



## Dear Partner,

December at VR Ambarsar unfolded in the spirit of Christmas, as festive cheer brought the centre to life. Seasonal décor, joyful music, and celebratory moments created an atmosphere filled with warmth and delight. Families came together, children engaged in cheerful activities, and live performances added rhythm to the celebrations. Throughout the month, the essence of Christmas enriched the centre's experience, turning everyday visits into moments of celebration and shared joy.

Warm regards,  
Team VR Ambarsar

## HIGHLIGHTS

### VR WEEKENDER

7<sup>th</sup>, 14<sup>th</sup>, 28<sup>th</sup> & 31<sup>st</sup> December, 2025

VR Weekender continued to be a lively platform celebrating music and emerging talent. Each weekend performance brought its own rhythm and character, drawing shoppers into moments of spontaneous engagement. The series reflected the creative spirit of Amritsar, offering artists a space to perform while building a shared sense of community through sound and expression.



### RETAILERS' DAY

12<sup>th</sup> December, 2025

Retailers' Day was celebrated at the amphitheatre with energy and enthusiasm. Teams from across brands came together to take part in interactive activities that encouraged bonding and laughter. The afternoon was marked by shared smiles, friendly competition, and a genuine sense of appreciation, making it a meaningful occasion to recognise the people who bring VR Ambarsar to life every day.



## CHRISTMAS CELEBRATIONS

21<sup>st</sup> – 25<sup>th</sup> December, 2025

The festive season came alive at VR Ambarsar through a thoughtfully curated series of Christmas celebrations. Live vocal performances, traditional carols, and soulful cello sessions set a warm and inviting tone across the centre. Children were captivated by cheerful mascot appearances, while families came together to enjoy music, décor, and shared moments. The blend of sound, celebration, and seasonal spirit resonated strongly, drawing an overwhelming response and welcoming over 60,000 customers who became part of the Christmas festivities.

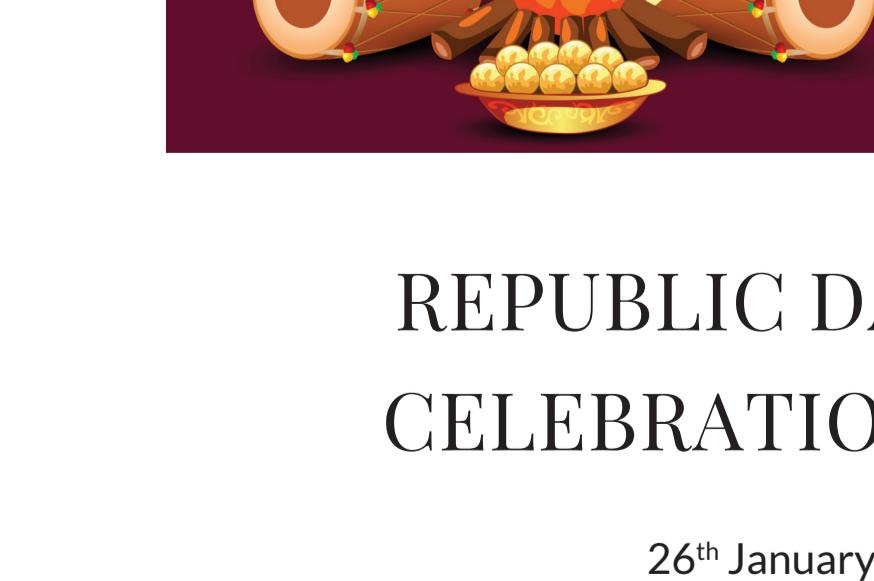


## UPCOMING BRANDS



### Krishna Jewels

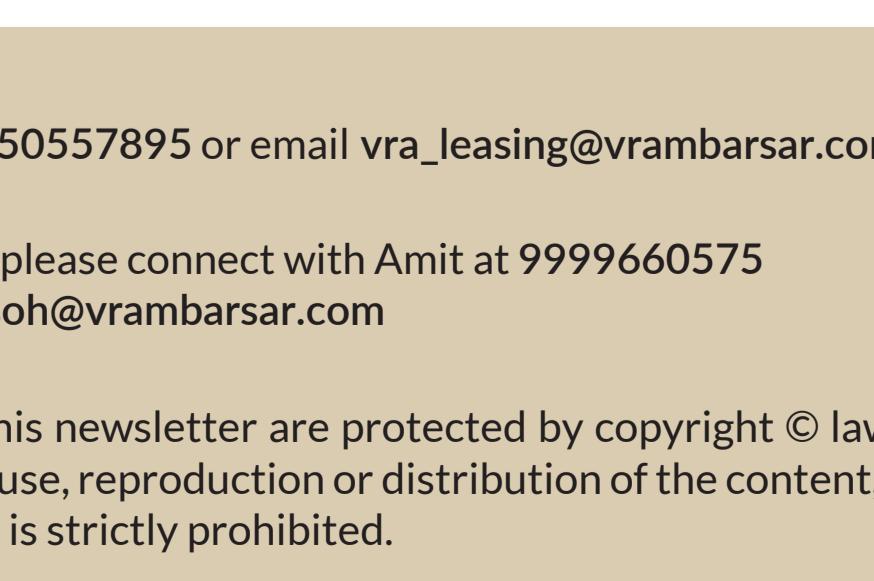
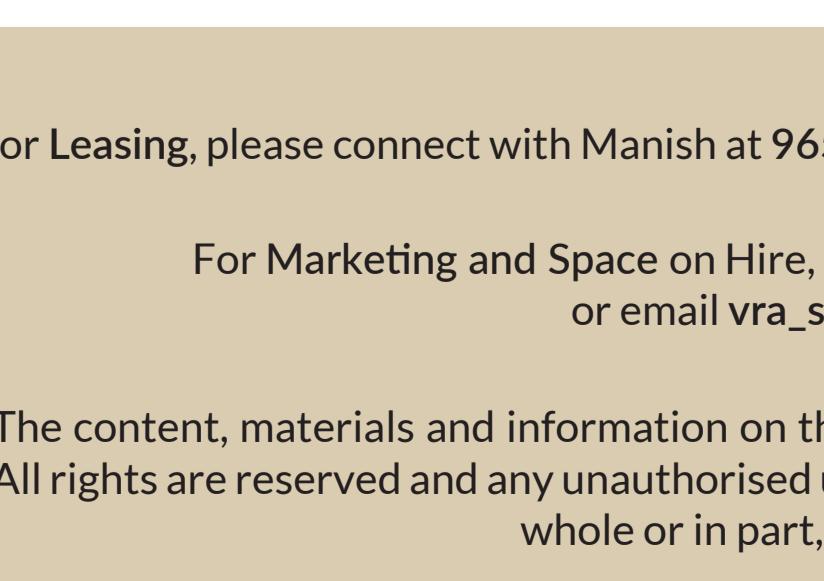
Krishna Jewels is set to arrive at VR Ambarsar, introducing a curated collection of oxidized jewelry.



## AWARDS & ACCREDITATIONS

**Shopping Centre of the Year – Most Admired Marketing & Promotion Activities (North):** VR Ambarsar was recognised for its impactful campaigns and customer-focused engagement that consistently connected with its audience.

**Best Shopping Centre Design of the Year – Architecture (Facade & Interior Design):** The centre was also honoured for its thoughtfully designed facade and interiors, celebrating design excellence that enhances both form and experience.



## VR WEEKENDER

11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> January, 2026

January's VR Weekender series will spotlight community music through a carefully curated lineup. These weekends promise expressive performances, collective energy, and moments that invite audiences to pause, listen, and connect through music.

11<sup>th</sup> January, 2026

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Our Lohri celebrations will be centered around children's Bhangra and Giddha competitions. The event will highlight Punjabi traditions through festive performances, music, and festive participation, creating a joyful setting for families and young performers alike.

11<sup>th</sup> January, 2026

For Leasing, please connect with Manish at 9650557895 or email [vra\\_leasing@vrambarsar.com](mailto:vra_leasing@vrambarsar.com)

11<sup>th</sup> January, 2026

For Marketing and Space on Hire, please connect with Amit at 9999660575 or email [vra\\_soh@vrambarsar.com](mailto:vra_soh@vrambarsar.com)

11<sup>th</sup> January, 2026

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11<sup>th</sup> January, 2026

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