

Dear Partner,

April was a flurry of vibrant experiences, reiterating VR Chennai's commitment to curating unique moments for its diverse audience. At the heart of the month's festivities was our highly anticipated Summer Sale, where shoppers availed irresistible discounts. The sale made the warm season utterly delightful for all who stepped through our doors. Adding to the vibrancy of the month, VR Chennai partnered with India's premier music label, Think Music, to present the VR Weekender Indie Fest. This event was a celebration of independent artists and their unique talents, resonating deeply with our audience. The festival not only showcased exceptional musical performances but also fostered a sense of community and appreciation for indie music.

As we look back on these cherished moments, we are excited for what lies ahead at VR Chennai, we remain dedicated to enhancing the experiences of our patrons. Stay tuned for a variety of exciting events and opportunities tailored to suit diverse interests. With each new initiative, VR Chennai aims to elevate the standard of excellence, ensuring that every shopper leaves with a story to tell.

Warm regards,
Ramu Rangaraju
VP – Business Operations

HIGHLIGHTS OF THE MONTH

Spring Summer Sale Summer Saving Extravaganza!

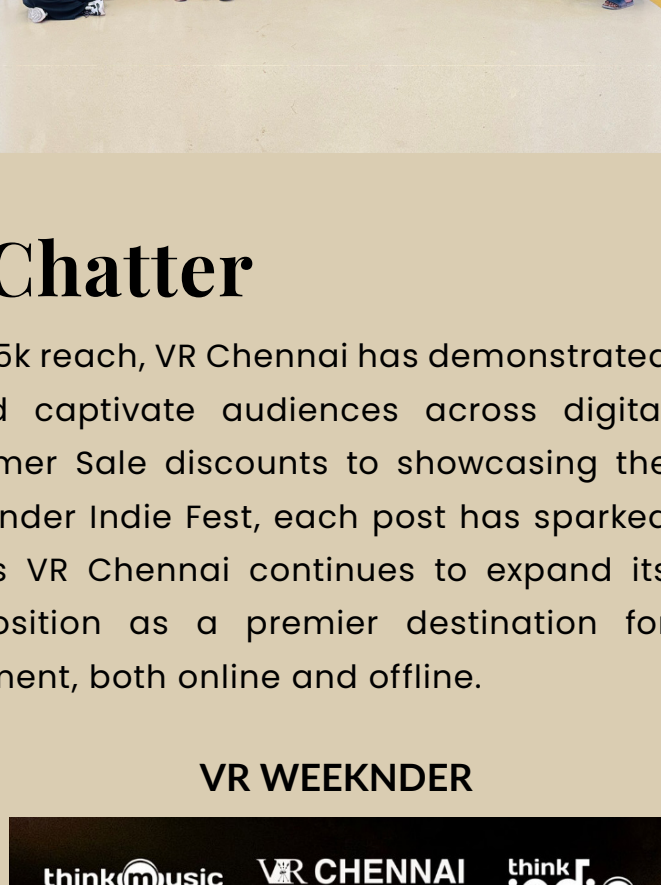
At VR Chennai, the Summer Sale dazzled patrons with irresistible discounts! For every Rs. 10,000 spent, shoppers received Rs. 1,000 off, adding a treasure trove of savings. This exclusive sale provided an ideal opportunity for shoppers to refresh their wardrobes, enhance their living spaces, and indulge in the latest trends while enjoying unparalleled deals!



VR Weekender Amplifying Indie Music Culture

20th April 2024

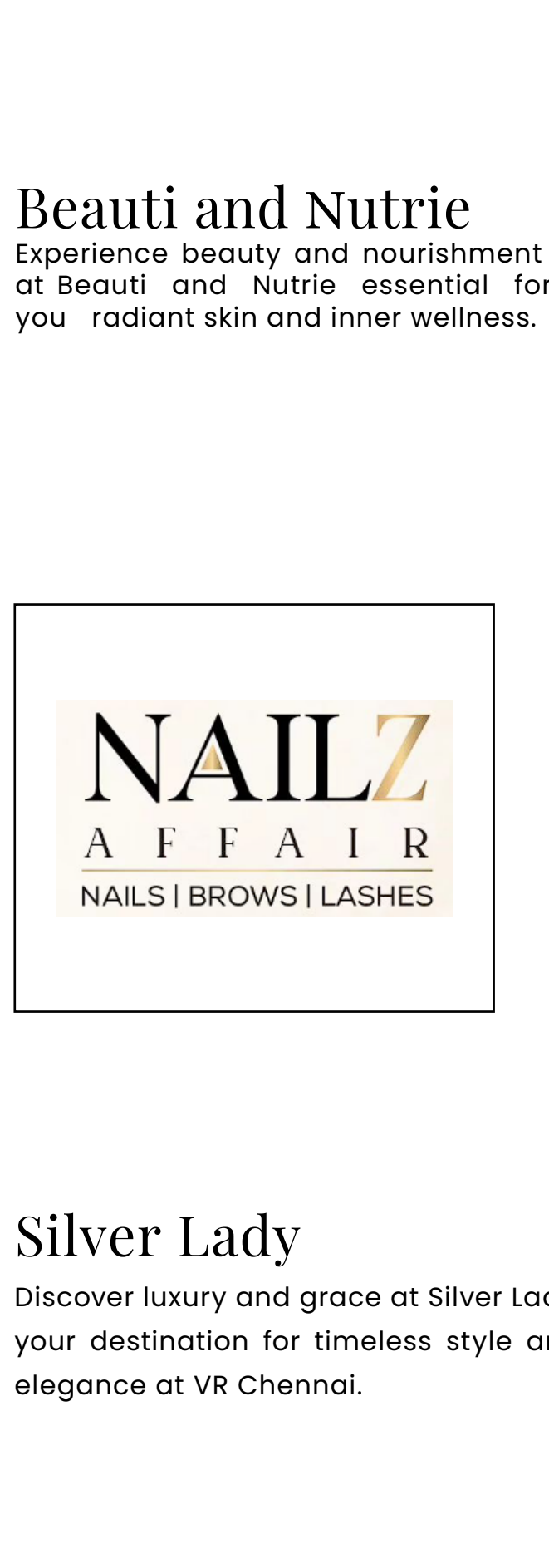
VR Chennai collaborated with Think Music to present the VR Weekender Indie Fest, an event spotlighting the extraordinary talents of independent artists. This event celebrated independent artists and their talents, drawing in a crowd that appreciated indie music. It wasn't just about the music; it was about coming together as a community to support indie culture. VR Weekender Indie Fest achieved remarkable reach and engagement on social media, underscoring its resonance and significance.



Flash Mob Fashion Walk pre-cursor

FDDI Chennai students orchestrated an exhilarating flash mob at VR Chennai, setting the stage for the upcoming Fashion Walk on May 4th.

This dynamic performance captivated audiences while spreading awareness about the stylish spectacle awaiting all. Mark your calendars for a fusion of fashion and entertainment at AURORA 2024, a fashion walk display at VR Chennai.



Social Chatter

With a current social media reach of 985k reach, VR Chennai has demonstrated its ability to effectively engage and captivate audiences across digital platforms. From announcing the Summer Sale discounts to showcasing the vibrant performances at the VR Weekender Indie Fest, each post has sparked significant interest and interaction. As VR Chennai continues to expand its digital presence, it reinforces its position as a premier destination for entertainment and engagement, both online and offline.

SUMMER SALE



Reach: 305K

VR WEEKENDER



Reach: 797k

UPCOMING - NEW STORE LAUNCHES

Beauti and Nutrie

Experience beauty and nourishment at Beauti and Nutrie essential for you radiant skin and inner wellness.

BEAUTE&NUTRIE™

NAILZ AFFAIR

NAILS | BROWS | LASHES

Nailz Affair

Indulge in the ultimate nail care experience at Nailz Affair, where precision meets perfection.

Silver Lady

Discover luxury and grace at Silver Lady, your destination for timeless style and elegance at VR Chennai.

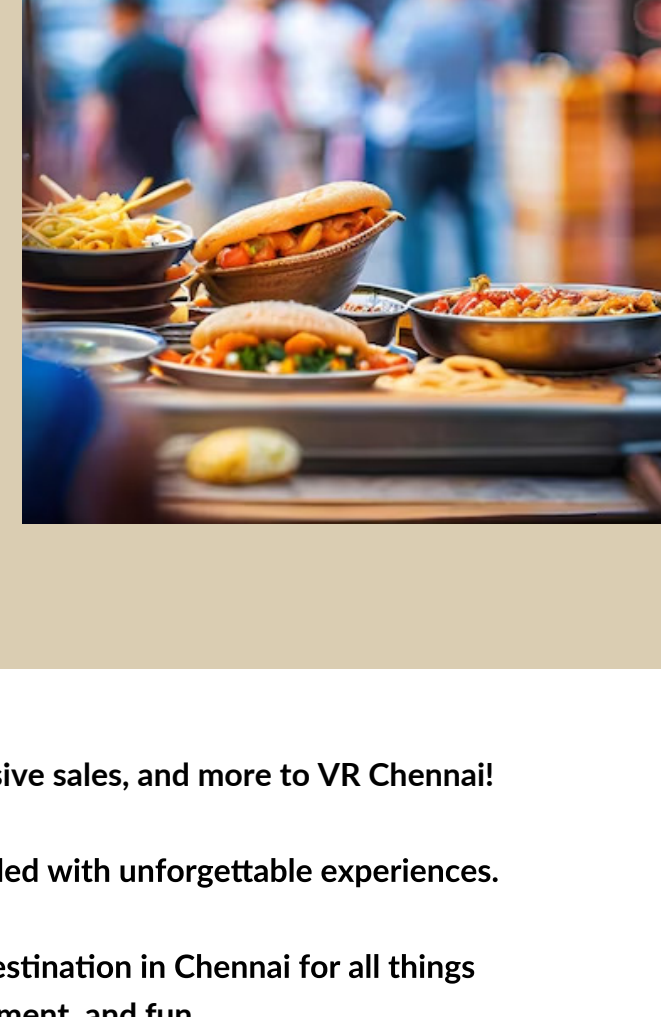
Silver Lady
BE COMFORTABLY BEAUTIFUL

UPCOMING EVENTS

Fashion Show x SFDP

04th May 2024

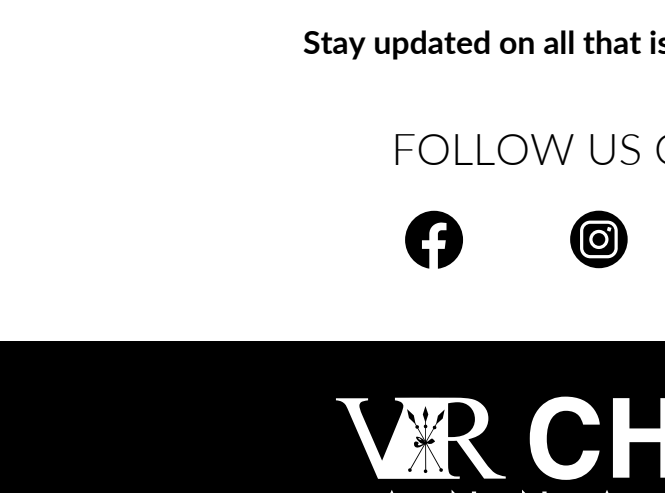
Get ready to indulge in a mesmerizing showcase of style and sophistication at VR Chennai's Fashion Walk event this May! Partnered with the School of Footwear Design and Production, indulge in a stunning fashion show featuring in-house brand collections. Join us for a celebration of chic trends, top models, and designers for an unforgettable experience!



Sony Yay Summer Carnival

18th – 19th May 2024

Prepare yourself for an exhilarating day at VR Chennai's Sony Yay Summer Carnival! Join us for meet and greets with your favourite toon mascots, vibrant photo sessions, creative paint hours, thrilling marble mazes, and thrilling games. Stay tuned for an event packed with fun and excitement.



VR Weekender

25th May 2024

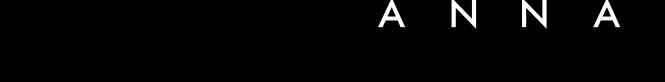
Get ready for another VR Weekender at VR Chennai! Following the successful event in the month of April, VR Chennai is excited to bring back this dynamic display of independent talent with collaboration with esteemed music label. Prepare for an immersive experience filled with electrifying music and a lively celebration of indie culture. Stay tuned for more details on this unmissable event!



VR Active Mother's Day run

25th May 2024

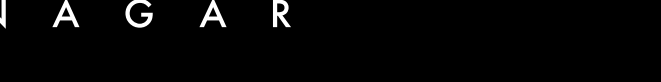
Gear up for an exhilarating journey of endurance and athleticism at VR Chennai's highly anticipated Marathon event this May. Join us in celebrating the spirit of physical prowess and community engagement this Mother's Day. Let's celebrate Mother's Day with fitness and awareness!



Street Foods of India

31st May 2024

Embark on a culinary journey this May at VR Chennai's Food Festival! Experience the diverse flavors of Indian street cuisine. Promoted by renowned food bloggers and influencers, this event promises a delightful exploration of India's rich culinary heritage.



2024 brings a host of new events, exclusive sales, and more to VR Chennai!

Join us for a new month and new year filled with unforgettable experiences.

We are committed to being your top destination in Chennai for all things shopping, entertainment, and fun.

VR Chennai awaits you!

Stay updated on all that is happening at VR Chennai,

FOLLOW US ON SOCIAL MEDIA:

