Dear Partner,

What an exciting and busy August we had at VR Chennai! The month was a performance of vibrant collaborations, unforgettable events, and moments of connection that brought our community together like never before.

We kicked off with our exciting "Electronics Edit" campaign, transforming VR Chennai into a tech enthusiast's dream destination. The month-long celebrations featured exclusive workshops and remarkable brand collaborations that had visitors buzzing with excitement and anticipation.

The celebrations reached new heights with the grand opening of Shradha Lulla's stunning ice cream boutique "SweetSculla - Gourmet Desserts" - graced by the presence of legendary composer Harris Jayaraj. We also had the exclusive unveiling of one of only five "RODA" Porsche 911 Turbos in India, followed by a mesmerizing performance by Shradha that left the entire audience captivated.

Our inaugural PC car racing championship generated pulsating energy and excitement throughout the centre. The prestigious celebrations alongside the Officer's Training Academy cleared remarkable milestones in our journey. The month-long celebration featured the soulful artistry of our performer Pooja Venkat, who delivered an unforgettable musical journey. BMW KUN Exclusive provided fascinating insights into the future of electric mobility while Kimaya Nature's Wellness Spa concluded the month's celebrations beautifully.

As we step into September, the excitement continues to build! We're preparing fresh activations and carefully curated events designed specifically for our retail partners and valued customers.

Stay tuned for our official channel for all the latest updates and upcoming experiences.

Best Regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

ELECTRONICS EDIT

1st – 24th AUG, 2025

Our Electronics Edit campaign transformed August into India's ultimate tech celebration! We gathered some prestigious brands like Apteronx, Samsung, Dyson and LG, but it was so much more than shopping - it was pure innovation in action.

The month's crown jewel! South India's first Remote Car Racing National Championship (make a shopping centre! We also hosted tech thought leaders like Tech Sutra and Prashanth Bhatia for inspiring digital wellness talks and the latest in Electronics vehicles with BMW.

The results speak for themselves: over 3M social media impressions and countless thrilled tech enthusiasts discovering why VR Chennai is their ultimate destination.

A SWEET CRESCENDO: HARRIS JAYARAJ UNVEILS SHRADHA LULLA DESSERTS & ICE CREAM

1st AUG, 2025

What a sweet celebration this was! Shradha Lulla opened her doors at Chennai's newest dessert boutique, SweetSculla - Gourmet Desserts, and the sweetness was in the air. The grand opening was when celebrated music director Harris Jayaraj performed the ribbon-cutting honours. His presence created an incredible buzz across social media, with the beloved singer Shradha dedicated a personal musical tribute to her entrepreneurship journey. The evening brought together Chennai's most influential personalities for a truly memorable launch.

GRAND UNVEILING OF INDIA'S 5TH PORSCHE TURBO 50 YEARS EDITION

1st AUG, 2025

Talk about making history! At the grand opening of Shradha Lulla's - Gourmet Desserts, Porsche Chennai partnered with Manoj Lulla for the exclusive unveiling of the personal Porsche 911 Turbo "one-of-only five in India. The crowd was absolutely captivated as this automotive masterpiece was revealed.

VR CHENNAI HOSTS SPECTACULAR ANIME CELEBRATION!

9th & 10th AUG, 2025

Our partnership with Pax Anime India, brought Chennai's anime community together for two amazing days! Over 2 hours from across the city joined us for this perfectly curated celebration.

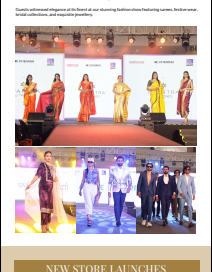
The highlights were absolutely fantastic: a dazzling Cosplay Parade, epic contests like Cosplay Karaoke that had everyone singing, hands-on Manga Workshops, an exciting Gaming Zone, and the vibrant Pax Bazaar. We truly brought Japanese anime culture to life in Chennai!

CELEBRATING 79TH INDEPENDENCE DAY

15th AUG, 2025

VR Chennai welcomed India's 79th independence Day with incredible patriotic spirit! Our beautiful atrium became the perfect celebration venue, complete with a flag hoisting ceremony followed by an inspiring parade and captivating cultural performances.

A special highlight was the honorable Officers Training Academy's band that elevated patriotic all the entire with its performance. We concluded by celebrating our dedicated guardians of safety - the brave who make everything possible.



MELODIOUS VR WEEKENDER – POOJA VENKAT LIVE

14th AUG, 2025

Our VR Weekender reached new heights with acclaimed playback singer and music influencer Pooja Venkat delivering a mesmerizing live performance. The talented artist skillfully blended contemporary sophistication from popular music and pulsating energy, creating a vibrant atmosphere - everyone was singing along! It was one of those magical moments that reminded us why LIVE performances are so special.

CHARGING INTO TOMORROW: THE FUTURE OF EVs – A BMW KUN EXCLUSIVE

13th AUG, 2025

Innovation met sustainability in our fascinating workshop with KUN Exclusive! Automotive enthusiasts got hands on experience with cutting-edge models like the BMW Countryman SUV and the impressive BMW i5 M60.

Industry experts shared remarkable insights about the latest EV technology and what's coming next. It was both educational and inspiring - exactly the kind of forward-thinking event that showcases our commitment to a greener future.

VR CHENNAI HOSTS SPAR'S RECORD-BREAKING HOME EXPO!

22nd – 28th AUG, 2025

The "SPAR - Elevate Your Home Experience Expo" was phenomenally successful! This week-long celebration of home essentials captured shoppers' hearts in Chennai.

The response was overwhelming - SPAR recorded their highest sales numbers ever in Chennai! It perfectly demonstrated our community's passion for creating beautiful homes and confirmed our position as Chennai's premier shopping destination.

ONAM

5th SEPT, 2025

An Onam festivities unfolded at VR Chennai. Kerala's rich culture came alive with Mahabali's grand appearance, Chenda Melam, and vibrant Pulikali and Kaikali performances.

6 YARDS COUTURE

4th SEPT, 2025

Guests witnessed elegance at its finest at our stunning fashion show featuring sarees, festive wear, bridal collections, and exquisite jewellery.

NEW STORE LAUNCHES

WORLD GOLDEN PERFUME

Over of India's most beloved fragrance destination celebrated its grand opening. Fragrance discoverer could explore scents and enjoy exclusive launch offers with exciting giveaways.

TITAN EYE +

Titan Eye+ has expanded with a beautiful new general Four location! Explore their entire eyewear collection and don't miss the special launch offers available for a limited time.

UPCOMING EVENTS: SEPTEMBER

SHOP BIG, WIN BIG

6th Sept - 24th Oct, 2025

The season's biggest festive shopping celebration is set to be launched with celebrity actress Priya Varrier! Get ready for amazing offers and incredible prizes.

CULINARY MASTERCLASS WITH COOKD

12th Sept, 2025

Learn from Cookd and an exclusive interactive session focussed on festive season recipes!

AVIAL

20th Sept, 2025

Get ready for an electrifying evening with the incredible Avial band - the perfect way to make your festive season unforgettable!

MAKEUP MASTERCLASS BY SANTHOSHI

21st Sept, 2025

Acclaimed TV artist and influencer Santhoshi from Phab, in collaboration with MAC Cosmetics, will be sharing expert beauty tips and techniques.

UPCOMING EVENTS: OCTOBER

RADIO CITY BADMINTON CHAMPIONSHIP: GET READY FOR A HIGH-ENERGY SHOWDOWN!

4th – 5th Oct, 2025

Get ready for a high-energy badminton tournament. In partnership with Radio City, the atrium will be transformed into a professional indoor court, creating a stadium-like atmosphere for this thrilling event. Come cheer on talented young players and be part of the action!

LIGHT UP YOUR DHANTERAS WITH VR CHENNAI

13th – 18th Oct, 2025

Celebrate Dhanteras with an exclusive offer at VR Chennai! Shop for your favorite brands and enjoy flat 10% off on most, and dazzle a chance to win 2 gold coins as our special gift to you. Don't miss this opportunity to make your festive season even more auspicious and rewarding.

VR CHENNAI'S DIWALI BAZAAR: THE ULTIMATE FESTIVE SHOPPING EXPERIENCE!

17th – 22nd Oct, 2025

Come celebrate Diwali with a festive shopping experience at VR Chennai's spectacular Diwali Bazaar! Curated Diwali Bazaar in collaboration with our internal brands. Explore unique products, browse exclusive offers, and purchase directly from vibrant pop-up counters. Find the perfect gifts and immerse yourself in the festive spirit!

UNLOCK YOUR iPHONE'S POTENTIAL: A PHOTOGRAPHY WORKSHOP WITH MOMMY SHOTS BY AMRITA

25th Oct, 2025

Unlock your creativity at VR Chennai's exclusive photography workshop! Learn from professional photographer and led by the celebrated photographer Amrita Samant @mommyshotsbyamrita, this session will teach you how to capture stunning, professional-quality photos with your iPhone. Learn expert tips and techniques to hands-on session and master the art of mobile photography.

A SPOOKTACULAR HALLOWEEN AT VR CHENNAI!

31st Oct, 2025

Get ready for some ghoulish fun at VR Chennai's Halloween celebration! We're transforming the centre into a spooky-yet-fun destination with exciting activities for all ages. Dress up in spectacular costumes (parade. Bring your kids and family for a day of engaging activities and unforgettable memories.

SOCIAL MEDIA INSIGHTS

Our Electronics Edit campaign collaboration with Chennai's top tech influencers was absolutely remarkable! Partnering with Tech Sutra, Prashanth Bhatia, Cuz Coffee Studio, Pranagal, and Madras Food Diaries, we created engaging content that reached over 5.8M from Instagram.

The Chennai Times feature added 5 lakh impressions, giving a strong lift to our social media presence. These partnerships have genuine content and smart partnerships build meaningful connections with our community.

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