



Dear Partner,

This May, VR Chennai brought out the coolest ideas to beat the summer heat. From trendy fashion displays to exciting shopping deals and lively events, there was something for everyone. The Summer Sale stole the spotlight, making shopping extra thrilling with unbeatable discounts.

The amazing Aurora 2024 fashion walk showcased stunning designs created by the students of FDDI, Chennai, and our Mother's Day event honored the strength and love of mothers, creating cherished memories for all attendees.

Adding to the excitement, the promotional launch of SUN TV's reality show, Top Cook-u Dupe Cook-u, delighted food enthusiasts with a gastronomic adventure. Shin Chan, everyone's favorite cartoon character, brought smiles and laughter to families and kids during an energetic meet-and-greet.

The month concluded on a high note with Priya Jerson's live performance at the VR Weekender concert. Her captivating performance mesmerized the audience, leaving them longing for more.

May at VR Chennai was packed with unique experiences and unforgettable moments, setting the stage for more exciting times ahead!

Warm regards,
Ramu Rangaraju,
VP – Business Operations

HIGHLIGHTS OF MAY

Summer Sale

Exceptional Discounts and Savings!

20th April to 20th May

The Summer Sale at VR Chennai presented the perfect opportunity for customers to revamp their wardrobes and homes. Shoppers spending Rs.10,000 received an additional Rs.1,000 voucher, which made it the perfect moment to indulge in fashion, home decor, and luxury items.



Aurora 2024

A Fashion Extravaganza

4th May

Aurora 2024 turned VR Chennai into a sparkling fashion hub, bringing alive runway glamour. The event showcased stunning creations that enticed both fashion enthusiasts and trend-setters. Each breathtaking outfit demonstrated the outstanding creativity of the students of FDDI Chennai.



Mother's Day

Celebrating Moms with Love

12th May

This Mother's Day, VR Chennai teamed up with Radio Mirchi to organize engaging activities and fun-filled games for mothers and children. Families participated with a lot of enthusiasm and competitive spirit. Every participant took home interesting goodies, which made the day special for them.



Top Cook-u Dupe Cook-u

SUN TV Reality Show Promotional Launch

17th May

In association with Media Masons, VR Chennai hosted the grand launch of SUN TV's popular reality show, Top Cook-u Dupe Cook-u. This culinary extravaganza tantalized taste buds and charmed television lovers, thereby giving the event lineup a unique twist.



Shin Chan

Toons Meet and Greet

18th & 19th May

Children and families were thrilled to meet their favorite cartoon character, Shin Chan, in a magical meet-and-greet session. The event featured vibrant photo opportunities and interactive activities, creating a lively atmosphere filled with joy and laughter.

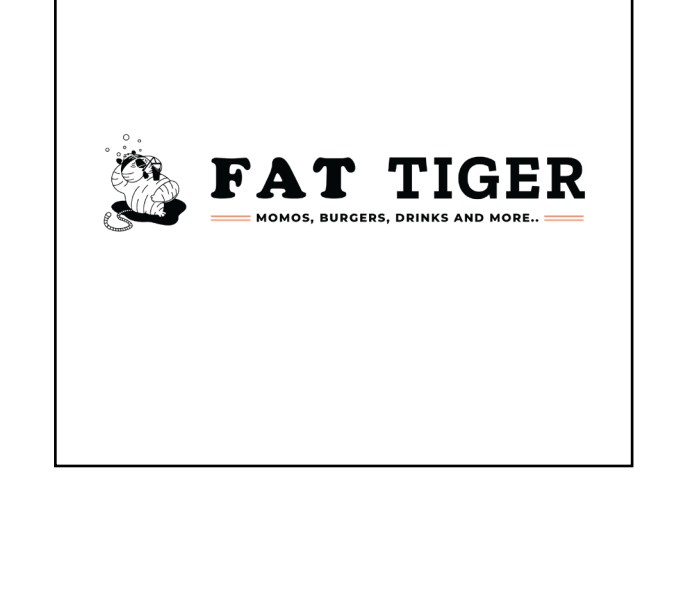


Priya Jerson

VR Weekender Live Concert

25th May

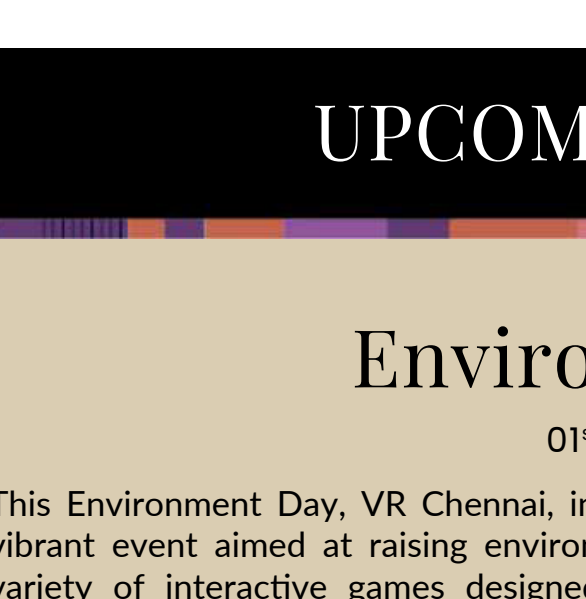
Priya Jerson delivered an electrifying performance at VR Chennai, captivating the audience with her dynamic stage presence. As part of the VR Weekender series, which features exciting monthly music concerts by some of the city's most popular artists, Priya's performance was a standout. Her live performance turned the evening into an unforgettable musical experience, reaffirming VR Chennai as a premier destination for top-tier entertainment in the city.



NEW STORE LAUNCHES

Beaute and Nutrie

Discover a curated selection of premium skincare products and nutritional supplements at Beaute & Nutrie. Designed to promote radiant skin and overall well-being, this store is the destination for enhancing both inner health and outer beauty.

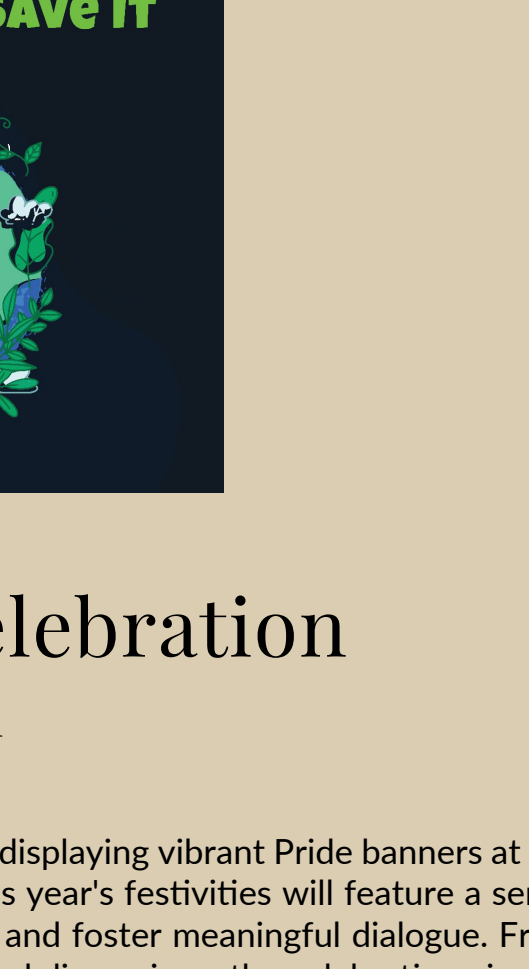


Nailz Affair

Experience exceptional nail care at Nailz Affair, where precision meets perfection. Expert technicians use top-tier products to deliver exquisite manicures and pedicures, ensuring nails are impeccably groomed and stylish.

Silver Lady

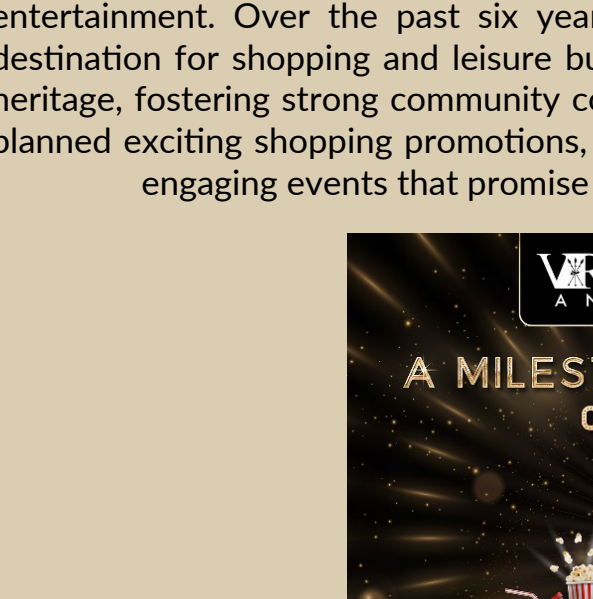
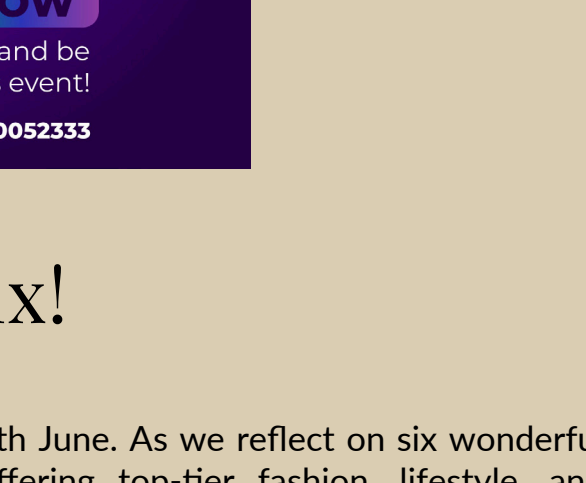
Explore luxury and timeless elegance at Silver Lady. The boutique features an exquisite collection of silver jewelry and accessories, perfect for adding sophistication to any ensemble. Embrace grace and style with meticulously crafted pieces.



UPCOMING STORES

Glow by Kirtilals

Shine bright with Glow by Kirtilals, a brand dedicated to crafting stunning diamond jewelry that adds sparkle to every occasion.

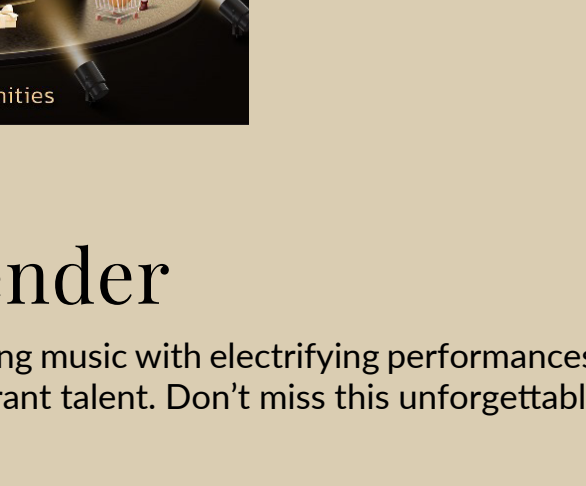


Raymond MTM

Discover custom-made fashion at Raymond, where expert tailoring meets exceptional style for the modern gentleman. Experience the pinnacle of sophistication and personalization.

Twin Birds

Explore innovative and stylish kitchen appliances by Twin Birds, designed to make culinary experiences effortless and enjoyable.

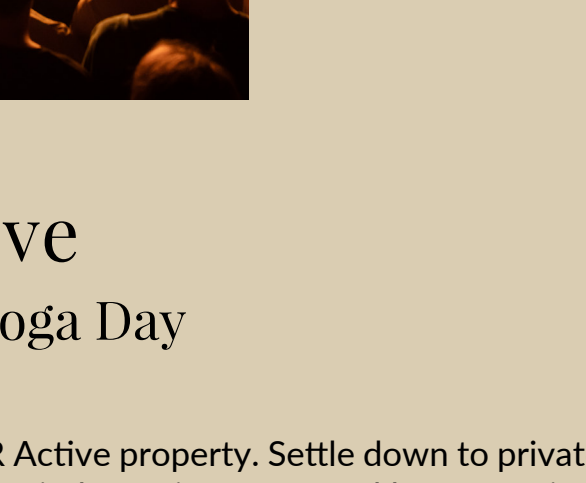


Fat Tiger

Savor bold and delicious flavors at Fat Tiger, offering a diverse menu of Asian-inspired cuisine for a culinary adventure.

Chinese Wok

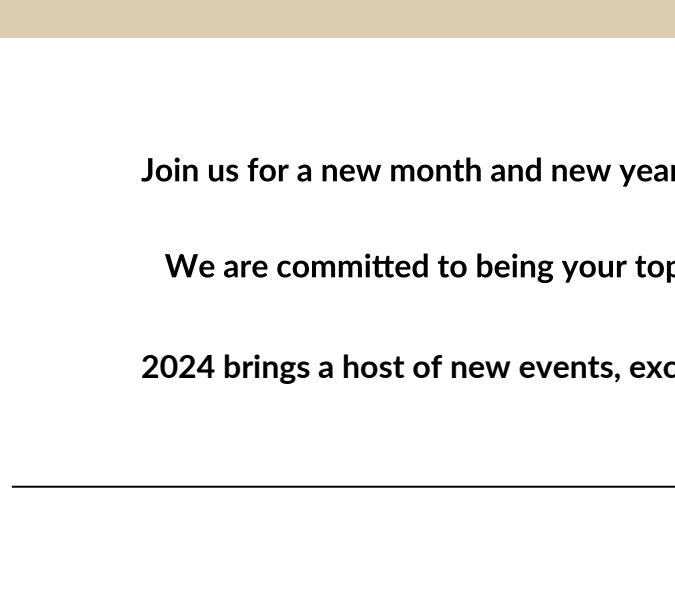
Delight in the authentic taste of Chinese cuisine at Chinese Wok, where each dish is prepared with fresh ingredients and traditional recipes.



Social Media Chatter

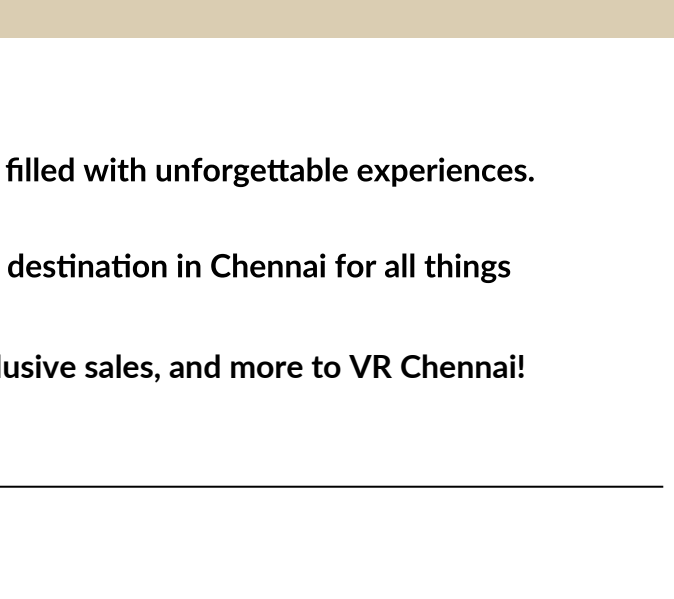
Collaborations with stores, brands, and vlog pages have significantly boosted online presence and engagement. This month, a milestone of 1.35+M audience were reached, thanks to creative content and dynamic interactions with the audience.

PRIYA JERSON EVENT



Reach: 326K

SHINCHAN EVENT



Reach: 127K

UPCOMING EVENTS

Environment Day

01st & 02nd June

This Environment Day, VR Chennai, in collaboration with Greenpeace, will be hosting a vibrant event aimed at raising environmental awareness. The celebration will feature a variety of interactive games designed to educate and engage participants on crucial environmental issues. As part of the initiative, saplings will be distributed to attendees, encouraging the community to contribute to a greener future. This event promises to be both fun and educational, fostering a sense of responsibility and collective action towards protecting our planet.

Pride Month Celebration

#VRforAll

08th June

In celebration of Pride Month, VR Chennai is proudly displaying vibrant Pride banners at the centre, creating a welcoming and inclusive space. This year's festivities will feature a series of events designed to bring the community together and foster meaningful dialogue. From interactive workshops to lively performances and panel discussions, the celebration aims to highlight and support the diverse voices and experiences within the LGBTQ+ community. As always, VR Chennai is committed to promoting acceptance, understanding, and unity, making Pride Month a memorable and impactful celebration for all.

It's a Six!

18th June

Join us as we celebrate our 6th anniversary on 18th June. As we reflect on six wonderful years of being an integral part of Chennai, offering top-tier fashion, lifestyle, and entertainment. Over the past six years, VR Chennai has not only provided a premier destination for shopping and leisure but has also celebrated the city's rich traditions and heritage, fostering strong community connections. To mark this special occasion, we have planned exciting shopping promotions, captivating musical performances, and a variety of engaging events that promise to make the celebration truly memorable.

VR Weekender

Join for another edition of VR Weekender, celebrating music with electrifying performances. Enjoy a night filled with mesmerizing music and vibrant talent. Don't miss this unforgettable event!

VR Active

International Yoga Day

21st June

VR Chennai marks International Yoga Day under VR Active property. Settle down to private yoga sessions tailored for every level of experience. Find your inner zen and loosen up in a lively setting.

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.

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

VR Chennai awaits you!

Stay updated on all that is happening at VR Chennai.

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