

Dear
Partner,



March 2022 was a much awaited month at VR Chennai with the beginnings of Spring-summer!

As we welcome a host of fashion and lifestyle trends, residents of the city stepped into the world of VR Chennai, to create memories and wonderful experience.

We're happy to play host as Chennai embraces a new season, and an incredible vibe with it. Summers are just around the corner, and we're looking forward to creating platforms for entertainment, shopping and excitement!

Warm Regards,
Team VR Chennai

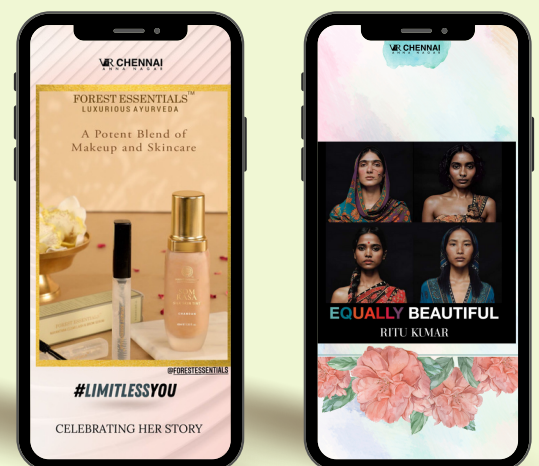
March '22 at VR Chennai was marked by Women's Day campaign, that brought to the fore the unconditional strength of being a woman.

Our campaign #LimitlessYou highlighted the multiple aspects of a woman's life from fashion to fitness, creativity to power, and everything in between!



With Spring-Summer taking over retail spaces, VR Chennai is ready to usher in the season of florals, bright styles and the incredible joy of shopping! With the upcoming campaigns, Chennai shoppers will experience a season like never before!

Transitioning the excitement of in-store offers to our digital arena, special offers and product launches were highlighted on Instagram and Facebook to welcome our followers to shop onground!





We hosted the VR Spring Pop-Up, an additional platform for shoppers to indulge in! This pop-up featured multiple homegrown brands from around the city, and was the perfect addition to a new season of shopping at VR Chennai!

Playing into the excitement of fun and games, one of the latest brands to launch at VR Chennai, Time Zone has been presenting the city with unique and memorable arcade games. Spread across 13,000 sq. ft. Time Zone brings to life immersive gaming experiences - some of them that are India's first!

With the wide range of offerings, Time Zone has been garnering the attention of youngsters and adults alike, with influencers exploring the space, and sharing their experiences!



To enhance the joy of shopping, we hosted a 2 day display activity featuring the much awaited car - Maruti Wagon R. With brand new features, latest technology and a whole lot more, the car attracted many of the shoppers. Registering over 100 enquiries, the Maruti Wagon R display elevated the shopping at VR Chennai.

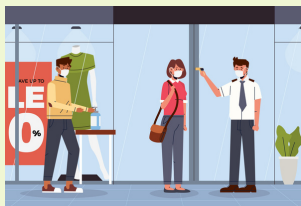




The IPL energy is always electric! And this time around, we brought that energy to life with exclusive screenings of the CSK matches at Madras House. Sky Lounge, the rooftop deck at Madras House was buzzing as each over passed, as fans cheered on the lions of CSK.

With multiple Covid safety protocols relaxed, VR Chennai is happy to present shoppers with a safe space following necessary mandates while shopping.

Your Safety, Our Responsibility



Temperature checks at entry points made mandatory



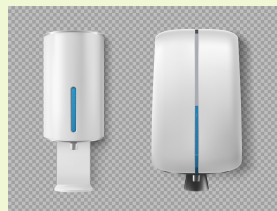
Masks to be worn at all times



Social Distancing of a minimum 6 ft.



Govt. mandated vaccination check at entrance for all shoppers and mall patrons



Sanitizers placed for customers at strategic touch points of centre



Regular hand-washing of in-centre staff and retailers to ensure maximum protection

April 2022 promises to be an extensive shopping season at VR Chennai, with exciting campaigns and offers!

We look forward to welcoming shoppers this Spring-Summer!

Stay Updated on all that is happening at VR Chennai,
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