

DEAR PARTNER,

As March rolled in, so did the spirit of celebrating women's achievements and empowerment across the globe. International Women's Day took center stage, and VR Chennai made sure to celebrate this momentous occasion in style. With a vibrant array of events tailored for women, the month brimmed with excitement.

Adding to the buzz was an exclusive shopping promotion for our female shoppers, special salsa workshop led by talented female instructors, FITATAIN program and an electrifying concert by singer Srinisha.

As we usher in a new season, VR Chennai is gearing up for a wave of exciting events and experiences. Get ready for what's in store as we keep the fun rolling, the laughter echoing, and the sense of community stronger than ever!

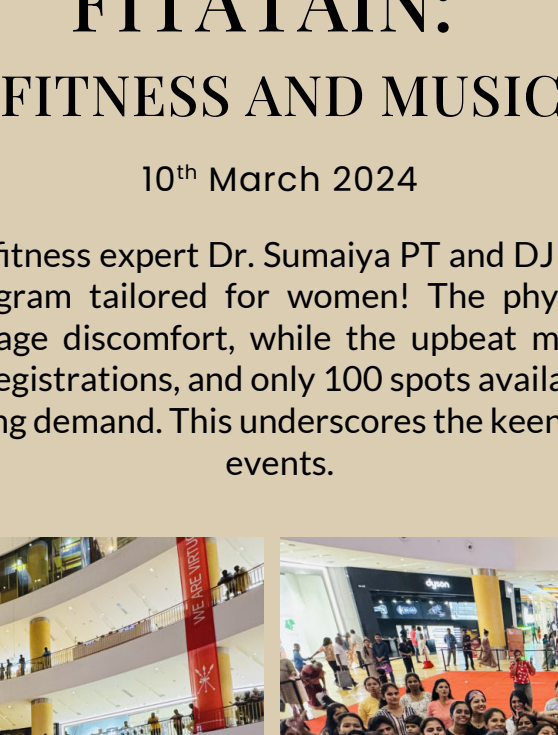
Warm regards,
Ramu Rangaraju
VP - Business Operations

HIGHLIGHTS OF THE MONTH

WOMEN'S DAY CELEBRATION: SHOPHER BLISS

6th - 10th March 2024

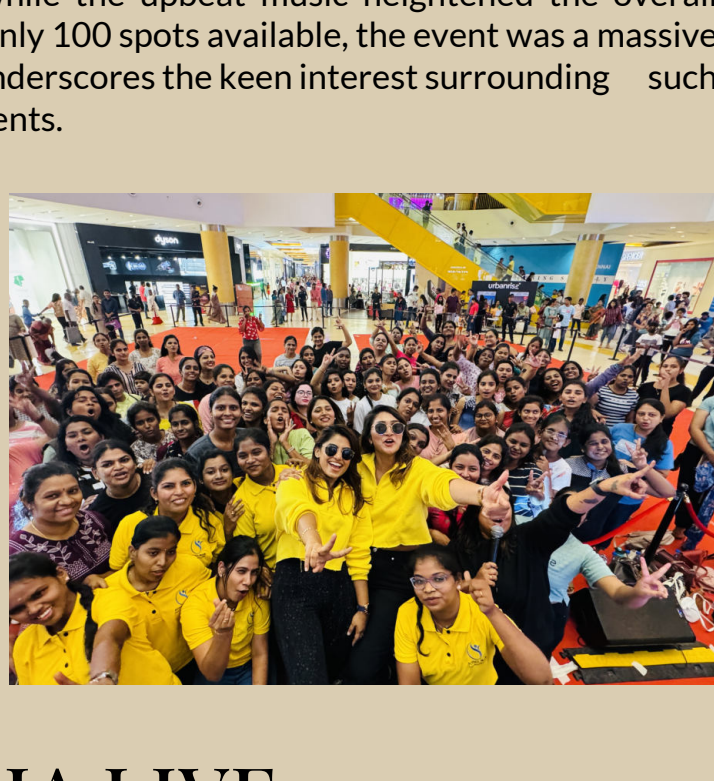
We celebrated Women's Day with an exclusive shopping extravaganza tailored for our female shoppers. For every purchase of Rs. 10,000 or more, every female shopper received a value voucher worth Rs. 1000. The exclusive offers created for them were one of the things that shoppers truly enjoyed about the experience.



SWAY AND SLAY: A SPECIAL SALSA WORKSHOP

8th March 2024

The Salsa workshop was a hit among our female patrons, who thoroughly enjoyed the complimentary session led by expert instructors from Salsa Madras. Apart from learning new dance moves, the participants also received attractive gift vouchers. It's events like these that truly distinguish VR Chennai, offering unique experiences filled with excitement and a dash of surprise.



FITATAIN: A VIBRANT FITNESS AND MUSIC PROGRAM

10th March 2024

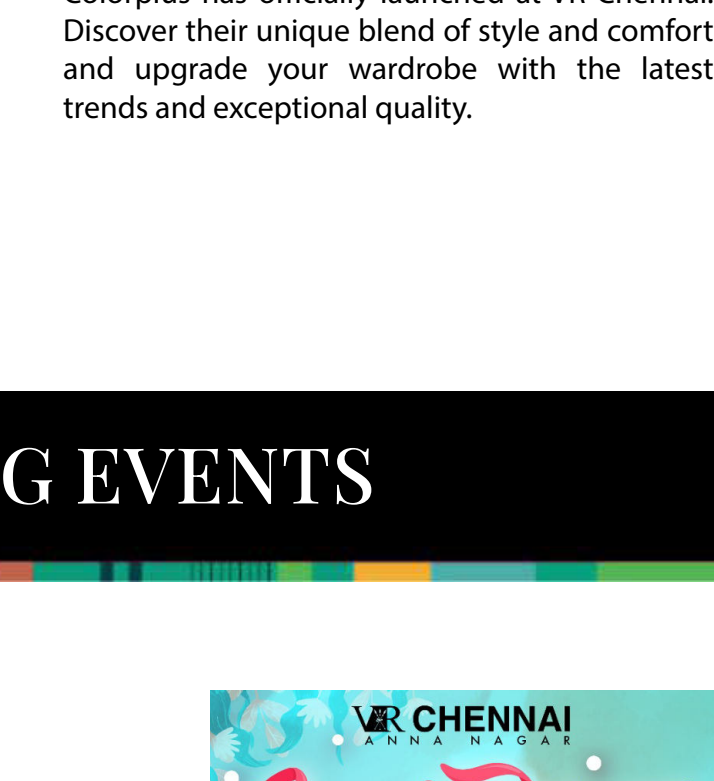
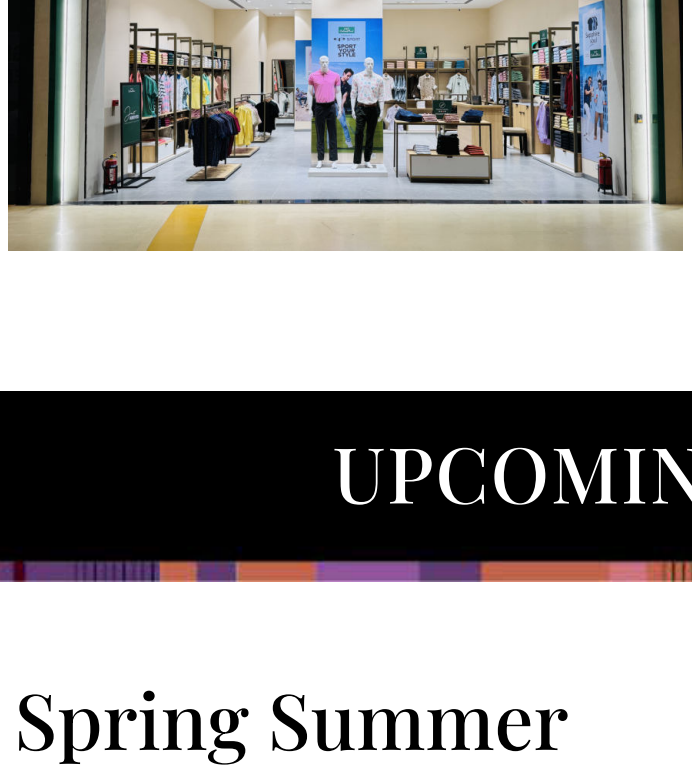
FITATAIN, spearheaded by fitness expert Dr. Sumaiya PT and DJ Deepika Navaz, provided an engaging and dynamic program tailored for women! The physiotherapy session boosted participants' ability to manage discomfort, while the upbeat music heightened the overall experience. With over 400 registrations, and only 100 spots available, the event was a massive success despite overwhelming demand. This underscores the keen interest surrounding such events.



SRINISHA LIVE: A MUSICAL EVENING

16th March 2024

The enthralling performance of popular singer Srinisha drew over 1,500 people to VR Chennai! Excitement permeated the lively environment as Srinisha dazzled the crowd with her electrifying performance. Social media activity surged, a sign of how much fun everyone who attended was having.



ARC LAUNCH X KICKBOXING:

31st March 2024

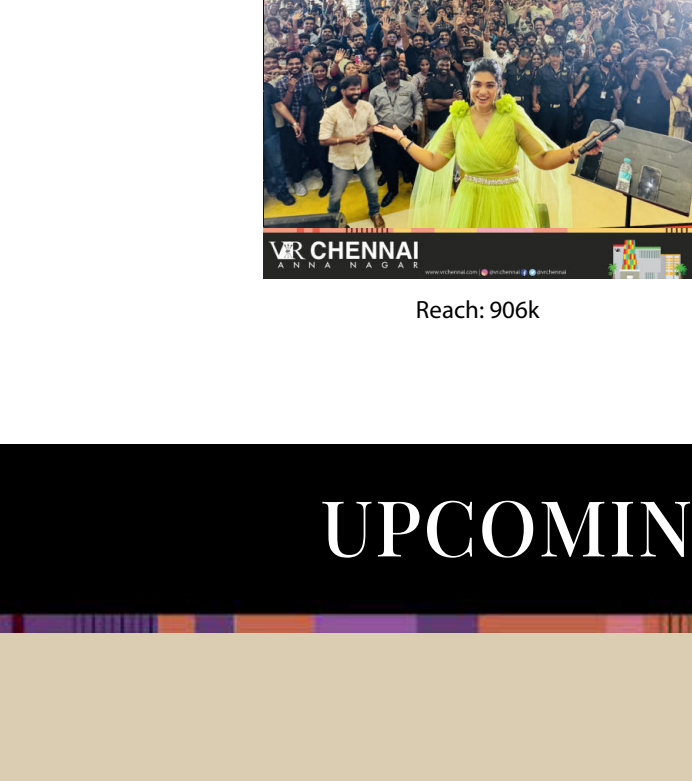
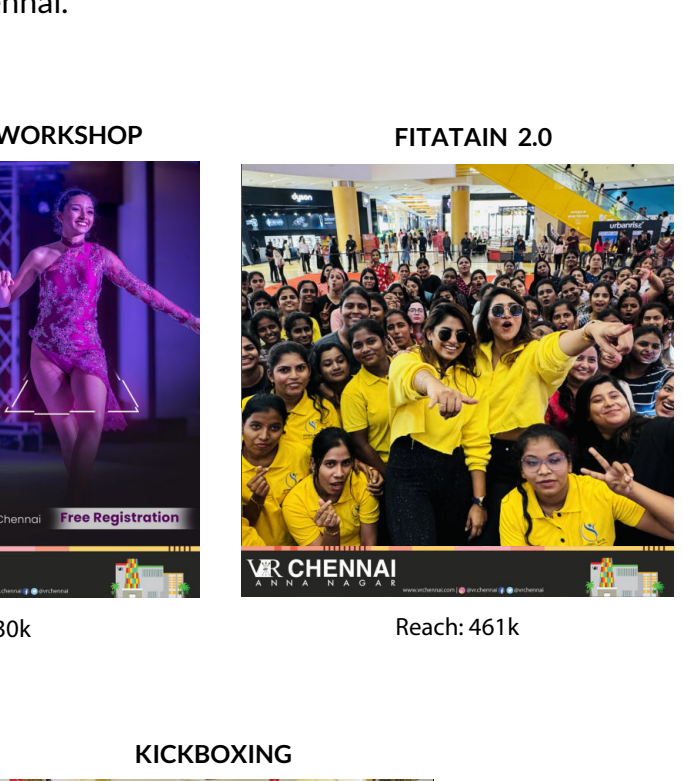
ARC Gym kicked off its grand inauguration with an electrifying kickboxing event that left the audience in awe. Rarely do visitors to a retail destination have the chance to witness such intense mixed martial arts action, featuring the kicks and punches of professional MMA athletes. Thousands thronged to experience the matches, which concluded in thrilling nail-biting finishes. Through this kickboxing event, VR Chennai once again demonstrated its commitment to providing unparalleled entertainment and curating unique experiences for diverse communities.



NEW LAUNCHES

Raymond

VR Chennai presents the grand launch of Raymond. Step into a world of timeless elegance and luxury with their exquisite range of suits and fabrics.



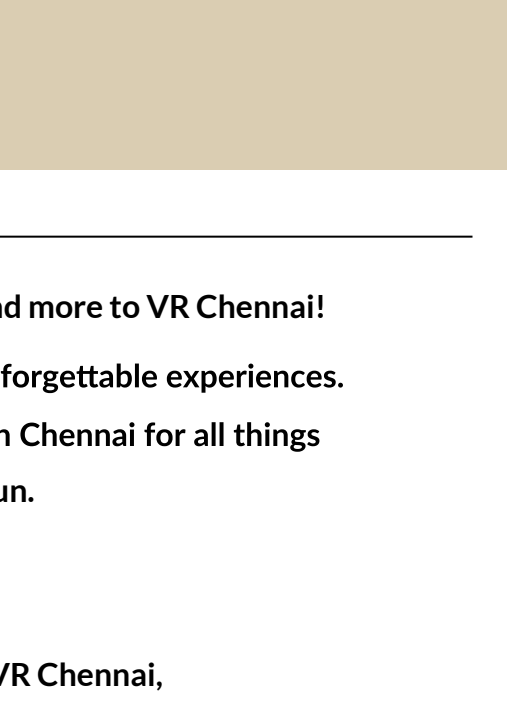
Colorplus

Colorplus has officially launched at VR Chennai. Discover their unique blend of style and comfort and upgrade your wardrobe with the latest trends and exceptional quality.

UPCOMING EVENTS

Spring Summer Sale

Spring Summer Sale is coming soon, offering the perfect chance to refresh your wardrobe with the latest styles from your favourite brands. Don't miss out!



Wedding Expo

Explore a stunning array of designer products curated exclusively for weddings. Join us for our upcoming Wedding Expo!

Bharatanatyam Performance

Celebrate Tamil New Year with the grace of Bharatanatyam! Stay tuned for a captivating folk-dance performance.



REACH & IMPACT

VR Chennai created a massive buzz on social media platforms in March. Through the creation of engaging content and the promotion of epic events such as the Women's Day Salsa Workshop, Srinisha Live and Fitatain, VR Chennai successfully generated an impressive 2.1 million users within the Chennai region.

Strategic collaborations with social media influencers, coupled with targeted advertising on Meta platforms, further amplified VR Chennai's digital presence.

Stay updated about upcoming events and exciting opportunities by following us on Instagram @vr.chennai.

SHOPHER BLISS SALE

Reach: 460k

SALSA DANCE WORKSHOP

Reach: 30k

FITATAIN 2.0

Reach: 461k

SRINISHA LIVE

Reach: 906k

KICKBOXING

Reach: 34k

UPCOMING STORES

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:

