



Dear Partner,

June holds a special place in our hearts at VR Chennai, as it marks our anniversary month! This year we celebrated our 6th anniversary with a grand event that thrilled every shopper at the Centre. We embraced the spirit of Pride Month as we celebrated diversity and inclusion with heartfelt enthusiasm. In a vibrant demonstration of self-expression and creativity, our Pride Fashion Walk kicked off the month with a stunning showcase of styles, highlighting our commitment to creating safe and inclusive spaces for all. We further reiterated our commitment to holistic wellbeing and sustainability through our Yoga Day sessions and our observance of Environment Day. Alongside all the exciting events, we hosted a delightful toons meet & greet featuring beloved cartoon characters Chota Bheem and Little Singham from Pogo TV. Here's a glimpse into the highlights of this extraordinary month and a sneak peek into what's ahead.

Warm regards,
Ramu Rangaraju,
VP – Business Operations

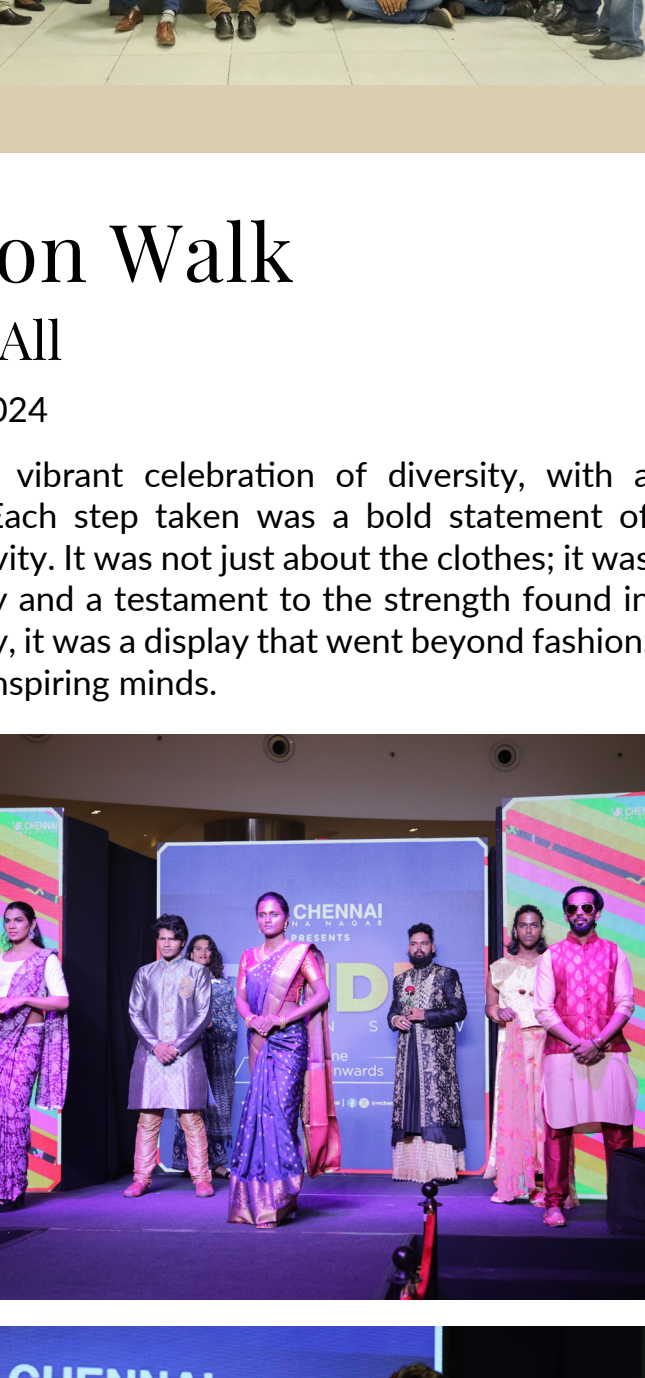
HIGHLIGHTS OF JUNE

World Environment Day

#VRforEarth

1st June & 5th July, 2024

VR Chennai teamed up with Greenpeace to host a memorable Environmental Day celebration, captivating attendees with lively activities and various initiatives. We gifted seedlings to each guest encouraging them to do their bit for the environment. This event successfully combined experiential learning with education, raising awareness of community responsibility for the environment. By working together, we are strengthening our commitment to the environment and moving closer to a sustainable future.

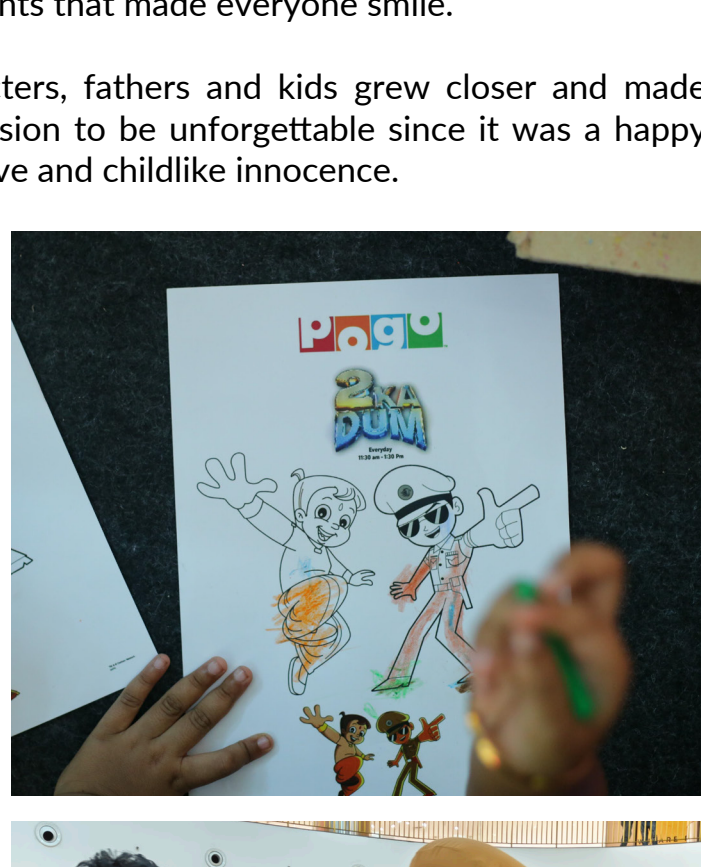
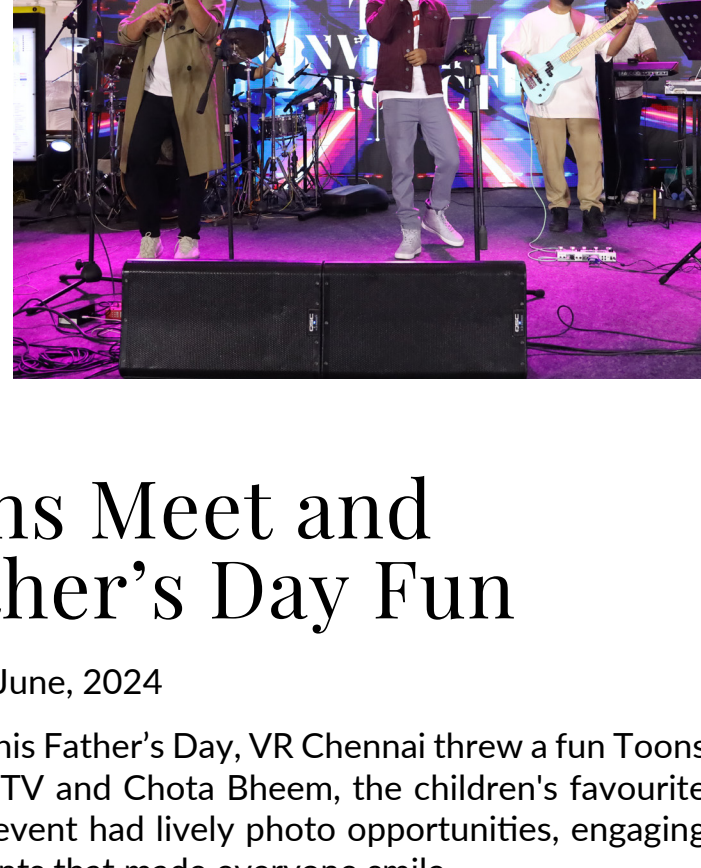


Pride Fashion Walk

#VRforAll

8th June 2024

The Pride fashion walk at VR Chennai was a vibrant celebration of diversity, with a kaleidoscope of styles that lit up the runway. Each step taken was a bold statement of individuality and a collective stride towards inclusivity. It was not just about the clothes; it was a powerful expression of commitment to diversity and a testament to the strength found in embracing every color of the human emotion. Truly, it was a display that went beyond fashion, touching hearts and inspiring minds.

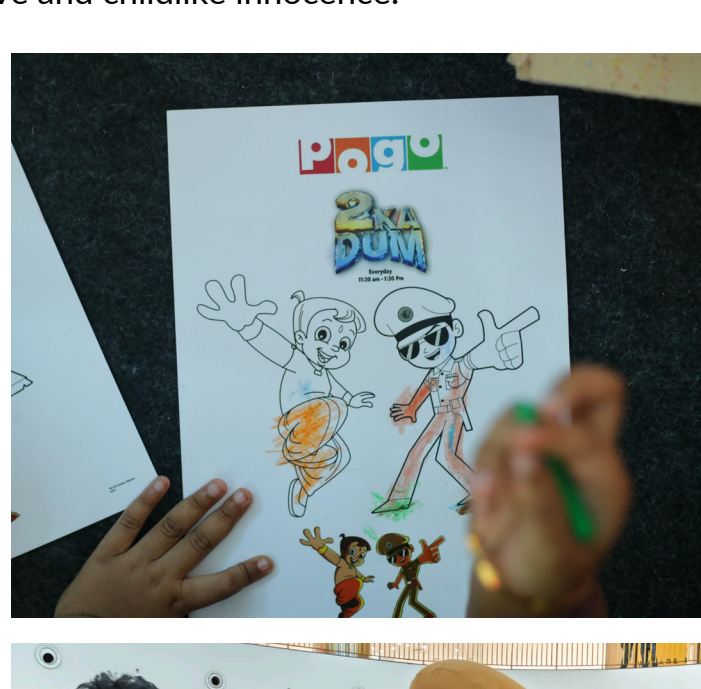


6th Anniversary Celebration and Sale

14th - 30th June, 2024

On occasion of our sixth anniversary, VR Chennai launched a two week long campaign featuring an incredible anniversary sale and a high decibel celebratory evening.

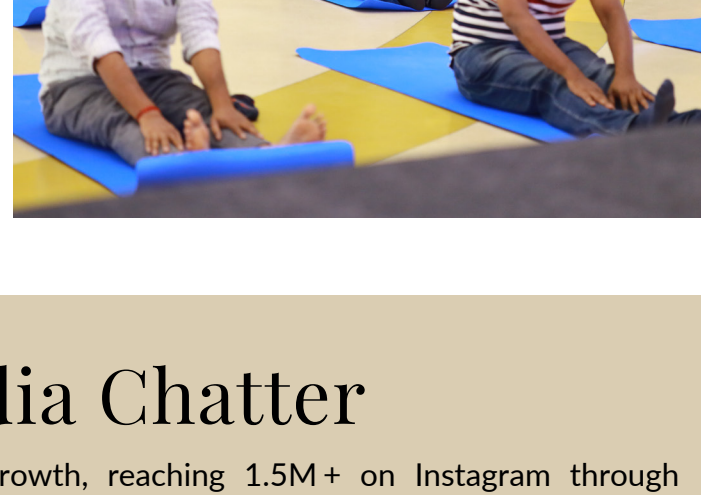
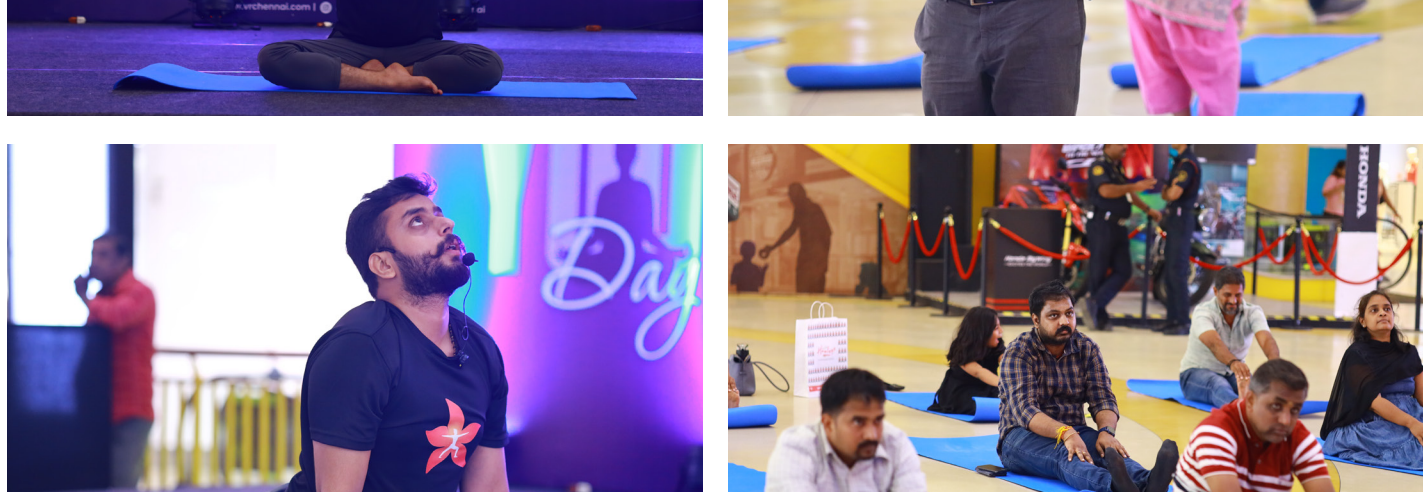
We celebrated six years of happiness and community spirit on June 18th with enticing musical acts, promotional offers, and fun events. This occasion exemplified our commitment to creating memorable experiences and Connecting Communities®. As we look back at this incredible journey of being Chennai's premier lifestyle destination, we express our gratitude to our loyal patrons for their ongoing support.



Pogo – Toons Meet and Greet with Father's Day Fun

15th - 16th June, 2024

Special bonds call for special celebrations. So, this Father's Day, VR Chennai threw a fun Toons Meet & Greet with Little Singham from Pogo TV and Chota Bheem, the children's favourite cartoon characters. This unique Father's Day event had lively photo opportunities, engaging activities, and heartfelt moments that made everyone smile.

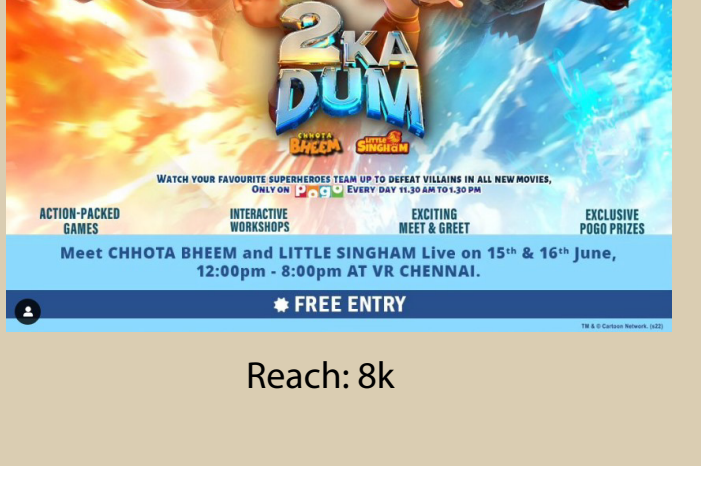


Yoga Day

Finding Inner Peace

21st June, 2024

VR Chennai organized exclusive yoga sessions on International Yoga Day. Under the guidance of experts, participants immersed themselves in a serene environment while learning about the healing powers of yoga. The occasion provided a calm haven for guests to rejuvenate, re-establish their connections, and foster inner tranquility.



Social Media Chatter

Our social media presence saw remarkable growth, reaching 1.5M+ on Instagram through influencer collaborations and event promotions. This content-based approach, particularly focused on our 6th anniversary, resonated with the audience of Chennai. Notable contributors included:

KARUN RAMAN

THE NON-VIOLINIST PROJECT & SHRAVAN SRIDHAR

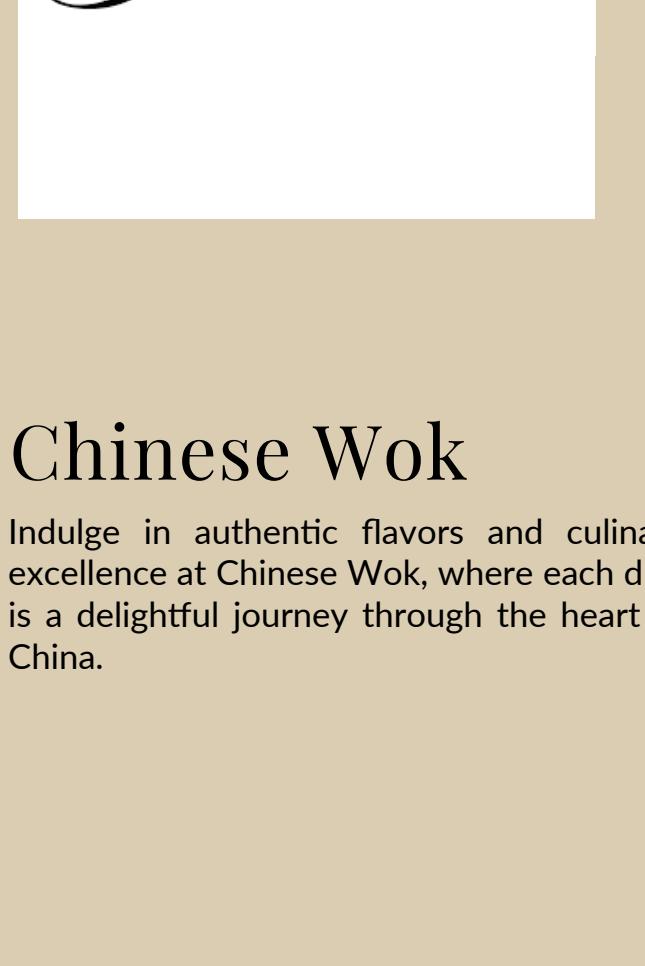


Reach: 49.2k

Reach: 221k

INFLUENCER & MICRO CREATORS

POGO TV



Reach: 666.5K

Reach: 8k

NEW STORE LAUNCHES

Glow by Kirtilals

The grand opening of Glow by Kirtilals at VR Chennai was a resounding success, highlighted by the presence of acclaimed actress Mamitha Baiju. The event drew enthusiastic crowds, setting a new standard for elegance and luxury in Chennai's retail landscape.

