



Dear Partner,

October brought incredible energy to VR Chennai with exciting new store openings and a festive season that exceeded all expectations.

It was a record-breaking season as thousands of shoppers made VR Chennai their destination of choice. The energy was electric as families celebrated and shopped together. Our 'Shop Big, Win Big' campaign with the Hyundai Venue as the grand prize created incredible buzz. The Dhanteras gold campaign with its gold coin prize for purchases above ₹1.5 lakh drew premium shoppers into the Centre.

The festive cheer—glowing lanterns and vibrant rangoli became everyone's favorite photo spot. Guests spent more time at the Centre, soaking in the beauty of the décor and indulging in more shopping.

October proved that when great offerings meet celebration, magic happens. Thank you for bringing part of Dhanteras. Here's to more ahead.

Best Regards,
Team VRChennai

HIGHLIGHTS OF THE MONTH

DIWALI SHOP BIG, WIN BIG

INAUGURATED BY PRIYA VARRIER

6th Sept - 26th Oct, 2025

This campaign was the heart of our festive celebration. Every purchase gave shoppers a chance to take home assured gift vouchers or a chance to win a Hyundai Venue. This simple but powerful promise brought hundreds of shoppers who spent more than ₹1,00,000 and entered our coveted contest. The campaign also gave our shoppers an opportunity to win gold coins on the special occasion of Dhanteras making every purchase count.



INDIAN AUTO SHOW CAR EXPO

19th Oct - 12th Oct, 2025

A petrolhead's paradise! VR Chennai's partnership with the Indian Auto Show brought together an exciting showcase of cars and bikes. Brands like Honda, Lexus, Toyota, Tata, and Mercedes-Benz joined premium motorcycle brands like Triumph, KTM, and Royal Enfield. With 25+ new launches on display, the expo drew families and automobile enthusiasts for an exclusive, engaging experience.



DHANTERAS SPARKLE: A GOLDEN CELEBRATION FOR THE SHOPPERS

30th Oct - 18th Oct, 2025

Our Dhanteras campaign put our gold coin ride at center stage, featuring over 30 leading jewelry brands. The incentive of a gold coin for 30 lucky shoppers spending above ₹1.5 lakh proved to be a strong draw for the right audience.



DIWALI POP-UP BAZAAR

12th Oct - 26th Oct, 2025

Our Diwali Bazaar transformed VR Chennai into a festive marketplace. Shoppers wandered through colorful stalls brimming with handmade crafts, traditional gifts & garments, and vibrant decorative items. Every corner had something delightful waiting to be discovered.



EXTENDED HOURS BOOST FESTIVE SHOPPING

26th Oct - 19th Oct, 2025

Staying open until midnight before Diwali was a hit. It gave guests the flexibility to finish their festive shopping without any rush, especially during the busiest week. These late evening crowds made it worth it, and we appreciate everyone in the team for keeping the service excellent throughout.

NOW ENJOY MORE TIME FOR FESTIVE SHOPPING

EXTENDED SHOPPING HOURS

10 PM - 12 AM

DIWALI BAZAAR

at Sangeet Social
30th 10th - 31st 10th

DHANTERAS SPECIAL

Shop for jewelry worth ₹1,00,000 or more
Get a chance to win a GOLD COIN | 18th 10th Oct

BIG REWARDS

Shop for ₹1,00,000, Enter a LUCKY DRAW to win a car
(Shop for ₹2,00,000 or more & get instant QR feedback)

NOVEMBER STORE LAUNCHES

MYFROYOLAND

Chennai's favorite soft-serve frozen yogurt spot is coming to VR Chennai! Pick your flavors, load up on toppings, and create your perfect treat.

JOCKEY

Delightful treats for those who appreciate comfort and sophistication! The new lifestyle-oriented innerwear authority, Jockey, is officially inaugurating its exclusive store at VR Chennai. Get ready to discover their comprehensive collection of premium innerwear, fashionable loungewear, and athletic essentials!

DECEMBER STORE LAUNCHES

MAKE YOUR OWN PERFUME

Get ready to create your own signature fragrance! MYOP lets you craft and bottle a scent that's uniquely yours.

SOUL TREE

India's first ISOH certified natural and organic skincare brand is arriving! SoulTree brings Ayurveda-based beauty made with ingredients that are good for your skin and the planet.

RAMRAJ

Tamil Nadu's beloved brand for authentic Vedic and Chakra jewelry is known for quality cotton and traditional craftsmanship. RAMRAJ offers everything from classic white dhotis to wedding-ready ensembles.

WROGN

What Kaldi's fashion brand is coming soon! WROGN brings bold casual apparel, footwear, and accessories for young shoppers who like to stand out.

PIZZA HUT

The iconic Pizza Hut is opening at VR Chennai! Look forward to their famous pan pizzas, pastas, and sides — all served in a warm, family-friendly setting perfect for every occasion.

ED-A-MAMMA

The popular kids' wear brand focused on sustainable fashion is arriving soon. Check out their fun, eco-friendly clothing for infants, toddlers, and juniors.

EDA MAMA

PRESTIGE EDITION

NOVEMBER UPCOMING EVENTS

VOWS & VEILS - WEDDING FESTIVAL

1st - 9th Nov, 2025

The ultimate wedding showcase is soon going to be here, to let you discover beautiful bridal fashion, makeup masterclasses, sangeet social and the latest wedding trends. Plus, enjoy special discounts and exciting giveaways.

SANGEET SOCIAL

8th Nov, 2025

Experience the magic of a real Sangeet ceremony without the stress of a real wedding! Dance to live music, enjoy vibrant performances, and soak in the joy of this beloved pre-wedding celebration. From traditional dhol to modern mixes, it's going to be an evening of pure energy and celebration.

MAKE-UP MASTERCLASS

9th Nov, 2025

Get ready to learn from the best! Our exclusive makeup masterclasses will bring professional artists who'll share insider techniques and beauty secrets. Whether you're a bride-to-be or simply love makeup, you'll discover new looks and tips to elevate your beauty game.

THE GENTLEMAN'S EDIT - ELEVATE YOUR STYLE

14th - 22nd Nov, 2025

Part of our Holiday Sale, this special event will feature handpicked deals from top men's fashion and lifestyle brands. Gentlemen, it's time to upgrade your wardrobe with great offers.

The Gentleman's Edit

CHILDREN'S DAY - STONE, PAPER, SCISSORS TOURNAMENT

10th - 16th Nov, 2025

Celebrate Children's Day with the ultimate Stone Paper Scissors Championship! Families can also enjoy a variety of board games. Bring the kids for a fun-filled day.

CHILDREN'S DAY - STONE, PAPER, SCISSORS TOURNAMENT

HOLIDAY SPLENDOUR CHRISTMAS CAMPAIGN

20th Nov, 2025 - 6th Jan, 2026

The magic of Christmas is coming to VR Chennai. From twinkling lights and towering Christmas trees to exchanging ornaments and festive installations, every corner will celebrate the joy of the season. It's going to be picture-perfect.

HOLIDAY SPLENDOUR

LIGHTS, CAROLS, ACTION! CELEBRATE THE HOLIDAY SEASON!

20th Nov, 2025

Get ready to join us as we deck up VR Chennai for our annual Tree Lighting Ceremony, complete with live carols, winter food, and celebration.

LIGHTS, CAROLS, ACTION! CELEBRATE THE HOLIDAY SEASON!

BLACK FRIDAY SALE AT VR CHENNAI

28th - 30th Nov, 2025

The Annual Black Friday Sale brings fantastic discounts across all your favorite stores. The perfect time to shop and save BIG!

BLACK Friday SALE

#VRBlackFriday

VR WEEKENDER - RAVE, RUN, REPEAT: THE COFFEE RAVE

20th Nov, 2025

Don't miss out on trying out the daytime party trend! Join our Coffee Rave with energetic DJ sets and great coffee. Plus, take part in 30-minute runs, pop-up challenges, and basketball games. A unique way to connect with the community!

VR WEEKENDER - RAVE, RUN, REPEAT: THE COFFEE RAVE

ALL I WANT FOR CHRISTMAS

2nd - 31st Dec, 2025

Make your holiday wish! Visit the 'All I Want for Christmas' Wish Wall at VR Chennai and share what you're hoping for this season. They say wishes do come true!

ALL I WANT FOR CHRISTMAS

MAD MAD SALE

5th - 31st Dec, 2025

Our biggest shopping event of the year! The MAD MAD Sale brings unbeatable deals, great giveaways, and a grand prize. Perfect timing for all your holiday shopping.

MAD MAD SALE

UP TO 80% OFF
on a wide range of products
across all departments

BAKER'S STREET

5th - 7th Dec, 2025

Treat yourself at the all-new Baker's Street! Part of our Christmas celebrations, this special pop-up features delicious baked goods and festive treats.

BAKER'S STREET

CELEBRATING RETAIL EMPLOYEE DAY

12th Dec, 2025

We're honoring our retail heroes this December! Your hard work throughout the year keeps everything running smoothly. A special celebration just for you.

CELEBRATING RETAIL EMPLOYEE DAY

VR WEEKENDER - EL FÉ CHOIR BAND PERFORMANCE

12th Dec, 2025

The wonderful El Fé Choir will perform live, filling the space with joyful holiday music. Come experience the magic of Christmas at VR Chennai.

VR WEEKENDER - EL FÉ CHOIR BAND PERFORMANCE

HOLIDAY SEASON STYLE EDIT

18th - 28th Dec, 2025

Refresh your festive wardrobe with the Holiday Season Style Edit, featuring alongside the MAD MAD Sale! Grab great deals on fashion essentials to look your best all season.

HOLIDAY SEASON STYLE EDIT

EXPERIENCE THE SPECTACULAR SANTA PARADE

20th - 25th Dec, 2025

Our grand Santa Parade brings Santa, playful elves, and amazing singing jingles to spread festive cheer. Enjoy Christmas Carols and an evening full of wonder.

EXPERIENCE THE SPECTACULAR SANTA PARADE

SOCIAL MEDIA INSIGHTS

Our festive campaigns — 'Shop Big, Win Big,' Dhanteras Gold, Extended Shopping Hours, and the Diwali Bazaar — performed exceptionally across all channels.

Working with popular creators helped us reach 4.8 million views. This strong digital presence, combined with targeted ads and newspaper coverage, gave us excellent reach. The mix of digital and traditional media worked perfectly together, creating real impact on the shopping season.

4+ MILLION VIEWS

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