



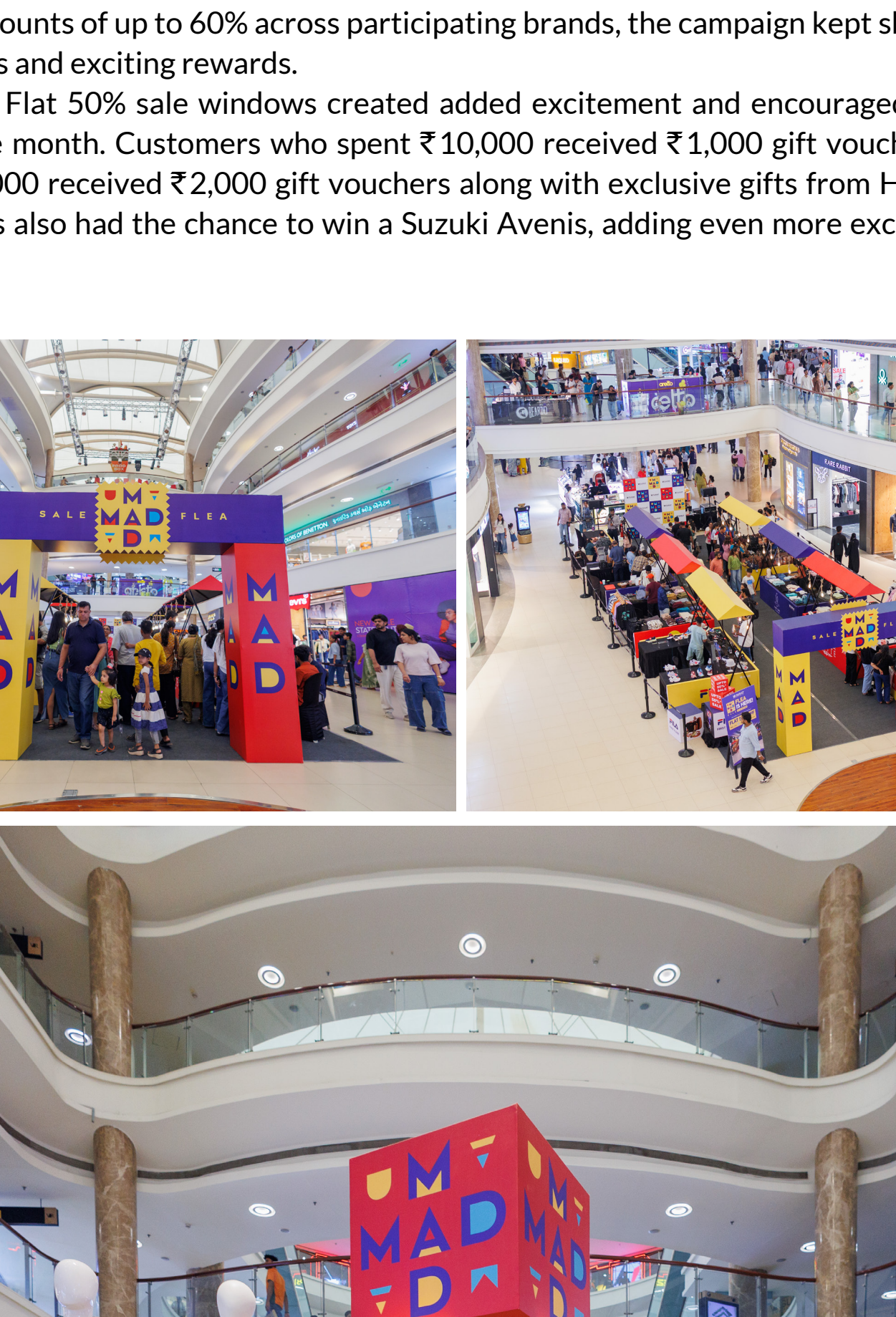
Dear Partner,

July at VR Surat was defined by strong retail momentum, high shopper engagement, and a calendar that blended sale-led excitement with participation-driven experiences. With the Mad Mad Sale continuing to anchor the month, the Centre saw a sustained wave of shopping energy, further amplified by the Mad Mad Sale Flea and Chess Masters, both of which added vibrant and interactive dimensions to the overall visitor experience.

HIGHLIGHTS

NATIONAL AWARDS FOR EXCELLENCE, 2026

VR Surat proudly celebrates a remarkable achievement as the Centre has been honoured with the Most Admired Shopping Centre of the Year – Retailers' Choice at the National Awards for Excellence 2026. This prestigious recognition reflects our unwavering commitment to delivering exceptional retail experiences, fostering stronger retailer partnerships, and creating meaningful experiences for our community.



HIGHLIGHTS OF THE MONTH

MAD MAD SALE – EOSS

25th June- 31st July, 2026

Mad Mad Sale remained the month's biggest retail attraction, building on the strong momentum from June. With discounts of up to 60% across participating brands, the campaign kept shoppers engaged with great deals and exciting rewards. Limited-period Flat 50% sale windows created added excitement and encouraged more shopping throughout the month. Customers who spent ₹10,000 received ₹1,000 gift vouchers, while those spending ₹20,000 received ₹2,000 gift vouchers along with exclusive gifts from Home Centre and Zouk. Shoppers also had the chance to win a Suzuki Avenis, adding even more excitement to every purchase.



MAD MAD SALE FLEA

10th – 12th July, 2026

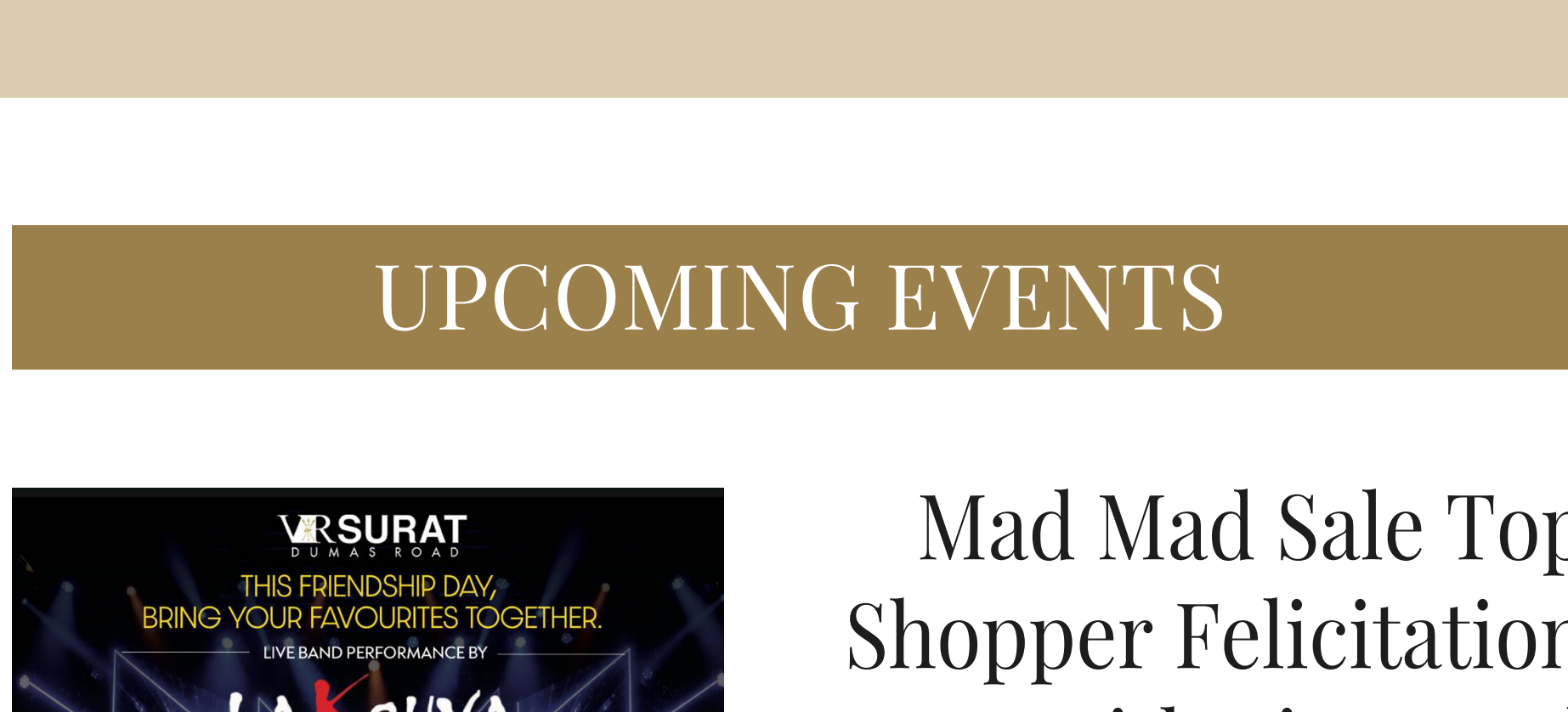
Adding a more vibrant and experience-led layer to the season, the Mad Mad Sale Flea brought together shopping, brand participation, and a lively flea-style atmosphere at the Centre. In collaboration with Woodland, Zouk, Rare Ones, Kazo, FILA, Beyoung, and Coffee Culture, the three-day initiative added a strong youth-focused and interactive dimension to the ongoing sale period. With exclusive offers and a more dynamic on-ground environment, the flea helped create fresh energy around the larger Mad Mad Sale campaign while encouraging stronger shopper participation and footfall.



CHESS MASTERS TOURNAMENT

25th June- 31st July, 2026

Chess Masters brought players and families together for a day of strategy, focus, and competitive play. Hosted in collaboration with Crossword, Hamleys, and GAG Coffee, the tournament added an engaging, family-friendly dimension to the Centre's July calendar.



SOCIAL MEDIA INSIGHTS

JULY 2026

VR Surat maintained a strong digital presence throughout the month, generating over 9.3 lakh views and reaching nearly 2.2 lakh people across its social media platforms. The Centre's online community also grew to over 58,000 followers, reflecting continued engagement with its campaigns and activities.



UPCOMING EVENTS



Mad Mad Sale Top Shopper Felicitation with Live Band

2nd August, 2026

The Mad Mad Sale season concluded on a celebratory note with the Top Shopper Felicitation at VR Surat. The evening recognised the campaign's leading shoppers and rewarded them for their purchases, followed by a live performance by LAKSHYA to celebrate Friendship Day. With music, audience interactions, and anchor-led activities, the event brought together recognition, entertainment, and a vibrant community atmosphere at the Centre.

Freedom Sale

7th – 16th August, 2026

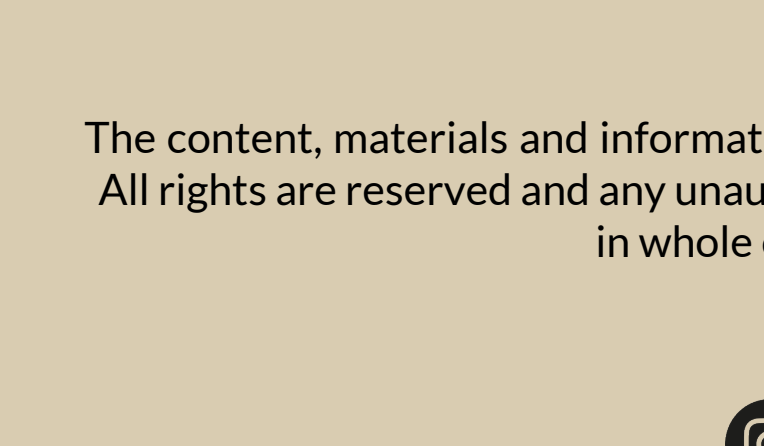
The Freedom Sale will take place across the Centre from 7th to 16th August, bringing an Independence Day-themed retail campaign to VR Surat. With discounts of up to 60% across participating brands, the campaign will feature attractive shopping offers, encouraging customers to make the most of the extended sale period.



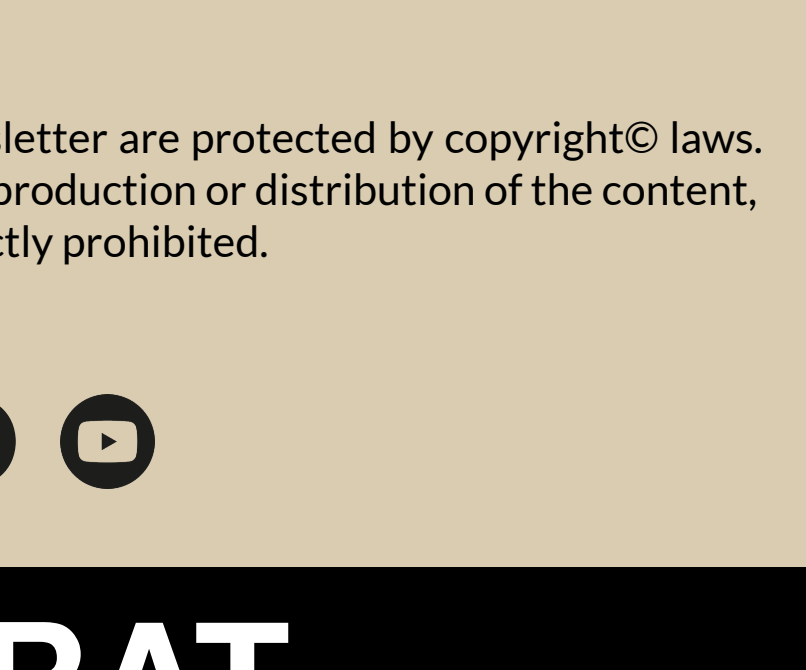
Junior Killer Play Street

15th – 16th August, 2026

Junior Killer Play Street will bring a lively, child-focused experience to the Centre over the Independence Day weekend. Designed to encourage play, participation, and family engagement, the event will add an interactive dimension to the festive calendar while creating an enjoyable space for younger visitors and their families.



Operation Zero Bribes 2.0 will be hosted as a citizen-focused CSR talk show in collaboration with the Anti-Corruption Bureau, Surat, and the Bar Council. The initiative aims to promote integrity, transparency, and ethical public conduct by educating citizens about their rights, encouraging zero tolerance towards bribery, and highlighting the importance of legal awareness and responsible civic participation. Through expert-led discussions and guidance, the session will seek to inspire greater public involvement in building a corruption-free society.



Global Village

22nd – 23rd August, 2026

Global Village will return to VR Surat in collaboration with AIESEC's student exchange programme, continuing a long-standing cultural initiative at the Centre. The event will bring together international students from diverse countries to showcase their traditions, customs, cuisines, art, and global perspectives. By offering visitors an immersive cultural experience under one roof, the initiative aims to celebrate diversity, encourage cultural exchange, and foster stronger cross-cultural understanding.

NOW OPEN

Westside – Store of Future

Westside has opened its country-first Store of the Future at VR Surat, strengthening the Centre's fashion and lifestyle portfolio with a refreshed, future-ready retail format. Located across the Ground Floor and First Floor, the store offers shoppers an expanded and more immersive experience while introducing a significant new retail concept to the city.

Ben Sherman

Ben Sherman has officially opened at VR Surat on the Ground Floor, bringing its signature British style and premium menswear to the Centre. The launch further strengthens VR Surat's fashion portfolio, offering shoppers a refined destination for timeless style and contemporary fashion.

COFFEE SHOP COMPANY

CoffeeShop Company has opened at VR Surat, bringing freshly brewed coffee, handcrafted beverages, and delicious bites to the Ground Floor. The new café offers visitors the perfect place to unwind, catch up, or grab a quick coffee break, further enhancing the Centre's vibrant dining experience.

UPCOMING STORES

Levi's

Levi's is set to open at VR Surat, further strengthening the Centre's denim and casualwear offering. With its globally recognised range of jeans and everyday fashion, the brand will add another prominent name to the Centre's retail portfolio.

Junior Killer

Junior Killer will soon open at VR Surat, expanding the Centre's kidswear mix with a stylish and contemporary fashion offering for younger shoppers. Its arrival is expected to add further variety to the family-focused retail experience at the Centre.

