



Dear Partner,

April at VR Chennai unfolded as a vibrant blend of celebration, style, and shared experiences. As we move into a new month, it's the perfect moment to look back at the energy that filled our spaces and the many moments that brought our community together.

From festive traditions to fashion-forward showcases, April carried a rhythm of its own. Each event added a distinct layer to the month, creating an atmosphere that felt both engaging and memorable.

With warm regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

A HAPPY EASTER

4th & 5th April, 2026

We began April on a cheerful note with Easter celebrations that delighted families across all age groups. The highlight was our charming Easter Bunny, who quickly became a favorite for photographs and laughter-filled interactions.

Young visitors immersed themselves in hands-on workshops, crafting bracelets and decorating cupcakes. The weekend brought together creativity, playfulness, and togetherness, setting the tone for the month ahead.



AKSHAYA TRITIYA SHOPPING CELEBRATION

10th - 15th April, 2026

Marking the auspicious occasion of Akshaya Tritiya, VR Chennai hosted a jewelry-focused campaign that celebrated tradition and prosperity. Guests explored exquisite collections and invested in timeless jewelry pieces. Shoppers who spent ₹1.5 lakhs or more at participating brands received annual vouchers worth ₹10,000, along with the opportunity to win a 1 gm gold coin, adding an extra layer of celebration to their festive purchases.

Further amplifying the campaign's reach, a print feature in Chennai Times connected with over 2 lakh readers across the city, complemented by in-store promotions and social media amplification that boosted overall consumption and contributed to a 15% growth spike at VR Chennai.

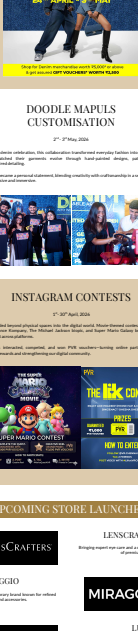


DENIM FEST

24th April - 3rd May, 2026

The mood shifted as Denim Fest brought a contemporary edge to the center. The space came alive with trend-led showcases, interactive brand experiences, and influencer styling sessions.

Guests refreshed their wardrobes while enjoying annual vouchers worth ₹2,000 on purchases of ₹10,000 or more, making it a rewarding experience for fashion enthusiasts.



DOODLE MAPULS CUSTOMISATION

2nd - 3rd May, 2026

Closing the denim celebration, this collaboration transformed everyday fashion into wearable art. Visitors watched their garments evolve through hand-painted designs, patches, and graffiti-inspired detailing.

Each piece became a personal statement, blending creativity with craftsmanship in a setting that felt both expressive and leisurely.



INSTAGRAM CONTESTS

1st - 20th April, 2026

April extended beyond physical spaces into the digital world. Movie-themed contests inspired by Love Insurance Company, The Michael Jackson Ships, and Super Mario Galaxy brought strong engagement across platforms.

Participants interacted, competed, and won PRZ vouchers—turning online participation into real-world rewards and strengthening our digital community.



UPCOMING STORE LAUNCHES

LENSCRAFTERS

Bringing expert eye care and a curated range of premium eyewear.

MIRAGGIO

A contemporary brand focus for refined handbags and accessories.

Lukson

Offering lab-grown diamond jewelry designed for those on everyday elegance.

WONDR DIAMONDS

Shimmering sustainable luxury through thoughtfully crafted designs.

ORANGE SMITH

Presenting jewelry that blends heritage influences with modern sensibilities.

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UPCOMING EVENTS

THE JUNGLE BOOK FESTIVAL

8th May - 7th June, 2026

This summer, VR Chennai will transform into an immersive jungle setting inspired by The Jungle Book. Guests can expect interactive zones, LIVE performances, and themed installations that will create an engaging environment for families.

To be launched with a special celebration, this experience will offer a full day of exploration, entertainment, and discovery.

KIDS FIESTA

20th April - 21st May, 2026

Focused on children and families, Kids Fiesta will combine shopping with engaging activities. Guests spending ₹3,000 or more on 100+ categories will receive annual vouchers of equal value.

Dedicated play zones and brand-led experiences are set to make this a lively destination for summer outings.

FOOD FEST

22nd April - 20th May, 2026

Running alongside the seasonal celebrations, Food Fest will invite guests to explore wide variety of culinary experiences, thus making every visit a complete experience for both shopping and dining.

INSTAGRAM CONTEST

1st - 20th May, 2026

May continues the excitement with a fresh lineup of movie-themed contests featuring films like Karuppai, The Devil Wears Prada II, Star Wars, and Mumbai Kaamath.

Guests can participate through shopping or social media challenges for a chance to win PRZ vouchers—ensuring that every interaction brings an added reward.

SOCIAL MEDIA INSIGHTS

Our digital presence reached an impressive milestone this month, crossing 8.5 million views across Instagram and YouTube. Campaigns such as Denim Fest, Doodle Mapuls, and the Akshaya Tritiya showcase resonated widely.

Engaging content, collaborations, and contests kept audiences invested throughout the month. The enthusiasm of our community continues to shape these platforms into vibrant extensions of the VR Chennai experience.

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