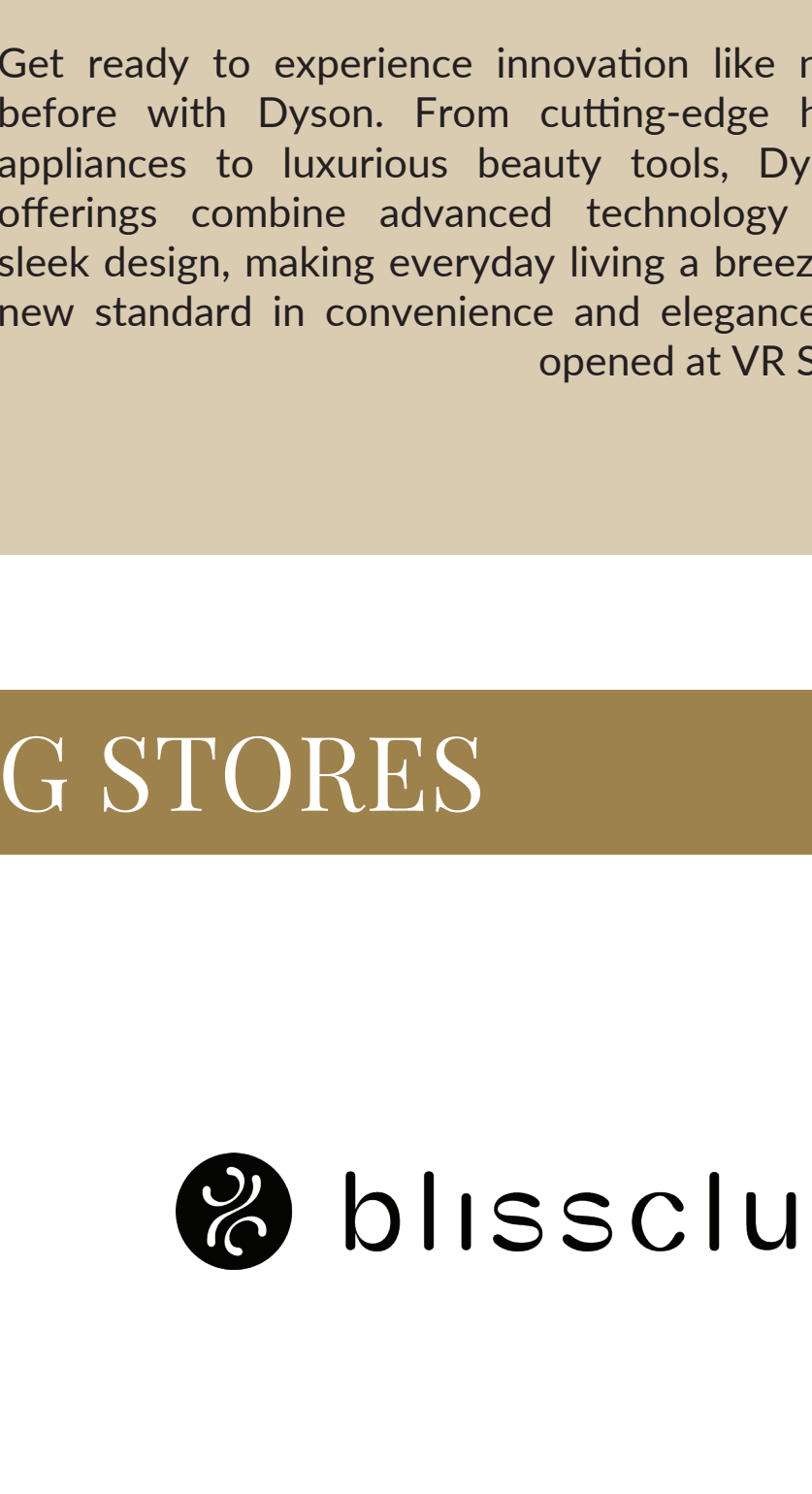
VR Surat partnered with Rebel India to host the glamorous Miss & Mrs. Cosmos Gujarat pageant. The event showcased incredible talent and elegance, drawing passionate participants and an enthusiastic crowd. This collaboration highlights VR Surat's dedication to hosting dynamic, community-focused events that create unforgettable experiences.



SANTA MEET & GREET

25th Dec, 2024

Christmas came to life at VR Surat with the enchanting presence of Santa, playful elves, charming Gingerbread characters, and a spectacular parade. Families were immersed in the festive spirit, capturing joyful selfies and creating magical moments together. The event wrapped up the season with warmth, cheer, and a touch of magic.



NEW STORE



Dyson

Get ready to experience innovation like never before with Dyson. From cutting-edge home appliances to luxurious beauty tools, Dyson's offerings combine advanced technology with sleek design, making everyday living a breeze. A new standard in convenience and elegance has opened at VR Surat.

UPCOMING STORES



Bliss Club

Step into comfort and style at BlissClub, soon at VR Surat! Get ready to experience activewear crafted to move with you.



Wow Momo & Wow China

Indulge in delicious culinary treats that combine traditional flavours with a modern twist.

UPCOMING EVENTS



Mad Mad Sale

6th - 21st Jan, 2025

January at VR Surat is set to be a shopping extravaganza with the Mad Mad Sale! Enjoy incredible deals and Shop & Win offers that make every purchase more rewarding. Don't miss the chance to indulge in irresistible discounts and exclusive prizes, making your New Year shopping truly unforgettable!

Freedom Sale

24th - 26th Jan, 2025

Celebrate the spirit of Republic Day with exclusive discounts and offers.

Denim & Jacket Fiesta

18th & 19th Jan, 2025

Explore the season's most stylish trends at VR Surat's Denim & Jacket Fiesta, showcasing a curated collection of trendy and timeless designs to suit every taste.

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