# Dear Partner,

May at SR Surat marked a significant high point for the Centre, as we hosted our flagship annual festival, Summer Battle, bringing vibrant engagement, high-energy participation, and a strong sense of community to life. Anchored by a major weekend festival in MECL, the month combined performance-led programming, interactive activations, and consistent footfall across retail, reinforcing expectations for visitors across the Centre.

From the Shop Win Big drawing to a month-long line-up of retailers, family and community-focused activations, and a strong weekend footfall, the month delivered across several pillars, including Experiential Retail, Community Engagement, Brand Visibility, Footfall Conversion, and Brand Engagement. Together, these initiatives reinforced the Centre's position as a destination where celebration, retail, and community participation intersect.

Warm regards,
Team SR Surat

## HIGHLIGHTS OF THE MONTH

### VR TURNS 13

May 2026

VR13 brought together shopping festi rewards, crowd engagement, and community-driven events, reinforcing the Centre's continued role as a vibrant lifestyle destination in Surat. With a packed line-up of activations, from the Shop Win Big drawing to Summer Battle, the celebration, which ran for a month, drew strong footfall across the Centre.

### SHOP BIG WIN BIG

1st – 28th May 2026

As part of SR Surat's 13th anniversary celebrations, the Centre rolled out a flagship Shop Win Big drawing, rewarding shoppers with exciting prizes across the month. The initiative saw participating retailers distribute maximum gift vouchers worth 70,000, three shopping for 10,000, maximum gift vouchers worth 15,000, and shoppers spending 5,000 were entitled to participate in the drawing.

The campaign drawing, which ran for the month, generated strong footfall and participation, with the 1st Prize being a Suzuki Hayabusa, the 2nd Prize being a Tata Harrier, and the 3rd Prize being a Suzuki Access 125 Special Edition and Electric Scooter. Together, these offers helped drive shopping participation while reinforcing the scale and excitement of the Centre's anniversary celebrations.

### CREATORS' SOCIAL

4th May 2026

The anniversary month opened with Creators' Social, a community-led gathering in celebration of Surat's leading creators for an evening of conversation, networking, content creation, and shared celebration. Designed as a robust platform for the city's creator community, the event combined high-energy interactions with meaningful discussions around creativity, collaboration, and the evolving relationship between creators and brands. The gathering also served as a shared moment between mothers and daughters at the Centre. This was followed by an open for all female session, which added a more interactive and festive layer to the evening, reinforcing the overall acceptance the Mothers and Daughters gathering.

### MOTHER'S DAY FASHION SHOW

10th May 2026

As part of the anniversary line, SR Surat hosted a special Mother's Day Fashion Show in association with Kalki Fashion Studio. Held on Sunday, 10th May, the event was a celebration of motherhood and their daughters in a heartwarming celebration of motherhood, presence, and togetherness. The show featured a curated line-up of mothers and daughters walking the ramp together, with the audience laid out a shared moment between mothers and daughters at the Centre. This was followed by an open for all female session, which added a more interactive and festive layer to the evening, reinforcing the overall acceptance the Mothers and Daughters gathering.

### CARTOON MEET & GREET

1st – 31st May 2026

The Cartoon Meet & Greet brought a lively, family-focused experience to the anniversary month, giving visitors the chance to connect with Tita and Mr Bean in a fun and engaging setting at the Centre. The activation was designed to create memorable moments for families and strengthen brand recognition, while offering a fuller participation experience for young visitors in association with Cartoon Network. The initiative underscored the Centre's ongoing focus on FECO activations, bringing storytelling, brand recall, and shared engagement at the Centre.

### THE GRAND ANNIVERSARY CELEBRATION

24th May 2026

The Grand Anniversary Celebration served as the defining moment of MECL, bringing the Centre's 13-year celebration to life through an immersive, high-energy experience for top shopper winners, their families, and a capped number of guests. The evening was further elevated by a live performance by Kashee Dave, whose presence added a strong entertainment layer to the celebration, reinforcing the role of the anniversary month as a moment for celebration, recognition, and shared memories. Shoppers, and the wider Centre community in a strong show of participation and festive energy.

### TREASURE HUNT

29th May 2026

Closing the anniversary month on an interactive note, the Treasure Hunt invited leaders to explore the Centre and uncover hidden rewards across participating stores. The activation was designed to add a playful and rewarding dimension to the anniversary celebrations, encouraging participation, movement across the Centre, and a fun, competitive search to round off the month.

## SPOTLIGHT OF THE MONTH

### KSHITI TARLY

Bollywood singer Kshiti Tarly emerged as a standout presence at SR Surat's 13th Anniversary Celebration, bringing a vibrant live performance to the Centre's 13-year milestone evening. What began as a planned performance quickly evolved into a moment of shared celebration, with her presence and music resonating with participating shoppers, reflecting her growing appeal among the Centre's audience. Her ability to engage on stage and bring energy directly with visitors, he added warmth, spontaneity, and a strong sense of celebration to the evening, making her presence one of the defining highlights of the anniversary.

## SOCIAL MEDIA INSIGHTS

### MAY 2026

SR Surat's social media presence remained strong and consistent, ending in a strong month, with content focused on sustaining visibility, driving engagement, and building momentum around key Centre-led moments ahead of the June 13th Anniversary. The month saw steady reach and engagement across platforms, with a clear focus on building anticipation and community participation.

During the month, the page published 5 posts and 7 reels, generating a total of 2,226,200 views and 1,000,000 reach. The Instagram page added 1,000 new followers, ending the month with 1,000 followers, reflecting consistent growth. The account closed the period at 17,000 followers, with 5,000 new accounts reached and 1,000 accounts engaged, underscoring the Centre's ongoing visibility and community connection.

## NOW OPEN

### Home Centre

Home Centre is now open at SR Surat, further strengthening the Centre's lifestyle retail offering. Known for its wide selection of home decor, furniture, and lifestyle products, the retailer adds a well-recognised and experience-led destination for visitors who enjoy discover their living spaces.

### Pepe Jeans

Pepe Jeans is now open at SR Surat, adding a globally recognised denim and lifestyle brand to the Centre's fashion portfolio. With this addition, the Centre continues to strengthen its fashion-led retail footprint, further expanding the Centre's retail mix while reinforcing its position as a lifestyle and fashion destination.

## UPCOMING EVENTS

### UNO Liars Championship

7th – 8th June 2026

SR Surat will host the UNO Liars Championship from 7th to 8th June, in a collaboration with Sonic Entertainment. The event will bring together a fun, engaging gaming experience to the Centre. Designed for participation across all age groups, the championship is expected to attract a wide cross-section of visitors, including families and young adults, drawn to the Centre's lifestyle and entertainment offerings.

### World Environment Day

5th June, 2026

On World Environment Day, SR Surat will host a tree plantation drive in association with the Surat Municipal Corporation. The initiative underscores the Centre's ongoing sustainability commitments, reinforcing its role as a local environment-led destination for the wider community. The activation will also include a tree sapling distribution, further strengthening community engagement that encourages greener choices and environment-conscious behaviour at the Centre.

### Unite in Pride

27 June 2026

SR Surat will host Unite in Pride on 27th June, focusing on Pride Month and the Pink Rickshaw as part of its upcoming event calendar. Presented in collaboration with Pink Rickshaw, the event will bring together Pride and allies in a shared space that the event is designed as a vibrant and inclusive celebration of community, visibility, and shared presence at the Centre. The experience will feel further elevated through its association with the Pink Rickshaw, a mobile platform that extends this to all 30 participants, adding a strong and visible presence to the overall experience.

### International Yoga Day

21st June

On the morning of 21st June, SR Surat will host a Yoga Day session in association with Sonic Entertainment, offering participants a refreshing and mindful start to the day. The session will be conducted and facilitated by Hong Kong, the session will add a wellness-focused experience to the Centre's lifestyle offerings, reinforcing the Centre as a destination for mindful engagement and community participation.




### Yoga Day

21st June

### Father's Day Celebration

21st June 2026

On the evening of 21st June, SR Surat will host a Father's Day celebration in association with Sonic Entertainment, featuring a photo booth and a live performance by Kashee Dave. The activation will be open to all visitors and free to attend, Designed as an engaging and participation-led experience, the event will bring families and visitors together to celebrate Father's Day in a fun, festive and interactive. The evening will also include consumer engagement, with a photo booth allowing participants to capture and share moments, adding a rewarding touch to the overall experience.

### MAD MAD SALE

27th June – 31st July 2026

SR Surat will host MAD MAD SALE, bringing discount, or entertainment and shopper-centric perks spread with offers of up to 70% off across participating stores. The campaign will run across the month of June and July, with the activation being the Centre's opening calendar while reinforcing the Centre's commitment to value-led shopping.




The content, materials 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.