Dear Partner,

March at VR Surat brought together fashion, beauty, and lifestyle in meaningful ways, with a mix of developments through a well-curated mix of experiences at the Centre. The month featured a strong blend of style-led engagement, expert-led interaction, and community participation, creating multiple touchpoints for visitors.

Alongside a high-energy fashion platform, a wellness-focused initiative and a lifestyle event opening the month also marked Women's Day with a thoughtfully hosted panel discussion featuring Ankita Valand, Shraddha Shah Raj, Garima Kakkar, and Jasmine Kaur, moderated by Bhumi Sheth. Together, these initiatives reflected the direction the Centre's March calendar while reinforcing VR Surat's established position as a dynamic lifestyle destination in the city.

As we move into April, this momentum is set to continue with experiences designed to bring together sport, creativity, and community participation at VR Surat.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

MENSTRUAL HEALTH AWARENESS

7th March, 2026

In collaboration with Kamakshi India, VR Surat hosted a meaningful initiative centered on menstrual health awareness, encouraging more open and informed conversations around the subject. The session created a supportive space for dialogue, learning, and greater understanding, adding a purpose-led dimension to the Centre.

INTERNATIONAL WOMEN'S DAY

8th March, 2026

On 8th March, VR Surat celebrated International Women's Day with engaging discussions, vibrant festivities, and meaningful community involvement at the Centre.

LEADERSHIP TALK SHOW

8th March, 2026

On the occasion of International Women's Day, Leadership Talk Show featuring Ankita Valand (Entrepreneur), Shraddha Shah Raj (Choreographer), Garima Kakkar (Motivational Speaker) and Jasmine Kaur (Life Coach) moderated by Bhumi Sheth, created a meaningful platform for conversations around leadership, ambition, and personal growth on the occasion of International Women's Day (Leadership Talk Show).

INTERNATIONAL WOMEN'S DAY HOUSIE EVENING

8th March, 2026

Adding a celebratory note to the day, the International Women's Day Housie Evening brought together strong participation, exciting prizes, and gifts for our partners, Swiss Beauty Aztec, Liquid, and Lacto creating a lively and engaging atmosphere at the Centre.

FREE PARKING FOR WOMEN SHOPPERS

8th March, 2026

As part of the day's celebrations, VR Surat also extended free parking for women shoppers, adding a thoughtful touch to the overall experience.

GUJARAT'S TOP MODEL SEASON 7

13th March, 2026

VR Surat was the official venue for Gujarat's Top Model Season 7, bringing the state's most exciting modeling competition to the Centre. The event showcased aspiring talent, confident performances, and the vibrant energy of Surat's growing fashion scene, creating a strong, style-led moment that reinforced the Centre's presence in the city's evolving fashion landscape.

MAKEUP MASTERCLASS WITH NYKAA

18th–28th March, 2026

The session drew strong participation and an enthusiastic response, with beauty expert Ankitua Tripathi guiding attendees through summer essentials – from breathable bases and SPF infused foundations to lightweight concealers and long-wear finishes. The session also made the apple-type matte the experience genuinely useful and were well received by the audience.

SPOTLIGHT OF THE MONTH

18th–28th March, 2026

DHURANDHAR 2 CLICK AND TAG CONTEST

The Dhurandhar 2 Click & Tag Contest was introduced at the Centre to build excitement around the highly anticipated movie Dhurandhar 2 and drive deeper engagement.

Executed in collaboration with PVR INOX, the activity invited visitors to click a picture with the Dhurandhar 2 cutout placed in an Instagram tag @vrsurat and @inoxmovies, and use the hashtag #DhurandharClickAndTag.

To add an incentive-led push, five lucky couples won movie tickets for Dhurandhar 2: The Revenge. Winners were notified via direct messages.

The initiative helped create interactive participation while amplifying the campaign's reach across digital platforms.

SOCIAL MEDIA INSIGHTS

MARCH 2026

March was a strong month for VR Surat across digital platforms. The Centre achieved a total reach of 1,017,423 and 671,342 impressions. The Instagram community grew to 15,439 followers, with 1,333 new followers added during the month. Facebook followers reached 15,000, with 1,000 new profile visits – reflecting sustained audience interest and healthy engagement throughout the month.

NOW OPEN

BEWAKOOF

VR Surat has welcomed Bewakoof to its retail portfolio, marking the arrival of the brand's first store in Gujarat. Known for its contemporary designs and bold, youth-led aesthetic style, this cool-brand adds a fresh, fashion-forward edge to the Centre's overall brand mix.

Gabru Di Chaap

Bold flavours have a new home at VR Surat. Gabru Di Chaap brings authentic Punjabi cuisine, chaap preparations, delivering a distinctive and indulgent dining experience rooted in quality and flavour.

LensCrafters

Ace the world in style. LensCrafters is now open at VR Surat, offering a premium eyewear experience that goes beyond the ordinary. From iconic global brands to cutting-edge designs, the store brings a curated selection of expert care and contemporary design – making it a welcome new addition to the Centre.

UPCOMING EVENTS

Indian T20 Premier League Live Screening

28th March – 31st May, 2026

This summer, Magnolia Plaza at VR Surat transforms into the city's ultimate cheering zone. Catch live screenings of the Indian T20 premier league season, with exciting contests and prizes across. Bring your gang, soak in the energy, and celebrate every moment of the game together.

Paint Your Kicks

19th April, 2026

In collaboration with FILA, VR Surat will host Paint Your Kicks, a hands-on workshop inspired by the global sneaker customization movement. The session will bring together art, fashion, and self-expression through a high-energy creative experience. It's all about style, self-expression, and community—giving participants a chance to design, create, and make their sneakers truly their own.

UPCOMING STORE LAUNCHES

Nykaa Luxe

Nykaa Luxe is set to debut at VR Surat, bringing one of India's most celebrated beauty and lifestyle destinations to the Centre. The store will feature premium skincare, makeup, skincare, haircare, and wellness, the new store will elevate the Centre's beauty offering with a more immersive and refined retail experience.

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