Dear Partner,

October at VR Surat was a month of seasonal moments and festive energy. The Centre came alive with vibrant celebrations, high-footfall campaigns, and meaningful engagements across every department. From Khushiyon Wali Diwali to Shop Big, Win Lucky Draw and many memorable participations, the month reflected the spirit of joy, connection and growth. As we navigate forward, it is clear that that our community is growing stronger and more connected than ever.

As we step into November, the momentum continues with a Children's Day Weekend, Black Friday Sale and the highly awaited Black Friday Sale.

Warm regards,
Team VR Surat

HIGHLIGHTS OF THE MONTH

KHUSHIYON WALI DIWALI 2025

16 Days of Festive Fun at VR Surat

VR Surat celebrated Khushiyon Wali Diwali with a 16-day festively arranged Mall with festive decorations, vibrant lighting, and joyful moments that brought the spirit of Diwali to life. Featuring the ATM Wheel, lucky draws, and the high-energy Dhol Day, this drive rewarded with Spot the Wheel, instant Gifts, home appliance prizes, and Club Mahindra staycations. The festivities continued with Dhol Day, Rangoli Workshop, Diwali Photo Booth, Diwali Dinner Date Workshop, bringing together families, creatives, and shoppers for a vibrant 16-day engagement, marking a festive season at VR Surat.

KHUSHIYON WALI DIWALI DÉCOR

2nd–20th October, 2025

October opened with VR Surat aglow in full festive splendour. Visitors were welcomed by a dazzling Diwali décor that set the tone for a month of joy, connection and celebration. Warm lighting and golden detailing, vibrant lanterns, and a luminous lantern centerpiece. The celebration continued with a Rangoli Workshop on 2nd October, where families came together to create and transforming every corner into a picture of Diwali cheer. A true crowd favourite, the décor captured the spirit of the season and became one of the most shared and festive destinations.

KHUSHIYON WALI DIWALI SHOP BIG, WIN BIG CAMPAIGN

15th–30th October, 2025

The Shop Big, Win Big campaign opened with this month by the Mehtaab Bazaar, and the Festival Bazaar, Kitchen Bazaar, Home Bazaar, Fashion Bazaar, Jewellery Bazaar, Beauty Bazaar and Huge vouchers. Purchases above ₹12,000 entered the Bumper Lucky Draw, while bills above ₹2,000 qualified for the ATM Wheel, with instant rewards including Home Appliances, Gift Vouchers, FOOD COURT, Movie Vouchers and Club Mahindra staycation. Footfall was strong, with bazaars, home decor items, air fryers, double-bed sheets, blankets, and Club Mahindra PG-13 staycations ranking in some of VR Surat's most exciting Diwali shopping experiences.

M.A.C MAKE-UP MASTERCLASS

5th October 2025

The fashion crowd reached a peak highlight as VR Surat scored a few Cybersecurity Awards with an exclusive M.A.C Masterclass on 5th October. The session was a vibrant gathering of beauty enthusiasts, aspiring artists, professional artists and budding beauty enthusiasts alike, all eager to learn tips, techniques, and trends from the world of M.A.C. The masterclass brought the glamour to the centre, with participants left with practical insights and fun memories of the session.

DIYA DÉCOR & KANDEEL MAKING WORKSHOP

16th October, 2025

The festive cheer reached a peak highlight as VR Surat and Kanpaktaka hosted a lively Diya Décor & Kandeel Making Workshop. Attendees painted and crafted diyas and kandeels, transforming them into festive pieces, filling the space with creativity, laughter, and the warm glow of Diwali traditions.

MUSICAL TAMBOLA NIGHT

October 2025

The atrium came alive with music, laughter, and winning streaks as Musical Tambola turned Diwali into a game night to remember. With prizes like a refrigerator, washing machine, trolley bags, and Amazon vouchers, the evening saw a steady crowd of participants chasing numbers and cheering for fellow festivals, and friendly competition — it was one of the most high-spirited evenings of the season at VR Surat.

SHOP BIG, WIN BIG BUMPER LUCKY DRAW CELEBRATION

October 2025

The festivities reached a spinning conclusion with the month-ended Bumper Lucky Draw. Finale, where five music, comfort, and high-energy cheers set the stage for big wins. The bumper draw saw 5 lucky winners walk away with home appliances, Amazon vouchers, and Club Mahindra staycations, ending Shop Big, Win Big Festivals campaign on a high. Home appliances and vouchers perfect, joy filled wrap to Khushiyon Wali Diwali, bringing together celebration, community, and unforgettable moments at VR Surat.

SOCIAL MEDIA INSIGHTS

October 2025

A 50,000-Strong Community & Growing!

This Diwali, VR Surat didn't just shine on ground – it sparked across the digital universe. October stand out as our strongest month yet, with 5.6K million views, 1.95 million accounts reached, and a milestone that felt as vibrant as the crowds: crossing 50,000 followers, now a 51K strong and growing community.

The Khushiyon Wali Diwali campaign didn't just illuminate the Centre. It lit up screens across, proving that the festive spirit of VR Surat resonates just as beautifully online. This achievement reflects the joy, connection, and shared moments our community brought to life.

Here's to a thriving digital community – and an even brighter future ahead!

RETAIL HITS NEW HIGHS AT VR SURAT

October 2025

October started a standout month for retail at VR Surat, powered by exceptional brand performance and strong footfall across the Centre. Footfall rose by 10% MoM, with Fashion and Beauty brands benchmark with the highest sales growth, followed by Home Decor, Kitchen Bazaar and Beauty delivered stellar results, strengthening the Centre's retail momentum.

The biggest shopping weekend of the year saw Fashion and Home Decor highest ever state sales, and several brands – including Lava Shop, Home Centre, Shoppers Stop, Tanjore, Lenti, Tribeto and Cinco – celebrated their best single-day sales ever.

Across the Centre, footfall remained strong, with the Food Court and multiplex in positive as Gujarat's Diwali drew families to the Centre, and Bhai Dooj brought in fresh momentum month – and the journey ahead looks even brighter.

SPOTLIGHT OF THE MONTH

MEET THE SHOP BIG WIN BIG TOP SHOPPERS

This Diwali, we celebrated the remarkable shoppers who made our festive season truly unforgettable. Leading the winners' circle was Jigar Thakkar, who took home the Bumper Prize – a Home Appliance Gift Voucher worth ₹5,000 – for his purchase at Home Centre. Alongside him, four other lucky shoppers were rewarded with exciting gifts, reflecting the enthusiasm and festive spirit that defined Khushiyon Wali Diwali at VR Surat.

NEW STORE LAUNCH

Tira

Gujarat's first Tira store is now open at VR Surat! Discover a world of premium beauty products, curated skincare, and expert-led experiences, all in a vibrant, welcoming space. Visit us today and elevate your beauty routine.

Jaipur Watch Company

Tanishi's Kind Jaipur Watch Company boutique offers a curated selection of premium watches for every occasion, from timeless classics to bold, modern designs. Each piece blends craftsmanship and precision in every detail.

UPCOMING EVENTS

Children's Day Weekend

1st – 30th November, 2025

This Children's Day, VR Surat transforms into a vibrant celebration of creativity, learning and joyful moments. Bringing together families and young explorers, this weekend offers a day filled with activities, fun games, and exciting competitions. With Children's Day falling on a Sunday, the Centre will come alive with a festive mix of workshops designed to delight, engage, and spark imagination.

Black Friday Sale

28th–30th November, 2025

The biggest shopping weekend of the year is here! Enjoy up to 70% off from leading brands and take home exclusive gifts. Shop smart, save big and celebrate in style at VR Surat.

The content, materials and information on this newsletter are protected by copyright © Tanishi. All rights are reserved and any unauthorised use, reproduction or distribution of the content, in whole or in part, is strictly prohibited.