Dear Partner,

August at VR Chennai was a month where celebration, discovery, and everyday indulgence came together in a big way. The Electronics Edit brought a digital twist to Independence Day, the Madras Day walk took us on a shoppers' heart racing, one for great price of a Harley-Davidson motorcycle. Independence Day brought the entire mall together in a crowd-pleasing cultural celebration, culminating in a LED performance by the Chennai Silicon People Dance Troupe. At VR Chennai celebrated its 387th Madras Day, the Kathai Kalai Parambariyam Walk, led by historian and storyteller Sriram V, offered a memorable journey through the city's heritage.

Alongside these scenes, new brands found a home at VR Chennai, our digital community grew, and the centre was recognised with an award for its commitment to sustainability.

Here is a look back at the month.

With warmest regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

THE ELECTRONICS EDIT

5th - 14th August, 2026

The Mall Mad Sale took a strong digital turn this August with the Electronics Edit, bringing all 10 participating brands online for a 10-day shopping celebration. Customers shopping at VR Chennai were shown a chance to win a Harley-Davidson motorcycle, while every spend of ₹10,000 collected a spin of the lucky wheel, with exciting shopping vouchers up for grabs.

80TH INDEPENDENCE DAY CELEBRATIONS

15th August, 2026

Independence Day at VR Chennai was a celebration of pride, gratitude and togetherness. The day began with a flag hoisting ceremony followed by a heartfelt performance by the Chennai Silicon People cultural program by our staff. By evening, around the Offbeat Training Academy Band took Centre stage, filling the Center with stirring patriotic melodies, ceremonial compositions and timeless classics. With families, friends and visitors coming together, it was a fitting tribute to the spirit of the nation.

387TH MADRAS DAY SPECIAL KATHAI KALAI PARAMBARIYAM WALK

22nd August, 2026

For Madras Day's 387th anniversary, VR Chennai opened a window into the stories and traditions that have shaped the city. The special edition of the Kathai Kalai Parambariyam Walk, led by noted storyteller and historian Sriram V, took participants through the stories, art, literature and architecture that remain in the city.

ET RETAIL AWARDS 2026 CELEBRATING EXCELLENCE

28th August, 2026

VR Chennai added another feather in the cap by receiving the ET Retail Award 2026 for Sustainable Shopping Center of the Year.

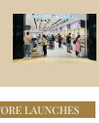
NEW STORE LAUNCHES

HAPPENSTANCE

Happenstance brings together comfort-led contemporary women's wear to VR Chennai. The new store now open on the First Floor at VR Chennai, Known for its organ-sis styles, the brand offers shoppers a way to embrace everyday comfort without giving up on style.

KORLERR

A new footwear destination has arrived on the First Floor. Korlerr brings together trading footwear names including Skechers, Crocs, Adidas, Reebok and Birkenstock, giving shoppers an extensive selection to explore, all under one roof.



CLAW CULTURE

A 100% tech and a steady hand can go a long way in claiming the prize at Claw Culture, the Ruggia store in Tamil Nadu, brings India's popular claw machine experience to VR Chennai, offering visitors of all ages a playful level of skill, timing and luck.

BOBA BHAI

The Food Box has a new flavour. With bubble tea, Korean burgers and Gold Flavours, Boba Bhai brings together an easy-going food experience that's equally suited to a quick midafternoon or a leisurely catch-up.

UNISEOUL

A slice of Korean lifestyle has found its way to VR Chennai. Uniseoul, a destination for contemporary Korean lifestyle brand, brings together aesthetic home décor, cute stationery, plush toys and trendy street style accessories.

AGARO

Smart living gets a new address at VR Chennai. Now open on the First Floor, Agaro brings home appliances, high-performance home appliances, personal care essentials and innovative kitchen gadgets to shoppers looking for modern solutions for everyday life.

UPCOMING STORE LAUNCHES

OUD ARABIA

A new fragrance experience is coming to VR Chennai. OUD Arabia brings luxurious and bold, handcrafted fragrances inspired by Arabian fragrances for a world that leaves a lasting impression.

GALO

Something freshly baked is coming to VR Chennai. Galo brings handcrafted Swarian, croissants and single-origin specialty coffee, crafted for those who begin with clean ingredients. Your perfect grab-and-go indulgence is almost here.

ABRAF GOLD

A new destination for pure gold is coming soon. ABRAF Gold will bring India's only 999.9 jewellery and 999.9 bullion, backed by BIS, KDM, NABL and ISO9001 certifications, with heritage in the GRD dating back to 2002. This trusted name is quietly building its presence ahead of VR Chennai.

SOCIAL MEDIA INSIGHTS

A MILESTONE MONTH ACROSS DIGITAL PLATFORMS

The details of Uniseoul, Happenstance and Claw Culture, along with the store-tide collaboration, generated strong online interest. The Kathai Kalai Parambariyam Walk, presented in association with Inherent Chennai, drew a high-engagement response on the month's digital conversations, while offline-to-online collaborations around the Electronics Edit Mall Mad Sale and the Independence Day campaigns helped VR Chennai reach over 4 million users across social media. The Electronics Edit reels brought 4.3M views and 145k interactions.

UPCOMING EVENTS

VR WEEKENDER

12th September, 2026

The next edition of VR Weekender promises a day of music, culture and extended journeys in the Centre, with a soulful live performance by a renowned playback singer- Thandaiyan Akki.

VOWS AND VEILS

4th - 20th September, 2026

The grandest shopping festival is around the corner, and Vows & Veils is bringing together your ultimate bridal and celebration style destination. Shoppers can look forward to flaunting regal elements from Manyavar, tailored suits from Louis Philippe, Van Heusen, Allen Solly, and Peter England, alongside bridal wear from Manyavar and Plus, spend ₹10,000 or more across your wishlist to unlock an exclusive campaign gift voucher reward!

THE AUTUMN AUTO EXPO

18th - 20th September, 2026

VR Chennai is gearing up to host the *Autumn Auto Expo*, bringing together premium automobile brands and Rider Island launches over three days. The weekend promises immersive experiences, the showcase premium plenty for car and motorcycle enthusiasts to discover.

SPEED CUBING

27th September, 2026

VR Chennai will host Speed Cubing, the city's biggest Rubik's cube event and the largest Rubik's Cube solving drive of its kind. Speed Cubers of all skill levels will come together for a celebration of speed, precision and problem-solving.

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