



As April ushered in new beginnings, we revelled in the vibrant energy of Baisakhi festival celebrations. The Baisakhi festival is a timeless emblem of tradition within the vibrant tapestry of Punjabi culture and is celebrated across the Punjab state during spring harvest period. With this theme in mind, VR Ambarsar celebrated the festival by honouring our traditional values through local dance, songs etc performed by Amritsar city's residents and ignited joy and creativity especially among youth. Moreover, our commitment to social responsibility shone through our various community efforts during April. Here's a look back at the month of April, brimming with memorable moments, and a promise to continue **Connecting Communities©** and inspiring change through meaningful events and campaigns-

# Dear Partner,

## HIGHLIGHTS OF THE MONTH

### Baisakhi – The Festival of Culture

13th and 14th April

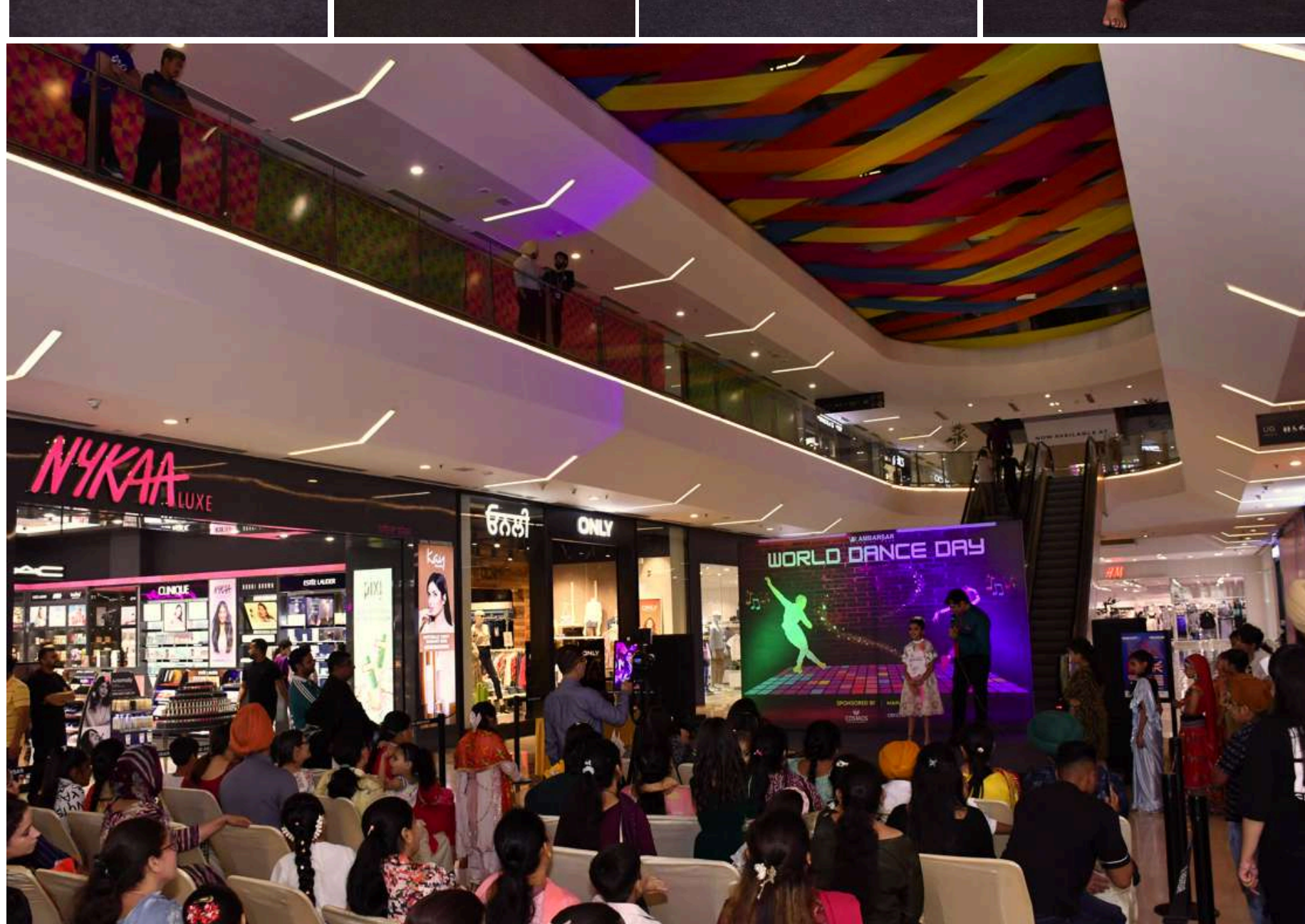
VR Ambarsar hosted vibrant Baisakhi celebrations filled with cultural dance and folk singing. On the 13th, artists took center stage, captivating the audience with their dynamic Bhangra and Giddha performances. Their exuberance and passion ignited a palpable excitement among the crowd, drawing everyone into the spirited atmosphere. Meanwhile, on the 14th, the spotlight shifted to the enchanting melodies of folk singing, as local talents mesmerized the gathering with soulful tunes, further enriching the cultural heritage of the festivities in the region. It was truly a celebration that honored tradition and showcased the immense talent and creativity of Punjab.



### World Dance Day

29th April

VR Ambarsar celebrated World Dance Day with a marathon dance competition. Over 100 participants from various schools and dance academies of Amritsar participated. The dance moves of the youth mesmerised the audience and brought joy and laughter to the citizens of Amritsar. The event was a vibrant celebration, featuring diverse dance forms such as hip-hop, Bharatnatyam, contemporary, and folk dance.



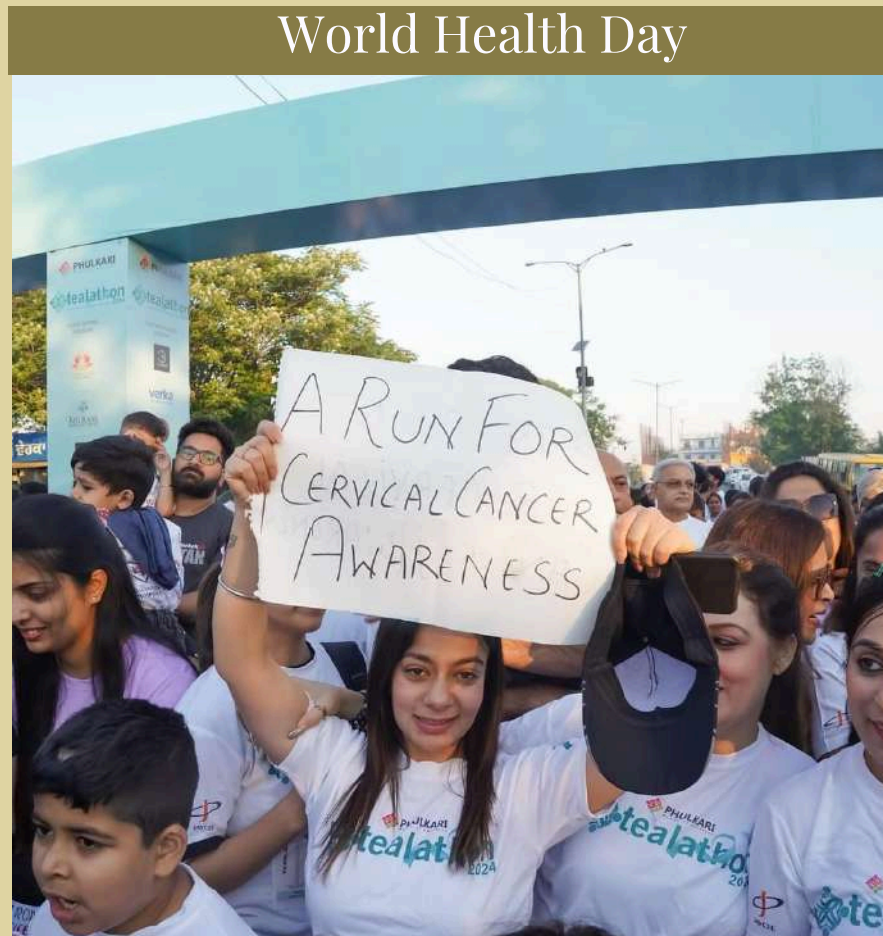
## CONNECTING COMMUNITIES© through partnerships

### World Earth Day



To promote sustainable living, VR Ambarsar organized informative session for the customers in partnership with SWAGG (Save Water and Go Green). More than 100 people attended the session and pledged for sustainable living habits.

### World Health Day



VR Ambarsar partnered with Tealathon, an yearly RUN organized by 'Phulkari-Women of Amritsar' to create awareness about cervical cancer. The message was amplified through eye catching communication at prominent micro locations within VR Ambarsar.

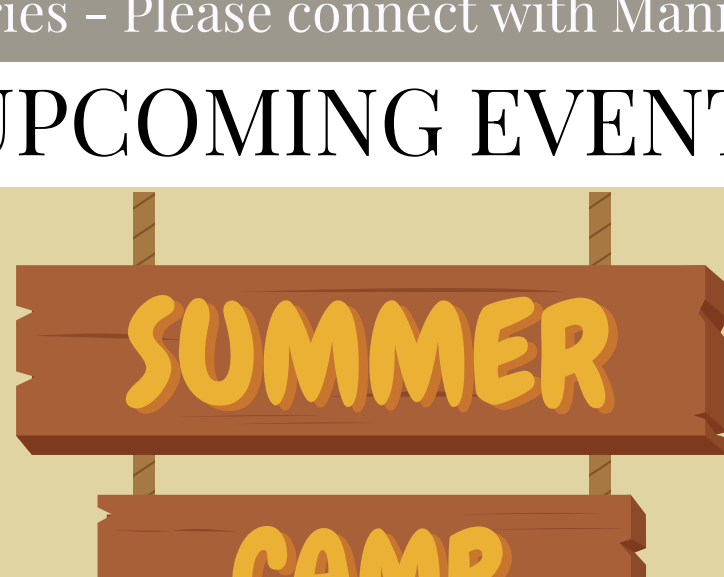
## UPCOMING BRANDS

# GAP

The GAP brand which started its operations in USA in 1969 and has many stores in more than 100 countries has finalised its plan to open GAP Amritsar store at VR Ambarsar. GAP has signed up a definitive agreement to open its exclusive and one of the largest stores for GAP apparels and accessories in Punjab. The store is expected to open its doors for the city shoppers in the month of July 2024. Get ready to indulge in GAP's trademark style, renowned for its timeless appeal and unparalleled quality, only at VR Ambarsar-UG Wing A.

For Leasing Enquiries – Please connect with Manish on 9630557895

## UPCOMING EVENTS



For Sponsorship and Marketing – Please connect with Amit on 9999660575

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