

VR Chennai launches its Connecting Communities© Program

Part of first phase of opening of 2 million sq. ft. community centric shopping centre in Anna Nagar

Chennai, 22 June 2018: VR Chennai today launched its Connecting Communities© program as part of the first phase of opening of the sprawling 2 million sq. ft. centre built across 10 acres of landscaped area. VR Chennai is developed, owned and operated by Virtuous Retail South Asia Pte. Ltd. (VRSA), and offers the people of the city a unique pedestrianised and secure space to immerse themselves in enriching experiences that span retail, food, entertainment, art, music, and culture. Guided by VRSA's unique retail model of developing community centric hubs, VR Chennai like other VR flagship centres, will be focused on community programming and events during this first phase.

The first of these was the unveiling of the iconic **CHENN*♥*i installation**, a representation of the citizen's pride for the city, by eminent Chennai-ites from varied walks of life, including Dr Kamala Selvaraj, Carnatic musician Sudha Raghunathan, Dr Priya Selvaraj, Fitness expert Vidya Singh and philanthropist Nawab Mohammed Asif Ali.

Speaking on the occasion **Nawab Mohammed Asif Ali** said, **"It is my absolute pleasure to unveil the iconic CHENN*♥*i installation at VR Chennai, the city's newest community and shopping hub. I foresee this being a haven of pride for all Chennai-ites where citizens can express their love for this cultural city while making memories of a lifetime. I congratulate Virtuous Retail for resonating with our sentiments and for their endeavors in Connecting Communities© in the city "**.

The opening edition of **"VR Weekends"**, musical evenings for shoppers and guests scheduled weekly, every Friday through Sunday, also got underway today. The first line-up features live performances by popular local artists Aneesh Vidyashankar, Mahithi, and Fusion music by Pranetra. Alongside, VR Chennai has curated **"Popadums"** - a food stall pop up program that will showcase a range of local and international cuisines and flavors each weekend.

Other regular community initiatives underway include a **"Mahadeepam"** ceremony set to traditional music and live flute accompaniment that takes place every evening at 6 pm at Deepamandapam at VR Chennai. Every Wednesday and Thursday, the Centre will hold **"VR Workshops"** where patrons and guests can learn and develop new skills. Starting on June 24th, VR Chennai will also hold an **"Uzhavar Sandhai"** (farmer's market) every Sunday from 10 am to 7 pm, where consumers will enjoy a festive, clean and secure environment while being able to purchase fresh farm produce while enjoying local foods and snacks.

This first phase of VR Chennai's community launch will culminate in September with the inaugural edition of the **"Madras Art Guild" (MAG)**, a specially curated annual art show for VR Chennai, which like its award-winning equivalents at other VR centres will be a signature month long event.

Speaking on the occasion, **Jermine Menon, Vice President Marketing** at Virtuous Retail Property Services LLC, India, said, **"With our expertise in operating shopping centers that are designed to**

reflect and appeal to the communities they are based in, we have curated a variety of experiences at VR Chennai. We look forward to welcoming Chennai-ites at our Centre to enjoy these events.”

ABOUT VR CHENNAI:

VR Chennai, Anna Nagar, is a 2 MM sq. ft. experiential retail development focussed on the local community. Built with both local heritage and modern sustainable building practices in mind, the Centre is among the largest in South India to be conferred the LEED Gold certification from IGBC (Indian Green Building Council). The Centre is home to ~ 240 retail stores offering fashion, food and entertainment and the brand mix includes the best international and local brands including many new retail and entertainment brands entering Chennai for the first time. Additionally, The Hive, a 50,000 sq. ft. co-working space is located here, as is Madras House - a destination within a destination, which will offer multiple fine dining options, a theatre and event space, an open-air amphitheatre, along with a boutique hotel and services residences.

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Please visit www.vrchennai.com for more information and updates



ABOUT VIRTUOUS RETAIL

Singapore headquartered Virtuous Retail South Asia Pte. Ltd. (Virtuous Retail) develops, owns and manages community-oriented retail and lifestyle centres. Over the last decade, Virtuous Retail has redefined the spatial retail experience for consumers in India by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment, including current flagships VR Surat, VR Bengaluru, VR Punjab and now VR Chennai. These award-winning developments, designed and operated as social hubs that are ‘Connecting Communities©, celebrate local culture and enhance the overall brand image of cities they are located in. Through the art of place-making and by focusing on programming that draws on the heritage and aspirations of the community they serve, VR Centres create a virtuous cycle by delivering value to the three primary stakeholders – consumers, retailers and investors. With recent new investments in Delhi and East Bengaluru, the India retail portfolio is now 8.3 million sq. ft.

Visit www.virtuousretail.com for more information.