



## Dear Partner,

October at VR Surat has been an exhilarating month brimming with festive spirit, creativity, and community bonding!

The much-anticipated Glam Garba x Mirchi Rock & Dhol event, held in collaboration with Radio Mirchi, drew over 12,000 Khelaiyas for 10 unforgettable nights. The event featured dazzling décor, delicious food, mega prizes like Suzuki bikes, and electrifying performances by Strings & Stories.

Our 'Khushiyon Wali Diwali' campaign transformed the centre into a festive wonderland with vibrant Diwali décor. The ongoing Diwali shopping campaign offers prizes worth ₹5 Lakhs, including a TVS Jupiter, home décor, and gift hampers from brands like Kazo and Colorbar, enhancing the festive joy for all our visitors.

The Young Artists Programme of the Dumas Art Project inspired over 300 young talents to envision a sustainable future under the theme "The Clean City, The Green City."

In partnership with Suzuki, we hosted the Suzuki Riding Fest, which featured exciting activities like the Avenis Mileage Challenge, Stunt Mania, and the exclusive India launch of the Suzuki Gixxer R model. This added a thrilling dimension to our October events.

With festive celebrations and new store launches this month, October has been a joyful, creative journey at VR Surat. We look forward to continuing this vibrant journey with you in the weeks ahead!

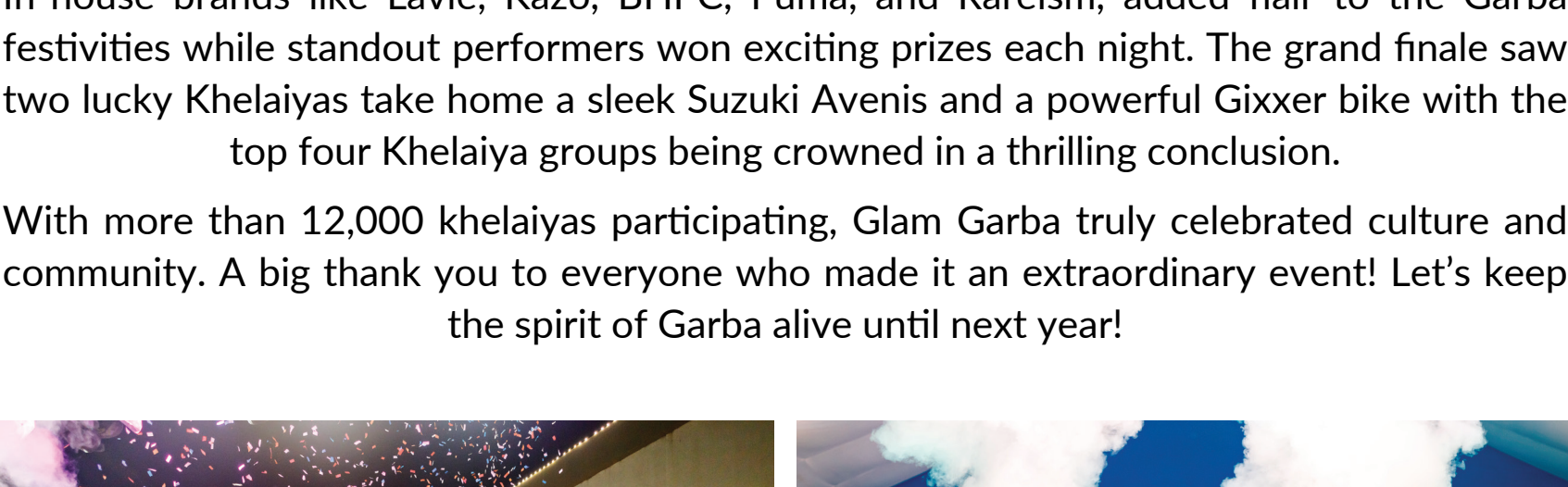
Best regards,  
Team VR Surat

## HIGHLIGHTS OF THE MONTH

### YOUNG ARTISTS PROGRAMME

2<sup>nd</sup> – October, 2024

The tenth edition of the Dumas Art Project's Young Artists Programme brought over 300 young artists together to showcase their vision for a sustainable future. Under the theme "The Clean City, The Green City," the participants expressed their commitment to the environment with creativity and passion, illustrating how our city can flourish while respecting nature.



### GLAM GARBA X MIRCHI ROCK N DHOL

3<sup>rd</sup> – 12<sup>th</sup> October, 2024

The Glam Garba x Mirchi Rock & Dhol event was a spectacular celebration at VR Surat! In partnership with Radio Mirchi, we transformed our event into a high-energy fiesta, featuring stunning décor, delicious food, and electrifying entertainment. For 10 vibrant nights, the venue came alive with enthusiastic Khelaiyas, as the band Strings & Stories set the stage on fire. Participants showcased incredible talent and energy, turning each night into a festive dance extravaganza.

In-house brands like Lavie, Kazo, BHPC, Puma, and Rareism, added flair to the Garba festivities while standout performers won exciting prizes each night. The grand finale saw two lucky Khelaiyas take home a sleek Suzuki Avenis and a powerful Gixxer bike with the top four Khelaiya groups being crowned in a thrilling conclusion.

With more than 12,000 khelaiyas participating, Glam Garba truly celebrated culture and community. A big thank you to everyone who made it an extraordinary event! Let's keep the spirit of Garba alive until next year!



### KHUSHIYON WALI DIWALI

12<sup>th</sup> October, 2024

On Dussehra, VR Surat unveiled the Khushiyon Wali Diwali Décor, transforming the centre into a festive wonderland. The vibrant colours, the Kandeel, and stunning crackers set the perfect mood for Diwali celebrations. Adding to the excitement, our collaboration with in-house brands promised a grand shopping festival, with prizes worth ₹5 Lakhs up for grabs. Shoppers stood a chance at winning amazing rewards, including a TVS Jupiter, home décor from Home Centre, holiday packages, silver coins, and exclusive gift hampers from Kazo and Colorbar.

Patrons thoroughly enjoyed a spree of festive treasures and delightful treats!



### KHUSHIYON WALI DIWALI

18<sup>th</sup> October – 3<sup>rd</sup> November, 2024

The joy of Diwali was at its peak with Khushiyon Wali Diwali at VR Surat! This exciting campaign blended festive shopping, fun activities, and grand rewards, from October 18<sup>th</sup> to November 3<sup>rd</sup>.

Here's a rundown of the festive campaign:

The campaign was packed with festive excitement through our "Shop Big, Win Big" contest, where every purchase brought shoppers closer to winning the grand prize—a brand-new TVS Jupiter scooter! Throughout the month, our top-spending customers vied for this ultimate reward, adding extra thrill to every shopping experience. From fashion finds to festive essentials, each purchase took them a step closer to driving home with this incredible prize.

In addition to the grand prize, October featured our "Shop & Win" offers. Customers who spent ₹11,000 or more received gift vouchers worth ₹2,000 and entries into our weekly lucky draws, with prizes totalling ₹5 Lakhs! Exclusive deals across popular brands—from dazzling jewellery collections to stylish apparel—made it the perfect time for patrons to refresh their festive wardrobes and find meaningful gifts for loved ones.

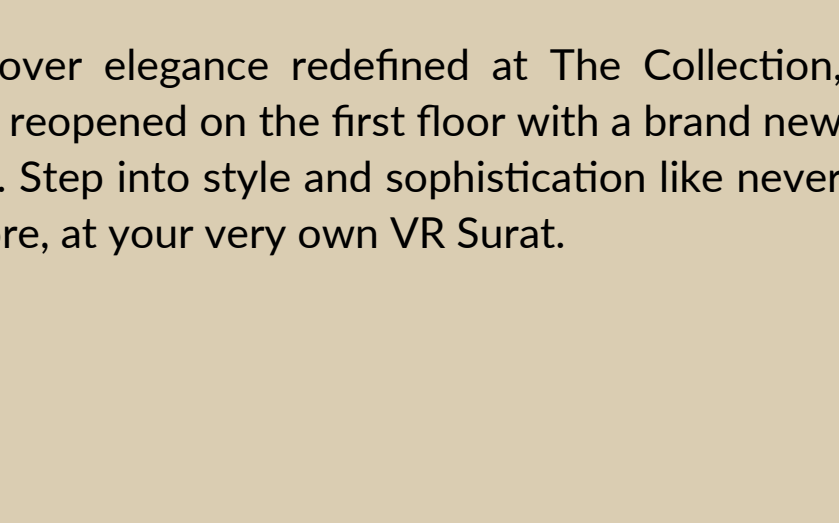
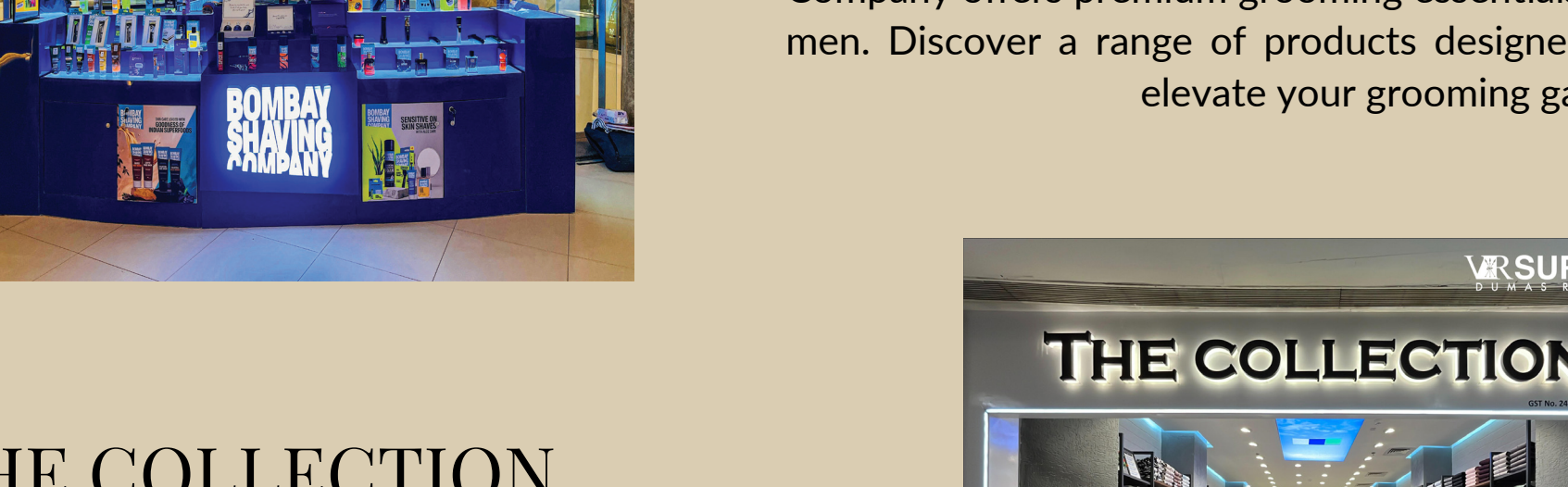


### SUZUKI RIDING FEST

19<sup>th</sup> October, 2024

VR Surat buzzed with high-octane energy with the Suzuki Riding Fest, a paradise for bike lovers! The event was packed with excitement, featuring the Avenis Mileage Challenge and adrenaline-pumping Stunt Mania, where participants showcased impressive skills and passion.

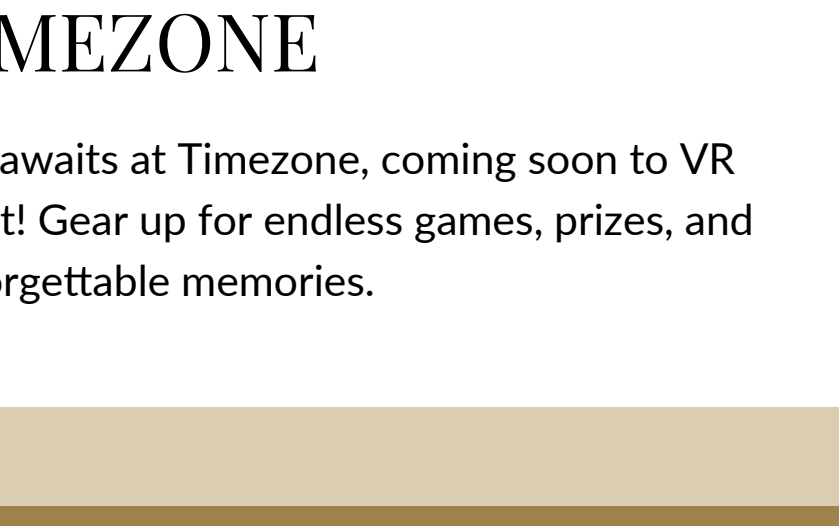
The spectacular debut of the Suzuki Gixxer R model marks its first launch in India! This stunning ride promises to redefine the biking experience for enthusiasts.



### FESTIVE GLAM MASTER CLASS

24<sup>th</sup> October, 2024

VR Surat, in collaboration with MAC, hosted the Festive Glam Masterclass, where makeup lovers learned to perfect their Diwali look. From flawless skin techniques to bold festive glam, participants received expert tips from MAC professionals, making this workshop a sparkling success.

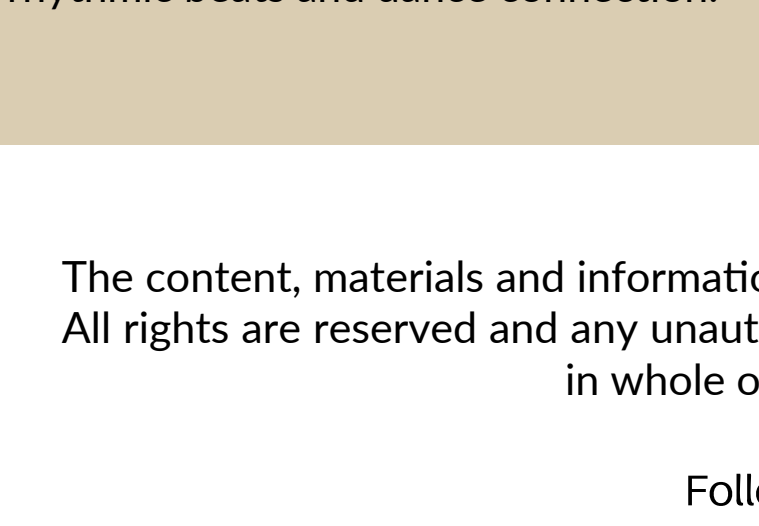


### NEW STORES



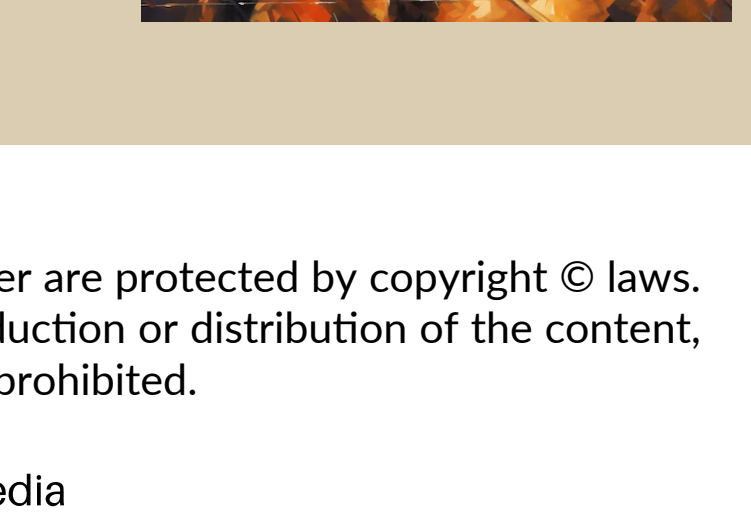
#### Kazo

Kazo has now opened its doors at VR Surat! This trendy women's apparel brand offers stylish, chic collections that add a splash of fashion to your wardrobe. Visit Kazo on the ground floor for your next favourite outfit!



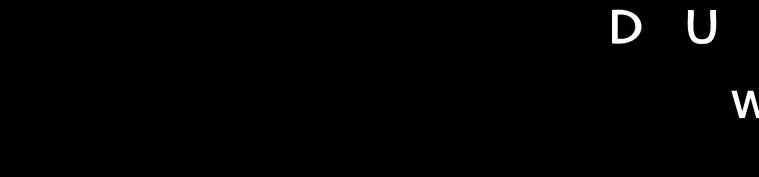
#### La Pinoz

Now open at the Foodcourt, La Pinoz brings you a delicious range of cheesy, mouth-watering pizzas. Drop by to enjoy your favourite slice of happiness!



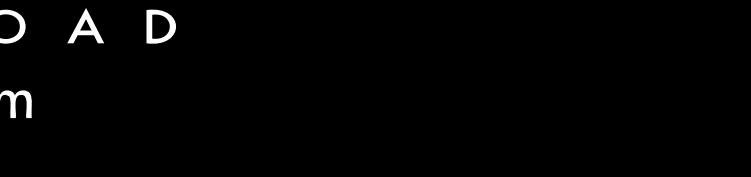
#### Bombay Shaving Company

Located on the first floor, Bombay Shaving Company offers premium grooming essentials for men. Discover a range of products designed to elevate your grooming game.

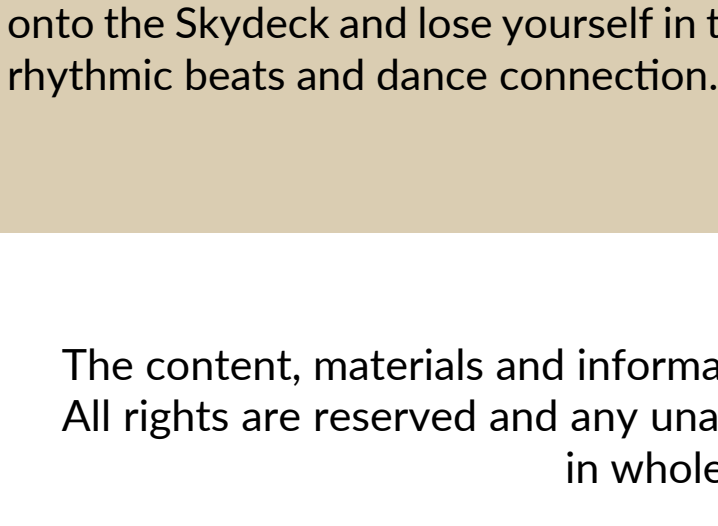


#### THE COLLECTION

Discover elegance redefined at The Collection, now reopened on the first floor with a brand new look. Step into style and sophistication like never before, at your very own VR Surat.



### UPCOMING STORES



#### LA BELLA

Experience the heart of Italy at La Bella Italiano, coming soon to VR Surat! From rich pastas to classic pizzas, every dish is crafted to bring you the true flavors of Italy. Get ready to indulge in an unforgettable culinary journey!



Get ready to unleash your unique beauty with LoveChild by Masaba. Dive into a world of vibrant shades, bold pigments, and skincare-infused cosmetics crafted to celebrate every skin tone.



#### BLISS CLUB

Step into comfort and style at BlissClub, soon at VR Surat! Get ready to experience activewear crafted to move with you.



Fun awaits at Timezone, coming soon to VR Surat! Gear up for endless games, prizes, and unforgettable memories.



### UPCOMING EVENTS AT VR SURAT

#### CHRISTMAS CARNIVAL

23<sup>rd</sup> November, 2024

Kickstart the holiday season at VR Surat with our Tree Lighting Ceremony on November 23<sup>rd</sup>. Join us as we light up the grand Christmas tree and mark the beginning of festive celebrations. To enhance the holiday spirit, we'll unveil the "Happy Holidays" flag on our façade, adding a joyful touch to the centre. Expect a magical evening filled with cheer, music, and holiday warmth as we officially welcome the most wonderful time of the year!



#### BACHATA NIGHT

30<sup>th</sup> November, 2024

Get ready to move and groove under the stars at VR Surat! Join us for an enchanting Bachata Night with renowned choreographer Sam Jovel, bringing the passion of Latin dance to life. Step onto the Skydeck and lose yourself in the magic of rhythmic beats and dance connection.

