



Dear Partner,

December shaped up as a month of engaging experiences and steady retail momentum at VR Chennai. The month opened with Baker's Street, featuring local culinary talent and handcrafted delicacies. The Mad Mad Sale, celebrated by musical performances from students of The Schram Academy, added a lively cultural layer to the centre. The MAD MAD Sale, concluded on 25th December, maintained strong shopping traction throughout the month. Key moments included the EL FE Choir performance and Retail Employees Day, acknowledging the teams who drive everyday retail excellence. The festive parasols and festive mood and green offered a fitting closer to the celebrations.

As we step into 2026, we extend our warm New Year wishes to our retailers, partners, and partners. January is set to be filled with December's momentum, with a renewed focus on experiences, sustainability initiatives, and enduring staff satisfaction ahead.

Best Regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

CHRISTMAS AT VR CHENNAI

21st – 25th December, 2025

December at VR Chennai brought together festive programming, seasonal retail activity, and family-focused experiences across the month. A mix of food courts, cultural performances, and interactive installations encouraged longer visits and steady engagement throughout the month, closing the year on a strong note.

ALL I WANT FOR CHRISTMAS WISH WALL

21st – 25th December, 2025

The Christmas Wish Wall emerged as a key engagement feature during the festive season. Wishes placed by visitors in small written notes, gradually filling the wall over the month, each message reflecting a mix of light-hearted and thoughtful sentiments. Small tokens were fulfilled, adding a meaningful layer to the experience and reinforcing the spirit of giving across the centre.



VR CHENNAI x THE SCHRAM ACADEMY – HOLIDAY CARNIVAL

20th – 21st December, 2025

Every weekend in December, students from The Schram Academy presented carol singing and dance performances in the atrium. These live showcases added cultural depth to the festive calendar and enhanced the overall shopping experience. The installations strengthened VR Chennai's connect with local institutions while increasing audience footfall during peak hours.

