Dear Partner,

May 2025 marked a significant milestone in VR Surat's journey as we celebrated our 10th anniversary with a vibrant blend of joy and bustling trading relationships with our community. The Centre came alive with a host of engaging events that reflected our commitment to fostering community bonds, entertainment and social connection.

Celebrating our 10th anniversary in style, the month unfolded with a series of memorable events including the VR Surat League scavenger, and Rock, Sadly focused weekends, From the Dreamers & Friends Meet & Greet to the Anniversary Celebration, the Indian T20 Premier League Screening, and the sweet summer cool off with Kaun Banega Mango Pati, each moment added to a calendar full of unforgettable experiences. The month ended on a high note with a vibrant evening with a focus on community engagement, celebration, and meaningful giveaways.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

10th – 31st May 2025

DAZZLING DOZENS

As part of our 10th Anniversary celebrations, VR Surat launched the Dazzling Dozens Shop & Win campaign—a retail celebration that turned shopping into a rewarding experience. Over 100 participating tenants offered exclusive deals and gifts, with every purchase of ₹1,000 or more entitling the wheel and win exciting prizes. From Dyson hair styling kits and gift hampers by MAC, Mac'd, Aqua Imagina, and Megaglos, to the grand prize—a brand-new Green bike from Suzuki—the rewards added a touch of excitement to everyday shopping. The campaign ended on a high note with a lucky draw and a special live streaming event.

INTERNATIONAL MOTHER'S DAY

14th May 2025

VR Surat celebrated motherhood with a stylish Mother-Daughter Fashion Show that brought together participating tenants and their families for a heartfelt celebration of love and bonds. With Club ex gifting partners, it was a lovely moment to thank mothers for the love and bond shared between moms and kids.

DORAEMON & FRIENDS MEET & GREET

17th & 18th May 2025

With summer holidays in full swing, VR Surat brought a special treat for its youngest visitors—a magical weekend with Doraemon and Friends! This fun-filled Meet & Greet gave children the chance to meet their favourite cartoon characters up close, while also enjoying engaging activities that sparked creativity and joy. The weekend was a delightful celebration of friendship, creativity, and unforgettable memories.

TREASURE HUNT

24th May, 2025

VR Surat came alive with thrill and excitement as over 55 teams raced to crack clues in our first-ever Treasure Hunt. With the atmosphere buzzing and every corner of the Centre transformed into a vibrant hub of activity, participants navigated through challenges and hidden events. The top 4 teams, who solved the puzzles, walked away with exciting rewards—including refrigerators, TVs, washing machines, and more. A first-of-its-kind experience for the city, this lighthouse event brought together Mysteam Tours and big wins into one unforgettable weekend.

SPLASH & PLAY

24th & 25th May, 2025

Partnering with Crossle Entertainment, the Splash & Play weekend brought families together for an exhilarating, water-themed celebration that was a major crowd-puller. Footfall hikes and SUV sales to surprise appearances by Hulk and Spiderman, over 1350 kids joined the fun-filled weekend.

12TH ANNIVERSARY GRAND CELEBRATION

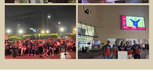
27th May, 2025

We wrapped up our anniversary month with a heartwarming celebration of community and gratitude. A special dinner for 12 lucky winners was followed by an evening filled with joy and performances. The weekend kicked off with a vibrant Bollywood-themed Holi, featuring a live band, Clover 120cc bike, while two others were premium Dyson hair styling kits. The event culminated with a high-energy live performance by Mukesh Chaudhary, turning the evening into a true celebration of music, celebrations, and the people who make VR Surat what it is.

INDIAN T20 PREMIER LEAGUE SCREENING

26th April – 3rd June May, 2025

The cricket fever reached new heights with live match screenings, a buzzing Virtual Cricket Zone, and a lucky draw that rewarded fans with exciting prizes—including a Hero Xpulse 125cc Tablets, mugs, keychains and more. VR Surat turned into a stadium of its well-wishers.



MENSTRUAL HYGIENE AWARENESS DAY

28th May, 2025

In partnership with MSD Surat, Kanakshya, and Anubha Innovations, VR Surat hosted an impactful panel discussion featuring renowned gynaecologists. All the attendees and the visitors we encouraged to pledge their support for menstrual hygiene awareness. The event underscored the importance of breaking taboos and promoting hygiene. As part of this vital and a bloom purpose, we are conducting a signature campaign encouraging attendees and visitors to pledge their support for menstrual hygiene awareness—promoting education, dignity, and open conversations around the subject.

KAUN BANEGA MANGO PATI

31 May, 2025

VR Surat wrapped up May with a tropical twist through Kaun Banega Mango Pati—a summer celebration that saw 100 patrons walk away with a share of 1000 kg of fresh, juicy mangoes. The event brought the spirit of summer to life with vibrant decor, refreshing treats, and smiles in equal measure. Guests soaked in the festive mood, delighted in seasonal treats, and left with golden memories of a summer well spent.

WORLD NO TOBACCO DAY

31 May, 2025

On 31st May 2025, VR Surat joined the global effort to Tobacco Day with a meaningful initiative in collaboration with Youth Nation and Surat Municipal Hospital. The Centre came alive with purpose as we hosted an engaging talk show focused on raising awareness about the harmful effects of tobacco. The focus of the performance was on promoting a healthier lifestyle free from tobacco, driving home the message through storytelling and performances.

NEW STORE LAUNCH

New Balance

Performance, style, and streetwear edge! New Balance steps into VR Surat with its very first store, bringing a wide range of sneakers available for athletic days, leisure sessions and apparel made for comfort and confidence.

UPCOMING STORES

Be Young is set to open soon at VR Surat, bringing fast fashion for men who like to keep it casual, cool, and always on point.

Sweet Dreams is coming soon to VR Surat—bringing soft, breezy, comfort-first nightwear designed for lounging, unwinding, and stylish nights in.

UPCOMING EVENTS

Pride Month Celebration

1st – 30th June, 2025

VR Surat stands proudly with the LGBTQ+ community, join us all month long for events, pride walk, and more—all celebrating diversity, inclusivity, and belonging.

World Environment Day

5th – 8th June, 2025

We're going green with free sapling giveaways for all visitors. A small step by VR Surat towards a greener tomorrow.

Father's Day

15th June, 2025

A stylish tribute to fatherhood this year's Father-Daughter Fashion Show is all about bonding and bold runway moments.

International Yoga Day

21st June, 2025

Celebrate wellness with a unique session blending yoga and martial arts—designed to inspire mindfulness and strength in every move.

The content, materials and information on this newsletter are protected by copyright © Sam. All rights are reserved and shall not be reproduced, distributed, transmitted, displayed or published in any form or in any medium, without prior written permission.