Partner,

Dear

corner told a story of togertherness. From the energetic beats of Kathiyawadi Boyz, the cultural exchange at AIESEC's Global Village, and the dazzling

mood, it would be a celebration.

SUGAR Glam Garba evening graced by Vineeta Singh, to the handcrafted charm of the Jewellery Workshop and the citywide movement for women's empowerment, every event added sparkle to the season.

If September had a rhythm, it would be Garba. If it had a

This month, VR Surat became the city's festive heartbeat —

where dance met design, beauty met culture and every

Together, these experiences drew thousands of visitors, strengthened brand engagement and positioned VR Surat as the city's most dynamic festive destination.

As we move into October, the celebrations continue — with the radiance of Diwali décor, curated festive pop-ups and the grand season of gifting set to illuminate the Centre. Here's a look back at the moments that made September

truly unforgettable and a glimpse of the brilliance that lies

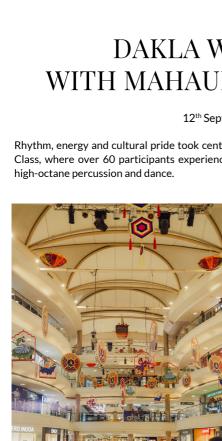
ahead. Warm regards, Team VR Surat

HIGHLIGHTS OF THE MONTH GARBA FUSION WORKSHOP WITH KATHIYAWADI BOYZ

The activation also translated into strong business momentum, driving a 8.71 % increase in sales, underscoring the power of experiential engagement in elevating festive retail.

7th September, 2025

The festive season began on a high note with an energetic Garba Fusion Workshop led by the dynamic Kathiyawadi Boyz. Over 100 enthusiasts joined in, dancing to a vibrant mix of traditional garba and contemporary moves — creating a spirited start to the celebrations.





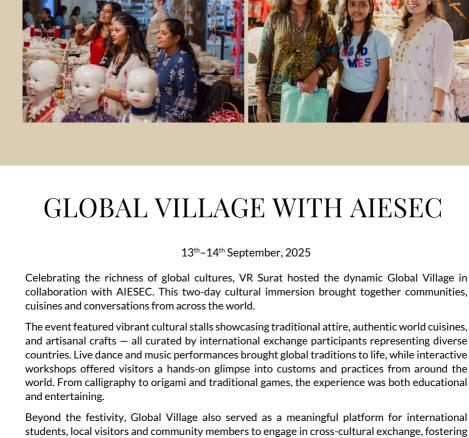
NAVRATRI POP-UP FLEA 12th - 14th September, 2025 VR Surat buzzed with style, colour and creativity during the Navratri Pop-up Flea. Over three vibrant days, visitors discovered curated collections from local designers, jewellery artisans and

lifestyle brands - from exquisite handcrafted accessories to chic ethnic wear, making every

moment a celebration of fashion and festive spirit.

awareness, unity and connection. The highlight of the evening was a soulful performance by Jogi, whose captivating Sufi-folk set filled the atmosphere with energy and emotion, leaving the

The event stood as a vibrant testament to the power of culture in bringing people together —



audience spellbound.

something VR Surat continues to champion.





JEWELLERY-MAKING WORKSHOP

WITH KARYASHALA

19th September, 2025

Hands-on creativity met festive flair at the jewellery-making workshop with Karyashala. Participants designed and crafted their own ornaments, embracing the beauty of handmade

accessories while immersing themselves in the spirit of the season.

GLAM GARBA DÉCOR

15th - 30th September, 2025

VR Surat came alive in a riot of colour and festive energy for Glam Garba! From vibrant lighting and themed installations to festive hangings, every corner radiated Navratri joy. Visitors joined the 'Click & Tag' contest, sharing their favourite décor moments for a chance to win ₹2,000 gift vouchers. With music, colour and celebration at every turn, VR Surat set the perfect mood for the

grand Garba nights - both in-centre and online!

The evening featured a live Navratri makeup masterclass by Surat's No.1 makeup artist, Gunjan Patel and an exclusive Meet & Greet with Vineeta Singh, CEO & Co-founder of SUGAR Cosmetics. Interactive elements included live makeup stations, selfie booths, giveaways and $curated \ content \ corners, keeping \ guests \ engaged \ throughout. \ The \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ and \ launch \ of \ SUGAR's \ new \ Matter \ new \ N$

HD Foundation was complemented by a special in-store offer, boosting on-the-spot sales. The event generated high footfall and premium engagement, amplified on social media through SUGAR Cosmetics' cross-promotion. Vineeta Singh followed VR Surat and shared a special

enthusiasts.

VR SURAT × SUGAR:

A SUGAR-LICIOUS EVENING!

23rd September, 2025

VR Surat hosted a spectacular Glam Garba Evening in collaboration with SUGAR Cosmetics, blending festive glamour with immersive experiences for HNI guests, influencers and beauty

collaboration reel, driving significant Instagram buzz and online reach. With flawless execution, immersive experiences, and high-profile participation, the Glam Garba Evening emerged as one of VR Surat's most prestigious and impactful brand events, creating a perfect prelude to the festive Garba nights.



SOCIAL MEDIA INSIGHTS

September' 2025 September 2025 marked an impressive growth phase for VR Surat's social media platforms. Followers are now reaching 48K+, with over 6K new followers gained in just one month. The content performed exceptionally well, generating 2.56M total views and over 55K post likes

With an engagement rate of 2.81% and more than 31K accounts engaged, VR Surat continues to strengthen its digital presence and is now well on the way to crossing the 50K followers

SPOTLIGHT OF THE MONTH

VINEETA SINGH CO-FOUNDER & CEO, SUGAR COSMETICS

VR Surat had the pleasure of hosting Vineeta Singh, Co-founder and CEO of SUGAR Cosmetics, at our Glam Garba celebration. Her presence was a wonderful experience for Suratis, as she shared her journey of building SUGAR Cosmetics, delightful anecdotes related to Garba and even launched a

The evening was full of joyous moments - Vineeta joined a group of children for Garba, participated in a cake-cutting ceremony and happily clicked selfies with HNIs, guests and walk-in customers. Her approachable nature and infectious enthusiasm made the celebration truly memorable, perfectly

reflecting SUGAR Cosmetics' blend of modern beauty with cultural vibrancy.

from just 16 posts, showcasing strong audience engagement and content resonance.

milestone soon.

686 K

■ **686**

new SUGAR product during the event.

SWASHTH NAARI SHASAKT

PARIVAAR ABHIYAAN

27th September, 2025

VR Surat, in partnership with the Surat Municipal Corporation, hosted the Swashth Naari



NEW STORE LAUNCH

UPCOMING STORE LAUNCH

tira

Jaipur Watch Company

Shop Big, Win Big

11th - 26th October, 2025

await.

Entire Festival Period

gift vouchers in the Spin the Wheel game.

exclusive sneak peeks, and all things festive.

Known for India's first bespoke watch brand, Jaipur Watch Company is ready to bring timeless

Angel Western Wear

fashion mix.

Tira

Angel has arrived at VR Surat, bringing a fresh collection of chic, everyday wear designed for style-conscious shoppers. From versatile silhouettes to on-trend essentials, Angel adds a new dimension to the Centre's growing

Coming soon to VR Surat, Tira is set to bring its

celebrated beauty and wellness experience to the city. From premium skincare to trending makeup and personal care essentials, Tira promises to be your one-stop destination for all

things beauty under one roof.



DIY Workshops: Kandeel & Diva Décor 15th October, 2025 Bring your festive creativity to life! This family-friendly workshop allows children and adults to craft beautiful Kandeels and decorate Diyas, adding a personal and creative touch to your celebrations.



Khushiyon Wali Diwali 11th - 26th October, 2025 Celebrate the festive season at VR Surat with two weeks of joy, tradition and community. From immersive décor and curated shopping experiences to interactive workshops and live entertainment, Khushiyon Wali Diwali is the perfect destination for festive celebrations.

Tambola Evening & Anchor Engagement 17th October, 2025 Join us for a fun-filled live Tambola session hosted by an engaging anchor - an evening of laughter,

excitement and prizes for all.

ment and the grand announcement of Top Shopper Rewards and the Bumper Lucky Draw winners.

With interactive experiences, live showcases, and

festive performances, Khushiyon Wali Diwali at VR

whole or in part, is strictly prohibited.

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www.vrsurat.com

R O A U M A S

FEATURED EVENTS DURING KHUSHIYON WALI DIWALI Live Band & Anchor Engagement 11th October, 2025 Kick off the celebrations with music, entertainment, and the grand unveiling of the Top Shopper Rewards and Bumper Lucky Draw prizes. **Makeup Masterclass** with M.A.C 12th October, 2025 Get Diwali-ready with an exclusive session by professional M.A.C artists. Learn trending festive looks, expert application techniques, and tips to create a radiant festive glow.

Bumper Lucky Draw to be Announced & Winners to be felicitated 26th October, 2025 Conclude the festivities with live music, entertain-