

Dear Partner,

November at VR Surat was filled with celebration and connection – from a fun-filled Children's Day experience to the grand reveal of our Christmas décor and a high-energy Black Friday weekend. The month was also marked by a proud milestone as we received two prestigious global awards recognising our commitment to excellence and community impact.

As we welcome December, the festive spirit continues with the Christmas Carnival, Shop & Win campaign, and exclusive partner activations by Crossword, Hamleys, and Timezone. 900+ kids enjoyed complimentary face and hand painting by Karyashala, leading to a truly memorable experience for our young guests.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

JUNGLE JUNCTION CHILDREN'S DAY CELEBRATION

14th – 16th November, 2025

Children's Day was celebrated with joyful energy as VR Surat transformed into a playful jungle-themed zone. Families enjoyed engaging activities including a drawing competition, puppet theatre, storytelling, mascot appearances, and exclusive partner activations by Crossword, Hamleys, and Timezone. 900+ kids enjoyed complimentary face and hand painting by Karyashala, leading to a truly memorable experience for our young guests.



LAALO – COMMUNITY SPECIAL SCREENING

18th November, 2025

A heartwarming movie showcase brought together senior citizens, orphanage children, and students for a special screening of Laalo. In collaboration with Surat Police, the initiative created meaningful moments of joy, inclusivity, and togetherness – reinforcing our ongoing commitment to community-first, accessible engagement.



CHRISTMAS DÉCOR REVEAL

23rd November – 4th January, 2026

The festive transformation unveiled a stunning visual experience featuring the tallest Christmas tree in the city (40 ft.), a signature Santa sleigh, elegant wreaths, festive rail décor, and a Wish Wall – turning the centre into a magical holiday destination filled with photo-worthy moments and seasonal charm.



TREE LIGHTING CEREMONY

23rd November, 2025

The official start of the celebrations was marked with a warm and joyful Tree Lighting Ceremony accompanied by soulful Christmas carols performed by the Mount Mary Church community. A symbolic moment shared between retailers, families, and visitors – the evening concluded with a celebratory cake cutting.



BLACK FRIDAY SALE

28th – 30th November, 2025

VR Surat concluded the month on a high note with a vibrant Black Friday weekend that brought an energetic retail atmosphere to the destination. Visitors enjoyed exclusive offers across leading brands, making it one of the most anticipated shopping moments of the season. The experience was further elevated with electrifying live performances by Pancham Live and The Bandits, creating an engaging blend of music, entertainment, and festive celebration throughout the evenings.



SOCIAL MEDIA INSIGHTS

November, 2025

November marked a strong month for VR Surat's digital presence. Our Instagram community grew to 51K+ followers, supported by 808 new follows and steady audience engagement. With 16 posts and 169 stories published, the content drove significant activity – generating 37K+ post likes, 1.3K+ shares, and over 10.7K reach. The platform registered 465K+ impressions and 16K+ profile visits, reflecting consistent viewer interest and interaction. Overall, November showcased solid growth and reinforced VR Surat's position as a highly engaging lifestyle and retail destination in the region.



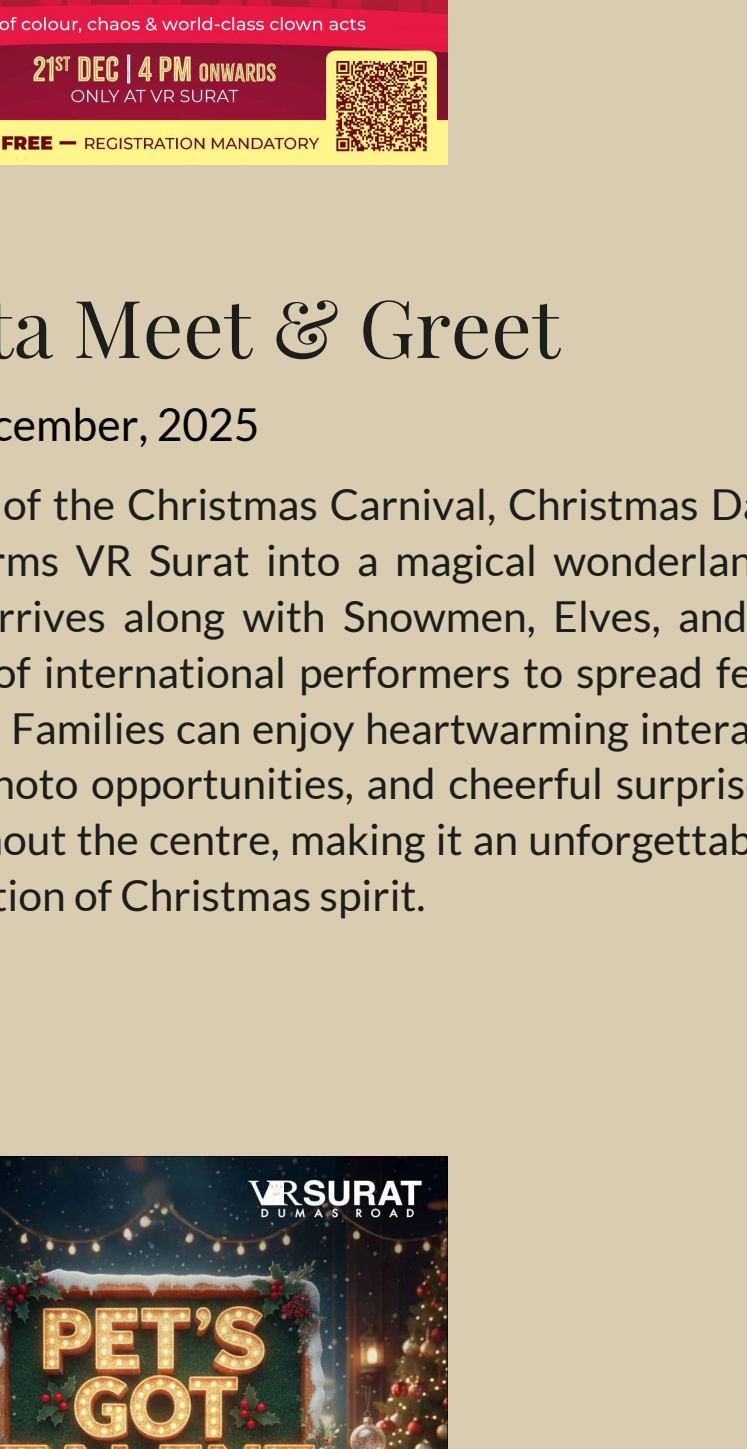
AWARDS & ACCOLADES

Global Marketing Excellence Awards 2025

18th November, 2025

VR Surat reached an exciting milestone this month, being honoured with two prestigious awards at the Global Marketing Excellence Awards 2025 – Most Admired Shopping Centre of the Year: Socially Responsible and the Retailer's Choice Award.

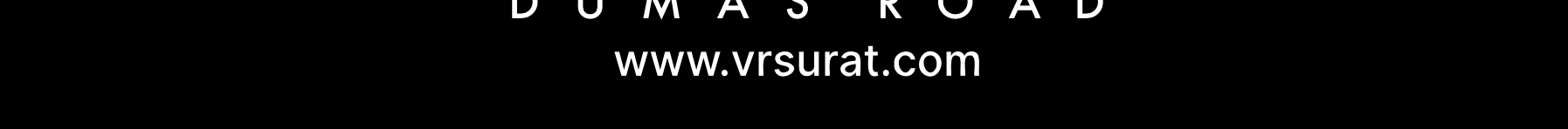
These recognitions reflect our ongoing commitment to purposeful CSR initiatives, meaningful community impact, and the strong partnership ecosystem that continues to shape VR Surat's success. This achievement reinforces our vision of creating a destination that is not only experiential and engaging, but also responsible, inclusive, and future-forward.



CERTIFICATE OF APPRECIATION SURAT POLICE

18th November, 2025

During the collaborative Laalo Community Screening, VR Surat was honoured with a Certificate of Appreciation from Surat Police, recognising our shared commitment to community-first programming and meaningful engagement. This acknowledgment stands as a proud milestone in strengthening purposeful partnerships and advancing socially responsible initiatives.



SPOTLIGHT OF THE MONTH

November, 2025

CSR SPOTLIGHT: PARTNERSHIP WITH SURAT POLICE

As part of our continued commitment to community-focused initiatives, VR Surat collaborated with Surat Police to host the Laalo Community Special Screening for senior citizens, orphanage children, and students. We were privileged to welcome Dr. Nidhi Thakur, IPS - D.C.P. (Zone-IV) whose presence added significance and encouragement to the occasion.

NEW STORE LAUNCH

WROGN
Co-created with Virat Kohli, WROGN brings bold, youthful, and trend-forward fashion to VR Surat with contemporary silhouettes, street-sport aesthetics, and statement details. Marking Gujarati's first WROGN store, this launch adds a dynamic new edge to our fashion portfolio and strengthens the region's contemporary style offering.

UPCOMING EVENTS

Christmas Carnival

6th – 31st December, 2025

VR Surat is all set to celebrate the festive season with the Christmas Carnival, a month-long extravaganza filled with shopping rewards, entertainment, and family-friendly experiences. From 6th to 31st December, guests can enjoy a series of exciting activities and campaigns designed to make every visit memorable.

Shop & Win

6th – 31st December, 2025

December at VR Surat kicks off with the much-awaited Christmas Carnival: Shop & Win, spreading festive cheer across the shopping centre. Shoppers can enjoy exciting rewards throughout the month – spend ₹5,000 to receive a ₹500 gift voucher, ₹10,000 to receive ₹1,000, and ₹15,000 to receive a gift voucher of Rs.2000. On top of this, shoppers also stand a chance to win a grand Jawa Bike as part of the campaign. With irresistible offers and the spirit of gifting in the air, this festive season promises endless reasons to celebrate.

International Clown Festival

21st December 2025

As part of the Christmas Carnival, VR Surat presents the International Clown Festival – a day of joy and laughter for kids and families. Talented global clown artists will take over the centre with interactive performances, high-energy antics, and colourful showcases, creating one of the most delightful, smile-filled experiences of the festive season.

Santa Meet & Greet

25th December, 2025

As part of the Christmas Carnival, Christmas Day transforms VR Surat into a magical wonderland. Santa arrives along with Snowmen, Elves, and a troupe of international performers to spread festive joy. Families can enjoy heartwarming interactions, photo opportunities, and cheerful surprises throughout the centre, making it an unforgettable celebration of Christmas spirit.

Pet's Got Talent – Season 4

27th December 2025

As part of the Christmas Carnival, Pet's Got Talent returns for its fourth edition. Pets take centre stage alongside their families in a charming, creative, and festive showcase, celebrating the special bond between pets and their owners while adding sparkle and joy to the season.

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