



Dear Partner,

December at VR Surat was marked by festive celebrations and community engagement. Highlights included the Christmas Carnival, the Shop & Win campaign, and various community-led activities. These initiatives drove strong footfall, enhanced shopper engagement, and strengthened connections with retail partners.

Carefully planned programming and special recognitions reinforced our focus on creating experiences that go beyond shopping.

Looking ahead, we welcome 2026 with warm wishes for prosperity and joy. The excitement continues with the Mad Mad Sale and the Republic Day Freedom Sale, promising a dynamic start to the year.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

CHRISTMAS CELEBRATIONS AT VR SURAT

December, 2025

VR Surat wrapped up the year with exciting Christmas-themed activities that drew shoppers and families alike. From interactive experiences to rewarding shopping incentives, the Centre delivered engaging moments throughout the month.

CHRISTMAS CARNIVAL & SHOP & WIN

6th–31st December, 2025

The Christmas Carnival combined lively décor, on-ground celebrations, and the popular Shop & Win campaign. Shoppers earned guaranteed rewards across spending slabs—₹5,000 for ₹500 vouchers, ₹10,000 for ₹1,000 vouchers, and ₹15,000 for ₹2,000 vouchers—making every purchase more rewarding.

Top shoppers were announced, with the 1st Top Shopper set to receive a JAWA Yezdi motorcycle and the 2nd Top Shopper a Jaipur Watch Company watch. The prizes will be awarded in a special ceremony this month in January. The campaign successfully strengthened engagement with families and retail partners throughout December.



RETAIL EMPLOYEES' DAY

12th December, 2025

VR Surat marked Retail Employees' Day by celebrating the dedication and hard work of its retail community. A special Awards Ceremony honoured outstanding employees and brands across multiple categories, recognising their commitment, passion, and performance. The celebrations concluded with a high-energy DJ night, bringing the community together in a spirit of appreciation, camaraderie, and collective celebration across the Centre.



INTERNATIONAL CLOWN FESTIVAL

21st December, 2025

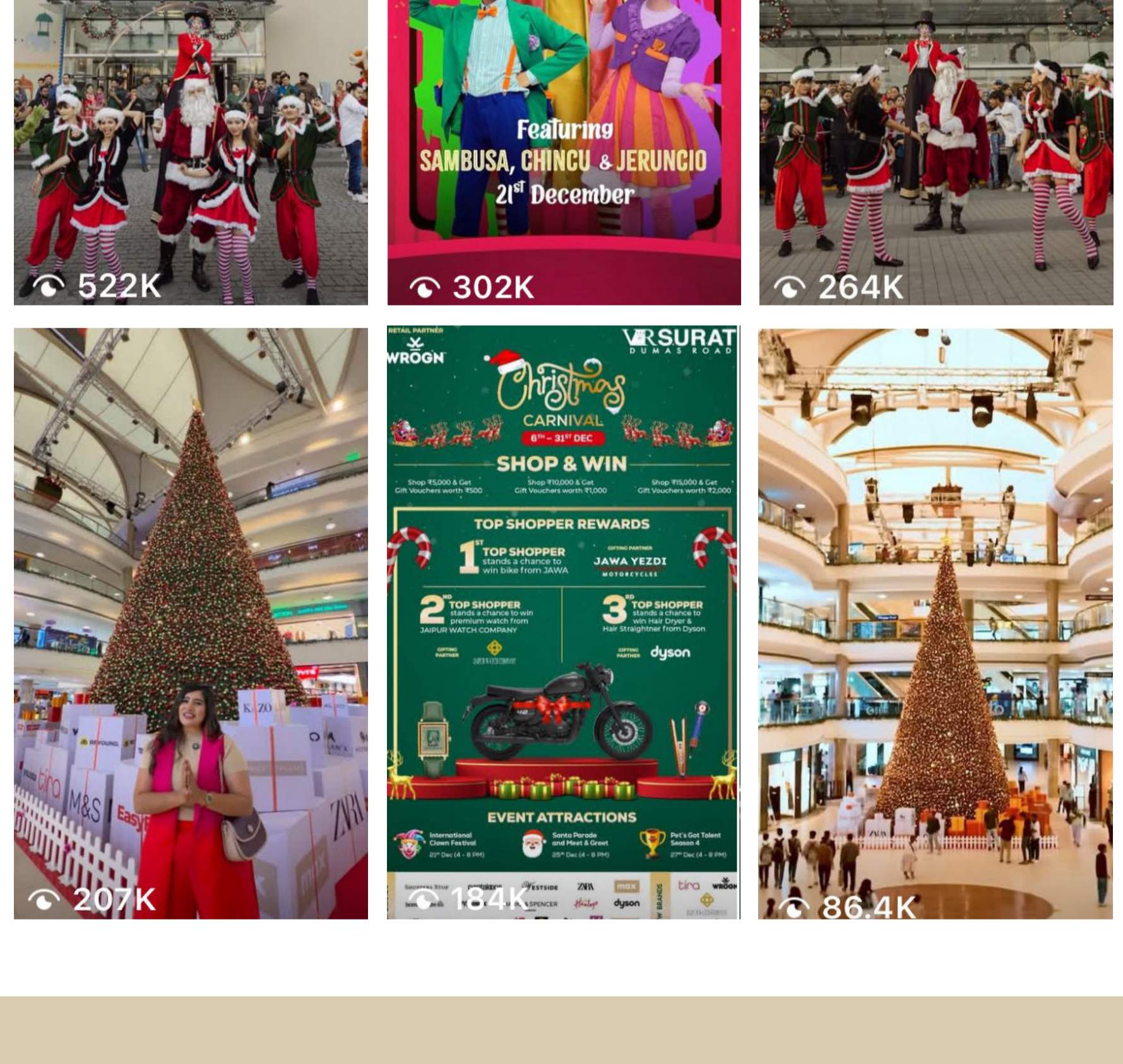
The Centre came alive with colour and laughter during the International Clown Festival, as world-class clowns and jugglers delivered high-energy performances that captivated audiences of all ages. With playful humour, dazzling skills, and engaging acts, the festival created a truly joyful, family-friendly atmosphere throughout the Centre. Drawing over 25,000+ visitors and delighting 1,500+ children, the event emerged as one of the most loved family entertainment highlights of the season.



SANTA MEET & GREET

25th December, 2025

Christmas Day at VR Surat was filled with warmth and festive wonder as Santa Claus arrived with cheerful elves, gingerbread characters, and a lively Christmas parade. Families enjoyed interactive moments, photo opportunities, and the unmistakable magic of the season throughout the Centre. Welcoming over 44,000+ visitors, the celebration marked a joyful finale to the Christmas Carnival, spreading smiles, cheer, and festive spirit across VR Surat.



PET'S GOT TALENT SEASON 4

27th December, 2025

Pet's Got Talent 4.0 returned to celebrate the special bond between pets and their families. Held in association with Pupstreet and partnered by Petramate, the event featured a lively talent showcase, training and telepathy counters, exotic animal displays, and engaging games. The celebration saw the enthusiastic participation of 65 pets along with their pet parents, making it a joyful and memorable community gathering. From adorable tricks to charming performances, furry stars stole the spotlight, with winners across multiple categories taking home exciting goodies—making the event a heartwarming favourite for the community.

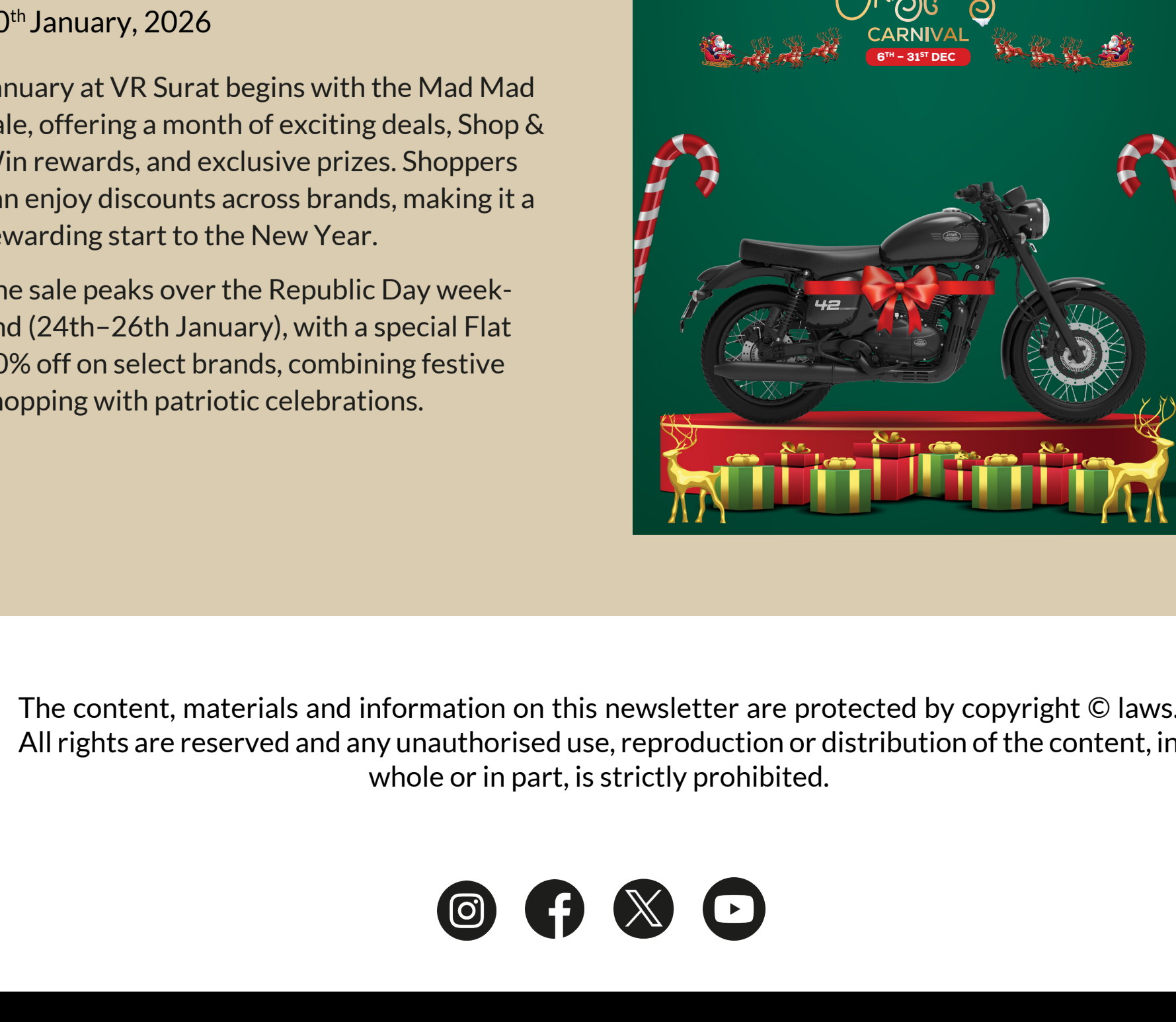


SOCIAL MEDIA INSIGHTS

RECORD GROWTH IN DECEMBER

December saw strong growth for VR Surat's digital platforms. The Centre's social media community grew to 53,566 followers, adding over 1,200 new followers in a month. Through 19 posts and 164 stories, festive and event-led content reached 4.02 lakh+ accounts and generated 1.3M+ impressions, boosting visibility across platforms.

Audience engagement was equally strong, with 18,877 post likes, 7,986 shares, and 18,790 profile visits, reflecting high user interest and content resonance. This growth highlights VR Surat's active presence as a lifestyle and retail destination in the region.

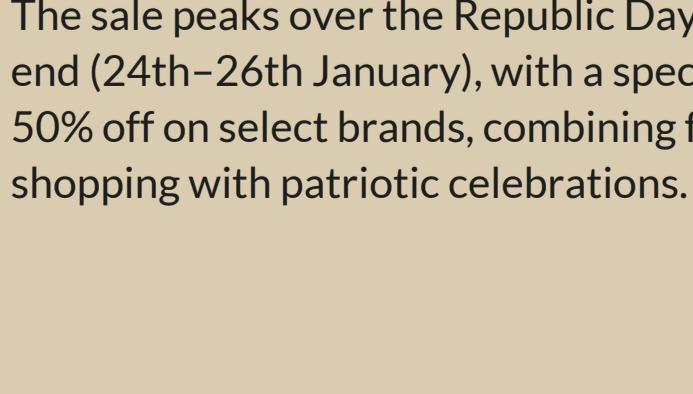


AWARDS & ACCOLADES

NATIONAL REAL ESTATE AWARDS FOR LEADERSHIP & EXCELLENCE

At the National Real Estate Awards for Leadership & Excellence 2025, VR Surat was honoured with 'Most Admired Shopping Centre of the Year' and 'Most Iconic Project - Retail & Shopping Centre'. The awards recognise the Centre's focus on innovation, quality, and creating memorable experiences for visitors, partners, and the community.

UPCOMING STORES LAUNCH



FILA

An iconic global sportswear brand, FILA is set to make its debut at VR Surat, adding a strong international athletic and lifestyle presence to the Centre's retail portfolio.



UPCOMING EVENTS

Mad Mad Sale

4th–26th January, 2026

January at VR Surat kicks off with the much-awaited Mad Mad Sale, bringing a month-long celebration of unbeatable deals and rewarding shopping experiences. With exciting Shop & Win rewards, exclusive prizes, and irresistible discounts across brands, the campaign sets the tone for a high-energy start to the New Year.

As the sale builds momentum, the celebration peaks over the Republic Day weekend from 24th to 26th January, when the Mad Mad Sale transforms into a special Republic day Sale phase featuring flat 50% off across select brands, blending the spirit of patriotism with some of the biggest savings of the season.

Shop & Win Winner Felicitation

10th January, 2026

January at VR Surat begins with the Mad Mad Sale, offering a month of exciting deals, Shop & Win rewards, and exclusive prizes. Shoppers can enjoy discounts across brands, making it a rewarding start to the New Year.

The sale peaks over the Republic Day week-end (24th–26th January), with a special Flat 50% off on select brands, combining festive shopping with patriotic celebrations.

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