Dear Partner,

June at VR Surat brought together a well-rounded mix of community-led, lifestyle-driven, and retail-focused experiences, making it a month marked by strong footfall across the Centre. From the Ladies Appreciation Week from World Environment Day and the high-energy UNO Liar's Battle to Unite in Pride, International Yoga Day, and a special Father's Day showcase, the Centre continued to create experiences that connected with visitors of all ages and interests.

The month also marked the launch of the Mad Mad Sale, adding fresh momentum to the Centre's retail environment and setting the tone for an exciting summer ahead. These combined initiatives played a key role in strengthening the ongoing sale and the upcoming Mad Mad Sale Flics to Chess Masters – Tournament and the Top Shoppers Felicitation in August.

Alongside this, Pepe Jeans has reopened in a refreshed format, while upcoming additions such as Burgonomics, Junior Killer, and Coffee Shop Company are set to strengthen further the Centre's retail mix in the coming months.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

WORLD ENVIRONMENT DAY

5th June, 2026

World Environment Day was marked through a meaningful awareness-led initiative organised in association with the Forest Department, Government of Gujarat, The Tree North, Wildlerness India, and Gujarat Forest Service (FS) officer of the Gujarat Cadre, whose attendance added significance to the overall event. The initiative centred on a tree planting event, aimed at encouraging greater awareness of environmental responsibility. The event was further distinguished by the presence of Mr. Dheeraj Kumar, an Indian Forest Service (FS) officer of the Gujarat Cadre, whose attendance added significance to the overall

LIAR'S UNO BATTLES

5th – 7th June, 2026

Liar's UNO Battles brought together gaming enthusiasts for a lively three-day experience built around strategy, competition, and participation. The event opened on Friday with practice rounds and a friendly tournament, allowing participants to familiarise themselves with the rules and compete for exciting hampers. Over the weekend, the tournament formed structured with multiple rounds of UNO Liar's Edition, culminating in a chance to win the grand cash prize of ₹10,000. With more than 200+ participants taking part across the three days, the event created a vibrant and high-energy atmosphere at the Centre.

UNITE IN PRIDE

13th June, 2026

Unite in Pride – Pride Rally & Fashion Show was hosted in collaboration with the The Change, Sakhi Safed Trust Surat, Lakshya Trust, and Navodaya Trust. The event celebrated inclusion, individuality, and self-expression through an inspiring Pride Rally featuring 70+ participants, followed by a vibrant Fashion Show with 40+ participants. Together, the two formats created a strong platform for awareness, acceptance, and community participation, while reinforcing the Centre's role as an inclusive and engaging public space.

INTERNATIONAL YOGA DAY

21st June, 2026

International Yoga Day was celebrated with a warm and engaging Fathers' Show Bulk around the bond between fathers and their children. The event saw participation from 40 father-child pairs, who walked the ramp in coordinated outfits, showcasing a combination of traditional and contemporary fashion. Supported by uplifting partners Papa Jeans, Benedaard, and WROOOL, the event added a strong family feel and emotionally resonant layer to the June calendar.

FATHER'S DAY CELEBRATION

21st June, 2026

Father's Day was celebrated with a warm and engaging Fathers' Show Bulk around the bond between fathers and their children. The event saw participation from 40 father-child pairs, who walked the ramp in coordinated outfits, showcasing a combination of traditional and contemporary fashion. Supported by uplifting partners Papa Jeans, Benedaard, and WROOOL, the event added a strong family feel and emotionally resonant layer to the June calendar.

SPOTLIGHT OF THE MONTH

MR. DHEERAJ KUMAR, IFS

Mr. Dheeraj Kumar, an Indian Forest Service (FS) officer of the Gujarat Cadre, added significance to the Centre's World Environment Day initiative through his presence at the event. His participation brought greater credibility and relevance to the occasion, while reinforcing the larger message of environmental awareness and responsibility that shaped the initiative.

His association with the event also elevated the overall impact of the sapling distribution drive, lending weight to its purpose of encouraging greater everyday choices among visitors. As part of a broader conversation around environmental responsibility and sustainability, the initiative underscored activity, but a meaningful step towards building stronger public consciousness around sustainability.

SOCIAL MEDIA INSIGHTS

JUNE 2026

VR Surat's social media presence remained strong and highly active during the month, with content focused on sustaining visibility, driving engagement, and amplifying key Centre-led moments. Through a steady mix of posts and reels, the page continued to build audience interest while maintaining strong digital momentum across formats.

During the period, the page published 7 posts and 11 reels, generating 5.42 million views and 1.08 million reach. The content collectively drew 56.4K engagements, reflecting strong audience engagement across the Centre's communication. The account closed the month at 57.9K followers, with 301 new followers added, indicating continued community growth and strong ongoing interest in the Centre's digital presence.

NOW OPEN

Pepe Jeans – Refreshed Store

Pepe Jeans has reopened at VR Surat in a refreshed format, offering shoppers an updated space for denim and casual wear across brings a renewed look and feel to the brand's presence at the Centre, while continuing to strengthen the fashion portfolio with its well-known denim and casualwear offering.

UPCOMING EVENTS

Mad Mad Sale

Continued till 31 July

VR Surat's Mad Mad Sale continues to build momentum, carrying forward the strong mid-month momentum built at the end of June. With discounts of up to 60% across participating brands, the campaign is designed to drive consistent footfall and sustained retail sales efforts and reward-led shopping. Customers shopping for ₹10,000 and above receive gift vouchers worth ₹1,000, while those shopping for ₹20,000 and above receive gift vouchers worth ₹2,000, redeemable across the Food Court, Centre and Dusk. The campaign also features a grand top shopper reward, with a Suzuki Avenis awarding the highest shopper, making it one of the Centre's key retail highlights for the upcoming month.

Mad Mad Sale Flea

10th - 12th July, 2026

Adding a more tactile and experience-led layer to the season, the Mad Mad Sale Flea will take place from 10th to 12th July, featuring participating Woodland, Zouk, Aero Shoes, Kenny, F&F, Bronzing, and Coffee Culture, the initiative will extend the momentum of the June campaign internationally throughout the month, creating a more exciting shopping atmosphere at the Centre while encouraging stronger participation and footfall.

Chess Masters – Tournament

17th June, 2026

The Centre will also host the Chess Masters – Tournament on 19th July in collaboration with Crossword, Hamleys, and CAG Coffee. Designed as a family-friendly tournament and retail event, it will seek to add an interactive and family-friendly dimension to the July calendar.

UPCOMING STORES

Burgonomics

Burgonomics is set to join VR Surat's dining offerings, adding a contemporary burger option to the Centre's food and beverage mix. Known for its flavour-led offering and youth-focused appeal, the brand is expected to strengthen the casual dining experience at the Centre.

Junior Killer

Junior Killer will soon open at VR Surat, further strengthening the Centre's fashion offering. With its strong focus on stylish and contemporary fashion for younger shoppers, the brand is expected to add a fresh dimension to the family retail mix.

Coffee Shop Company

Coffee Shop Company is also set to open soon at VR Surat, adding an all-day café format to the Centre's growing lifestyle and dining portfolio. Its arrival is expected to create a relaxed social and coffee-led experience for visitors looking to pause, meet, and unwind at the Centre.

The content, material and information on this newsletter are protected by copyright© laws. All rights are reserved and any unauthorised use, reproduction or distribution of the content, in whole or in part, is strictly prohibited.