



Dear Partner,

July 2025 at VR Punjab was a celebration of community spirit, cultural honour, and rewarding experiences. The Centre came alive with excitement as shoppers participated in our month-long Shop & Win campaign, the highlight of the month being a heartfelt tribute to India's armed forces on Kargil Vijay Diwas. VR Punjab continued to bring people together in ways both joyful and profound.

As we turn the page to August, the momentum continues with a series of powerful and immersive events that highlight freedom, creativity, and tradition.

Warm regards,
Team VR Punjab

HIGHLIGHTS OF THE MONTH

NATIONAL EXCELLENCE AWARDS 2025

Adding to the celebration, the Centre was honoured with three prestigious accolades: Most Admired Shopping Centre of the Year – Marketing and Consumer Promotions, Best Digital Campaign of the Year, and Most Admired Marketing Campaign of the Year. These recognitions reaffirm VR Punjab's commitment to delivering innovative campaigns and memorable experiences for every visitor.



KARGIL VIJAY DIWAS

26th July, 2025

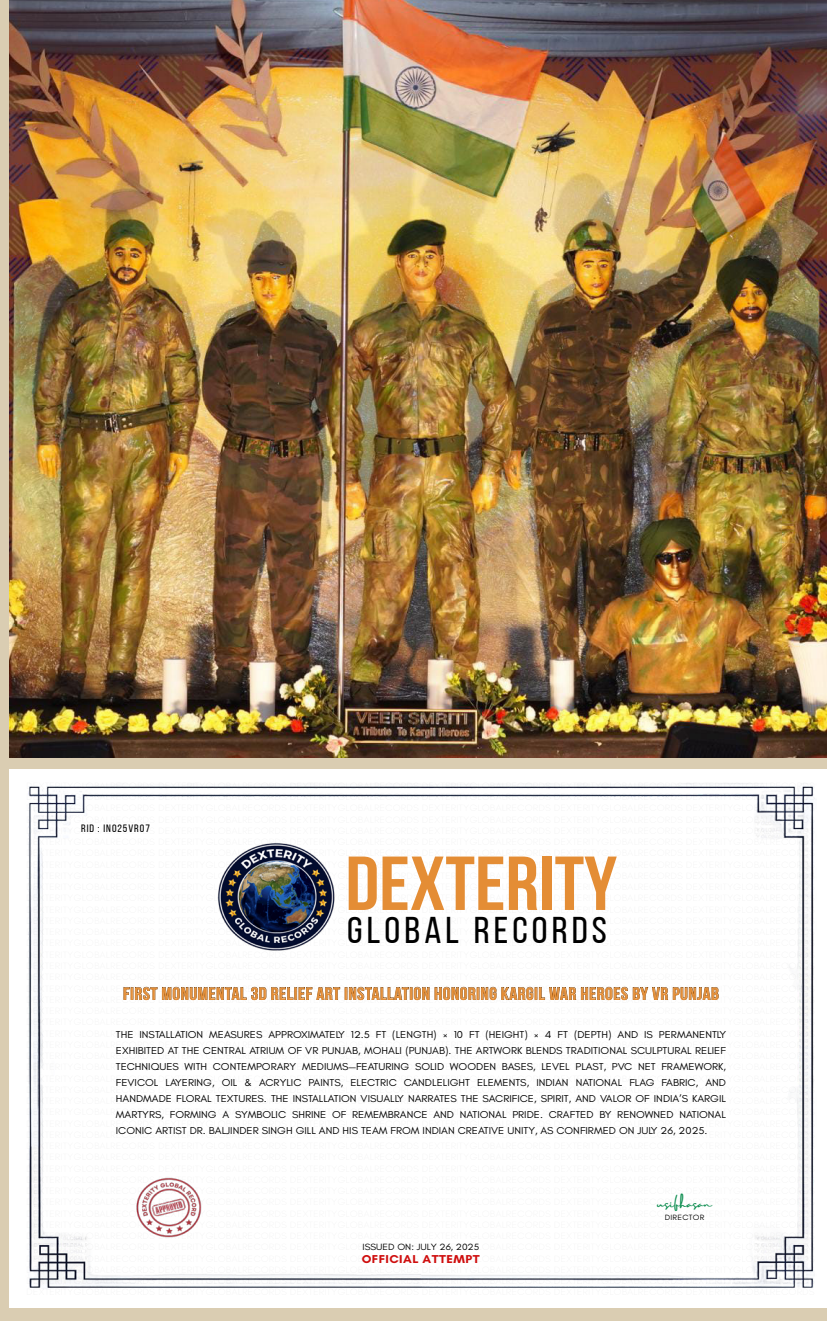
In a powerful tribute to the spirit of service and sacrifice, VR Punjab hosted an inspiring Kargil Vijay Diwas celebration. The highlight was a distinguished panel discussion featuring decorated army veterans, including Major General Shammi Raj (Retd), Colonel Dr. MS Pabla, and Colonel Rupinder Singh, who brought stories of courage and legacy to life.



SETTING RECORDS, HONOURING HEROES

26th July, 2025

The Centre proudly unveiled the world's first interactive 3D Relief Art Installation honouring Kargil heroes – a monumental achievement. Dexterity Global Records, and the Influencer Book of World Records. Complemented by a stirring patriotic dance performance, the event left a lasting emotional impact on all who attended.



VR WEEKENDER

5th, 12th, 19th & 26th July, 2025

Bringing vibrant weekend energy to the Centre, VR Weekender lit up the month of July with soulful live music and interactive performances that had visitors swaying, singing, and staying longer. Designed as a recurring cultural highlight, each weekend offered a new reason to return – from acoustic sets and local talent showcases to upbeat acts that made the atmosphere come alive.



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