



Dear Partner,

VR Surat's July 2025 was truly amazing. The Centre came alive with excitement, strategy, and celebration as our flagship **Mad Mad Sale** returned, drawing crowds of shoppers. Every instance demonstrated our dedication to providing lively, high-energy experiences, from the fierce matches of **Chess Masters 2.0** to the thrilling contests at **Battle Arena**.

This month, we were also honoured to receive national recognition, a significant accomplishment that motivates us to keep improving.

With patriotic showcases, welcoming community events, and immersive retail experiences that aim to inspire, engage, and connect, we're ready to build on this momentum as August approaches.

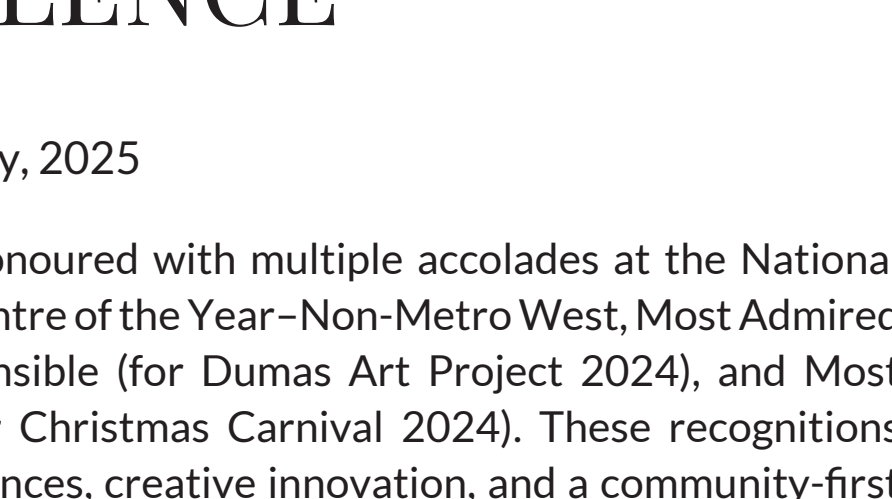
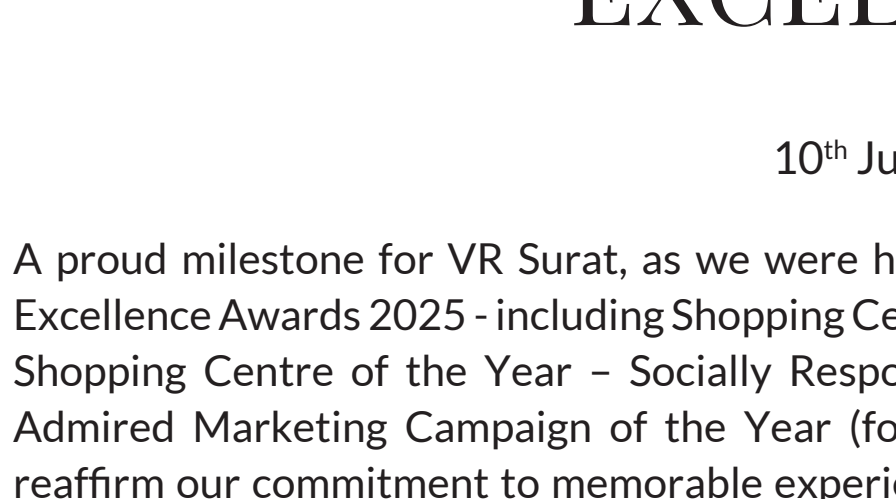
Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

MAD MAD SALE

27th June – 31st July, 2025

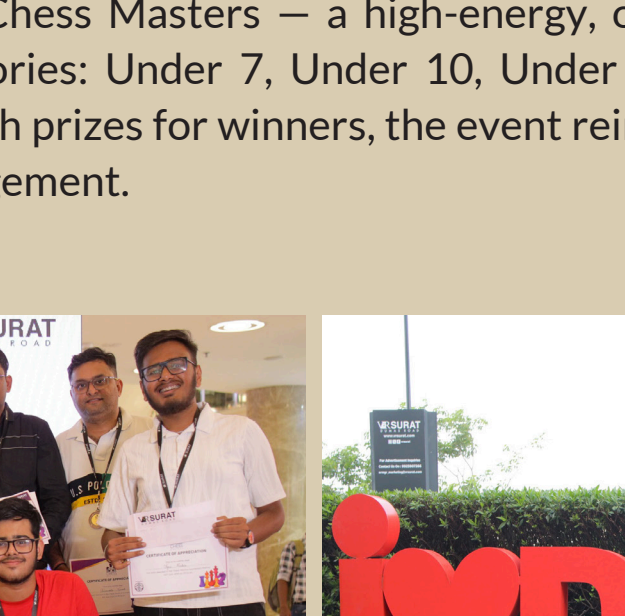
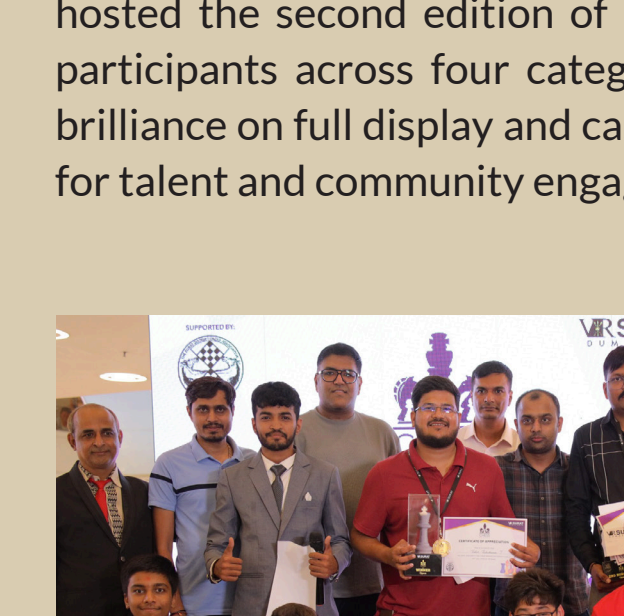
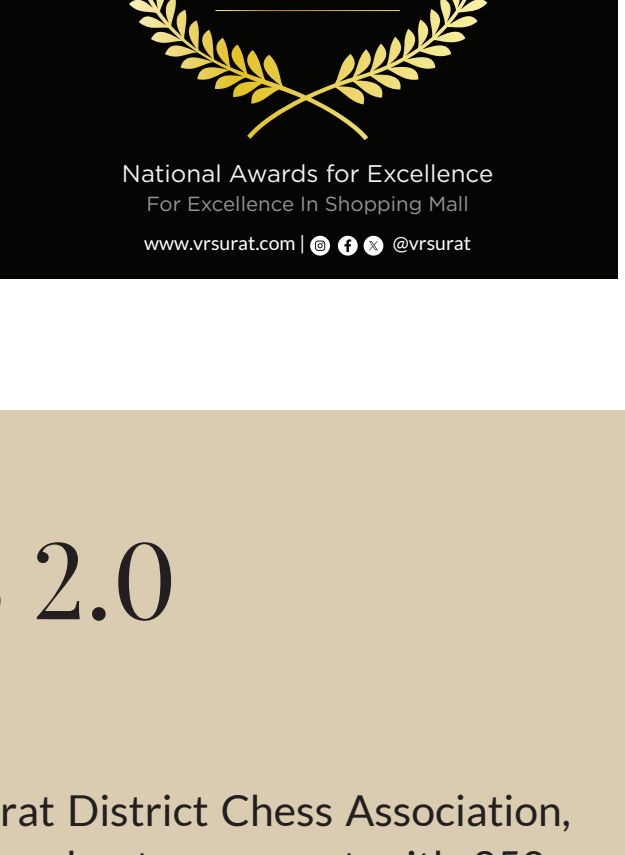
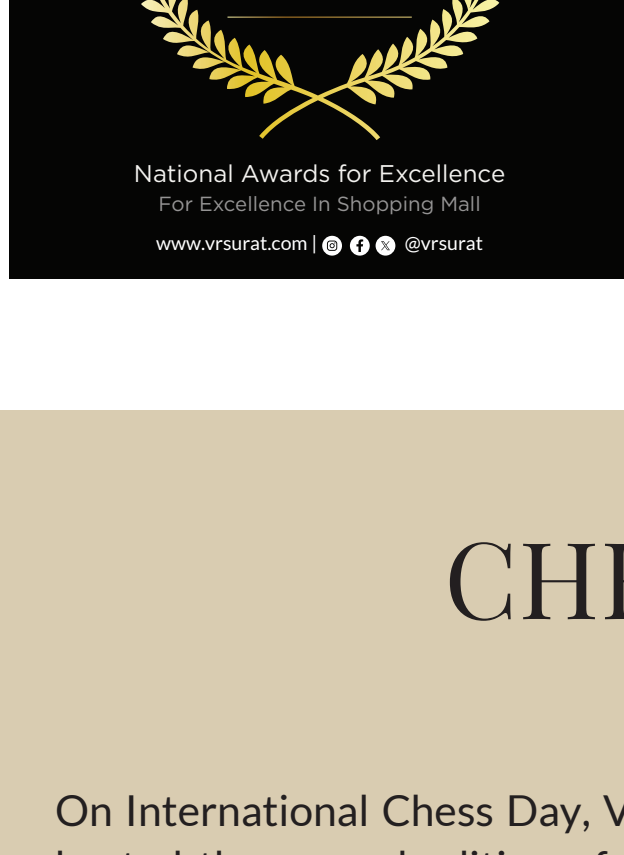
The Mad Mad Sale turned VR Surat into a shopper's paradise! With flat 50% off on top brands and exciting rewards like ₹2,000 gift vouchers on spends of ₹12,000+, the Centre buzzed with energy all month long. Weekly top spenders took home stylish Woogles sunglasses, while two lucky winners rode away with a TVS Raider and a Jupiter scooter! A striking in-centre installation, lively weekend music, and engaging activities made it a high-impact campaign that delighted shoppers and delivered outstanding value to our brand partners.



NATIONAL AWARDS FOR EXCELLENCE

10th July, 2025

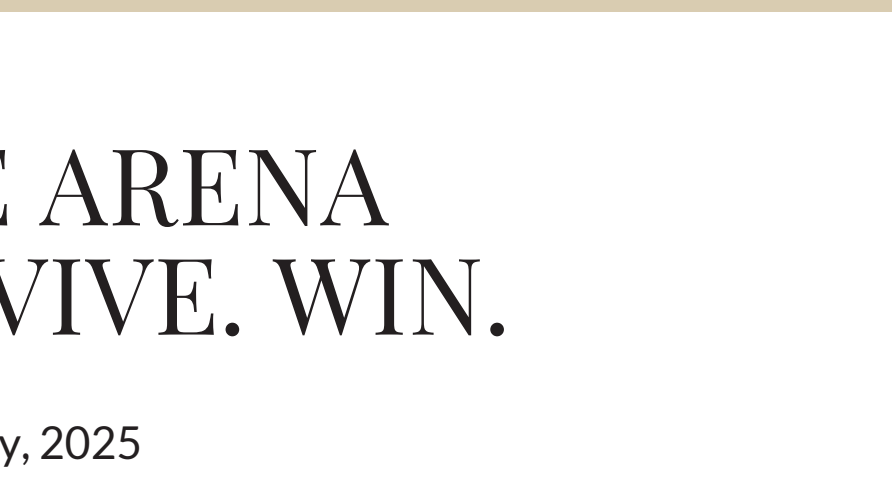
A proud milestone for VR Surat, as we were honoured with multiple accolades at the National Excellence Awards 2025 - including Shopping Centre of the Year - Non-Metro West, Most Admired Shopping Centre of the Year - Socially Responsible (for Dumas Art Project 2024), and Most Admired Marketing Campaign of the Year (for Christmas Carnival 2024). These recognitions reaffirm our commitment to memorable experiences, creative innovation, and a community-first approach that continues to set us apart.



CHESS MASTERS 2.0

20th July, 2025

On International Chess Day, VR Surat, in partnership with the Surat District Chess Association, hosted the second edition of Chess Masters — a high-energy, one-day tournament with 250+ participants across four categories: Under 7, Under 10, Under 13, and Open. With strategic brilliance on full display and cash prizes for winners, the event reinforced VR Surat's role as a hub for talent and community engagement.



BATTLE ARENA PLAY. SURVIVE. WIN.

26th July, 2025

Gaming took the spotlight with the debut of Battle Arena, a mobile gaming tournament that brought together 72 competing teams for a high-energy showdown. The event featured a buzzing arena-style setup, real-time action, and was graced by special guests **Yasir Manzoor** and **Ranjit Patel**. This event reinforced VR Surat's knack for creating immersive, youth-driven experiences that excite and engage.



NEW STORE LAUNCH

Odette

Discover Gujarat's first-ever Odette store — thoughtfully designed apparel with a touch of accessories, crafted to elevate your everyday wardrobe with effortless charm.



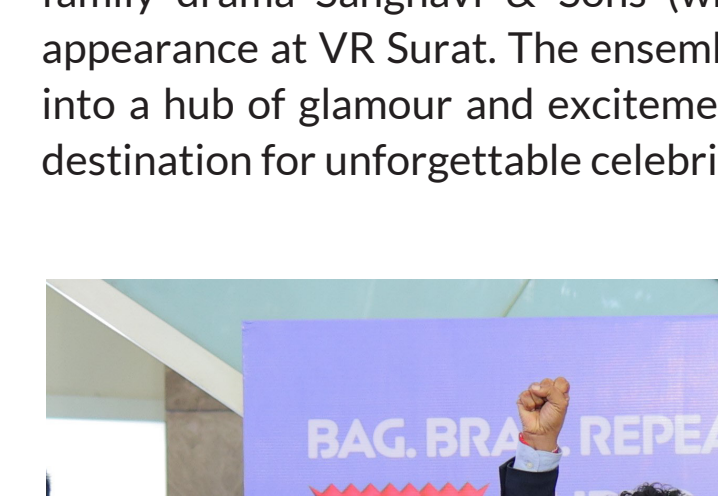
Neeman's

Now open: Gujarat's first Neeman's store. Step into comfort and sustainability with India's most innovative everyday footwear — crafted from eco-conscious materials.



Sweet Dreams

Your new destination for breezy, comfort-first nightwear and loungewear. Sweet Dreams is here to make every evening feel like home.



SPOTLIGHT OF THE MONTH

SANGHVI & SONS MOVIE PROMOTION

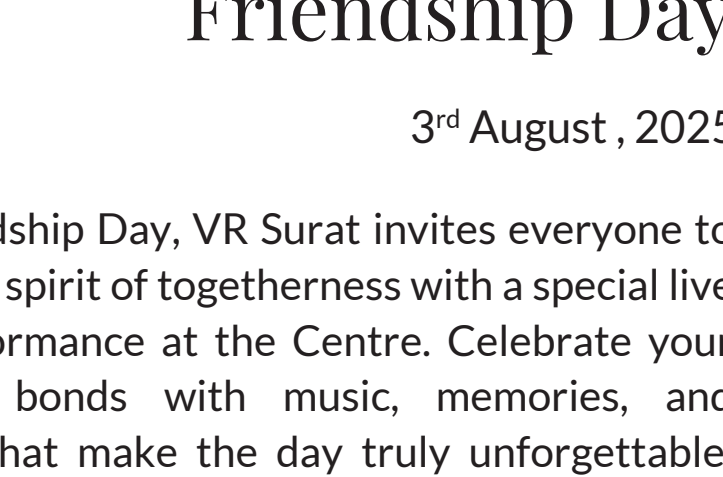
27th July, 2025

Renowned actor Hiten Tejwani, alongside the ensemble cast of the recently released Gujarati family drama **Sanghvi & Sons** (which hit theatres on July 18, 2025), made a star-studded appearance at VR Surat. The ensemble's visit drew crowds, created buzz, and turned the Centre into a hub of glamour and excitement. As always, VR Surat continues to be the city's preferred destination for unforgettable celebrity moments.



UPCOMING STORES

Say hello to youthful energy and bold essentials. Yousta brings trend-forward styles for the new generation — expressive, effortless, and always on-point.



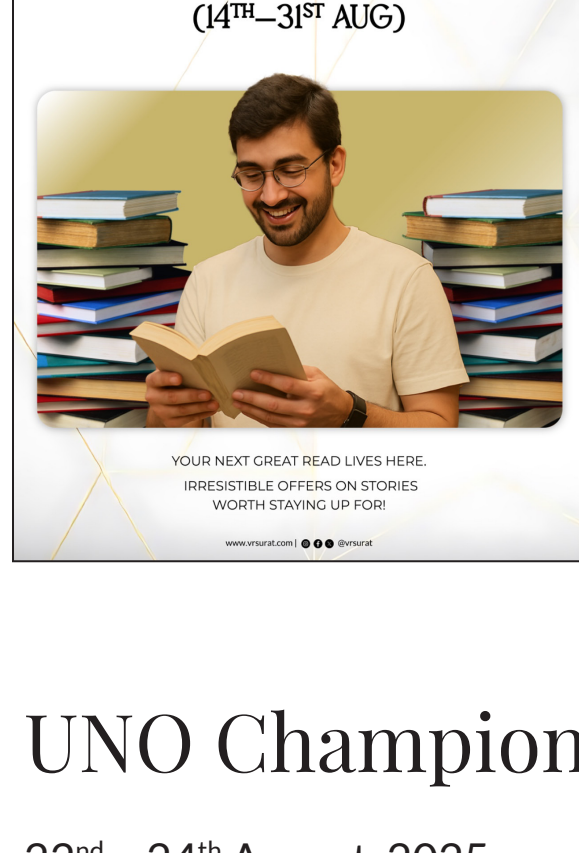
Style meets value with EasyBuy. Get ready for smart, budget-friendly fashion that keeps your wardrobe fresh without stretching your wallet.

UPCOMING EVENTS

Friendship Day

3rd August, 2025

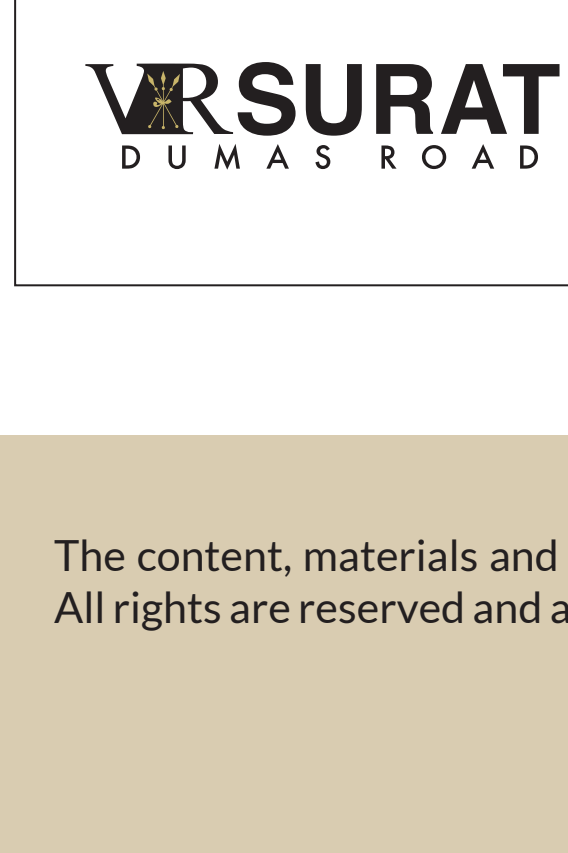
This Friendship Day, VR Surat invites everyone to soak in the spirit of togetherness with a special live band performance at the Centre. Celebrate your cherished bonds with music, memories, and melodies that make the day truly unforgettable. The stage will come alive with feel-good favourites and crowd-pleasing tunes. Bring your friends, sing along, and let the music do the talking.



Freedom Sale

10th – 17th August, 2025

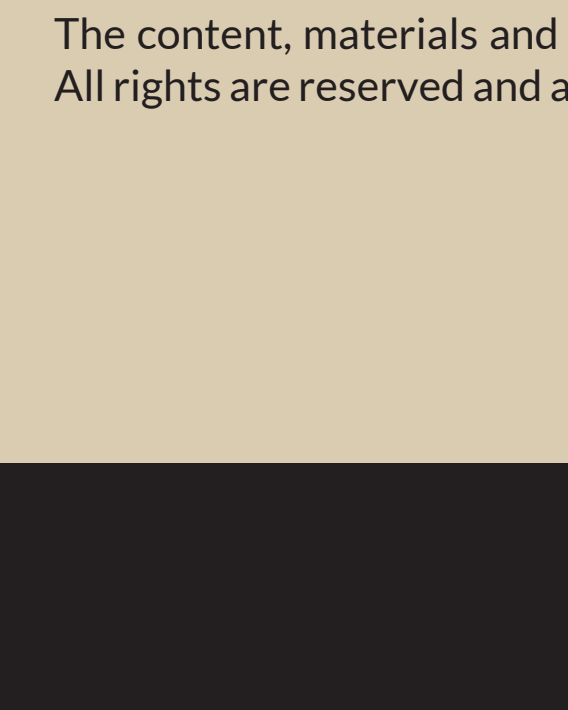
This Independence Day, VR Surat comes alive in tricolour. Our Freedom Sale will feature patriotic décor and exclusive offers across leading brands — creating a vibrant retail experience to celebrate India's 79th Independence Day in style.



Crossword Bookfest

14th – 31st Aug, 2025

For readers, writers, and wanderers of every age, the Crossword Bookfest is a celebration of stories, imagination, and discovery. From bestsellers and timeless classics to thought-provoking non-fiction and delightful children's tales, this fest brings something for every kind of reader. Drop by VR Surat between 14th and 31st August and lose yourself in a world of words, curated by Crossword.



UNO Championship

22nd – 24th August, 2025

VR Surat is all set to host Surat's first-ever UNO Championship — and it's happening right at the Centre! This exciting faceoff, which is open to players of all ages, will unite game enthusiasts, families, and friends for an exhilarating game of wild cards, skips, and reverses. Anticipate lively crowd, a spirit of competition, and an exciting environment that promises to boost footfall, visibility, and in-Centre engagement for all our brand partners. Let the cards fly and the excitement unfold — only at VR Surat!

TEDx Surat Salon x VR Surat

31st Aug, 2025

TEDxSurat Salon events are curated to spark meaningful conversations in an intimate setting, offering a deeper, more personal TEDx experience. With thought-provoking talks, carefully chosen speakers, and engaging discussions, this event dives into powerful ideas that matter. The event will take place at VR Surat.

