

# Dear Partner,

January opened on a vibrant note at VR Chennai. The month brought together culture, celebration, shopping, and community in a way that both reflected tradition and embraced contemporary life. From classical performances and festive Pongal celebrations to a patriotic observance of the 77<sup>th</sup> Republic Day, international cultural exchanges through Japan Expo, and exciting retail initiatives, the start of the year set a positive and engaging tone for the months ahead.

With warmest regards,  
Team VR Chennai

## HIGHLIGHTS OF THE MONTH

### MAD MAD SALE – PONGAL & ELECTRONICS EDIT

27<sup>th</sup> January – 1<sup>st</sup> February, 2026

#### THE CRAZIEST SHOPPING FESTIVAL

The MAD MAD SALE remained a key attraction through the holiday season, Pongal, and Republic Day. The offer structure gave shoppers a chance to receive a ₹2,000 voucher on spends above ₹1,000, adding value to seasonal purchases.

From January 23<sup>rd</sup> to February 2<sup>nd</sup>, the Electronics Edit highlighted premium electronics and high-value upgrades. The targeted campaign saw strong participation, with shoppers responding positively to the curated offers.



### MARGAZHI UTSAV

12<sup>th</sup> January 2026

#### A SOULFUL START TO THE MONTH

The year began with Margazhi Utsav, a cultural celebration rooted in classical art forms. The evening featured two talented performers who brought depth and grace to the stage.

Playback singer Madhulika Sundar performed a Carnatic vocal set, followed by a captivating Bharatanatyam recital by Kathakarnati dancer Shreetha Mahalingam. Together, the performances created an immersive experience and were warmly received by the audience.



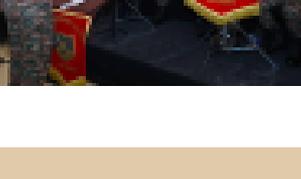
### PONGAL CELEBRATIONS

15<sup>th</sup> – 17<sup>th</sup> January 2026

#### BRINGING THE TRADITIONS ALIVE, BEAUTIFULLY

Our three-day Pongal celebration brought the spirit of the harvest festival into the city through traditional folk arts. A skilled village troupe presented a wide range of regional performances that reflected everyday cultural practices.

Visitors experienced the music with instruments such as Thavil, Thappattai, and Nattuvanams, along with dance forms including Chyattalam, Mayilattam, and Pal Kadal Kudhirai. Musical and ritual performances like Mumbam and Kinnam drew strong interest and engagement. The celebration created a shared space to enjoy tradition as a community.



### REPUBLIC DAY CELEBRATIONS & OTA BAND PERFORMANCE

26<sup>th</sup> January 2026

#### HONORING WITH BEATS AND PRIDE

Republic Day at VR Chennai featured celebrations through the day. The morning began with a flag hoisting ceremony and parade, followed by a special segment recognizing and honoring our ground staff for their daily contributions that make the center function seamlessly.

In the evening, the Officers' Training Academy band performed a patriotic set. The 20-member ensemble drew shoppers to pause and listen, filling up a sense of pride and reflection across the center.



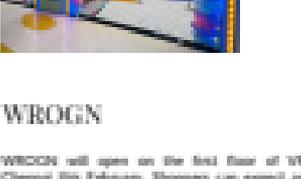
### CHENNAI JAPAN EXPO 2026

21<sup>st</sup> January – 1<sup>st</sup> February, 2026

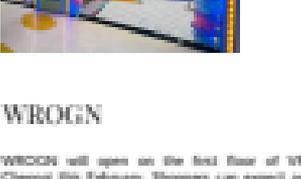
#### EXPLORING CULTURAL TIES

VR Chennai hosted the Chennai Japan Expo 2026 in collaboration with the Consulate General of Japan in Chennai. The two-day event offered visitors an introduction to Japanese culture through traditional performances and displays.

This immersive experience provided an information platform for those interested in education, travel, and tourism opportunities in Japan, creating meaningful cultural exchange.



### STORE LAUNCHES



#### SOULTREE

Soultree opened its doors at VR Chennai, offering curated organic Ayurvedic skincare, wellness, and wellness products. The brand focuses on ethical sourcing and botanical formulations, presenting a natural approach to everyday beauty. Visitors were invited to explore the store and experience the range firsthand.



#### PALMONAS

Palmonas launched its new store in the jewelry corridor at VR Chennai. The brand is known for its 100% gold-plated dress-free jewelry designed for daily wear. Shoppers can now browse contemporary designs that balance style and durability.



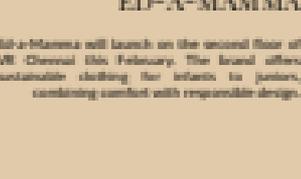
#### VGP PLAY KINGDOM

VGP Play Kingdom opened its family entertainment center on the second floor of VR Chennai. The space offers curated indoor games and activity zones designed for children across age groups. Families were invited to visit and enjoy a safe and engaging play experience.



#### WROGN

WROGN will open on the first floor of VR Chennai this February. The brand will offer an exciting range of men's apparel, footwear, and accessories with a bold and modern outlook.



### UPCOMING STORE LAUNCHES



#### RAMRAJ COTTON

Ramraj will launch on the second floor of VR Chennai this February. The brand will offer a range of cotton shirts and shirts, including everyday styles and wedding collections.



#### ED-A-MAMMA

Ed-a-Mamma will launch on the second floor of VR Chennai this February. The brand offers sustainable clothing for infants to juniors, combining comfort with responsible design.



### UPCOMING EVENTS



#### MADRAS ART GUILD INAUGURAL CEREMONY

12<sup>th</sup> February, 2026

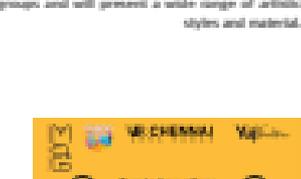
The 17<sup>th</sup> edition of the Madras Art Guild public art festival will be inaugurated on February 12<sup>th</sup> by residents of the Palmsa Shubham 2026 Dr. Shudana. The month-long festival will feature installations, live art, competitions and workshops.



#### YOUNG ARTIST PROGRAM

24<sup>th</sup> – 15<sup>th</sup> February, 2026

The Young Artist Program will take place as part of the 17<sup>th</sup> edition of Madras Art Guild. Children aged 4 to 12 will be invited to participate in creative challenges designed to encourage artistic expression.



#### ART COMPETITION

21<sup>st</sup> – 22<sup>nd</sup> February, 2026

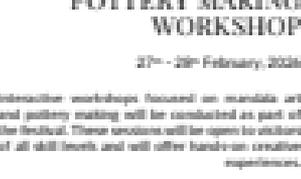
This event will host over 100 artists across age groups and will present a wide range of artistic styles and material.



#### ART BAZAAR

27<sup>th</sup> February – 0<sup>th</sup> March, 2026

The Art Bazaar is a week-long display which brings together local artists and artisans under one roof, where people can discover traditional crafts, modern art and explore unique handcrafted products to take home. A shared space to browse, connect, and enjoy creativity.



#### MANDALA ART & POTTERY MAKING WORKSHOP

27<sup>th</sup> – 28<sup>th</sup> February, 2026

Interactive workshops focused on mandala art and pottery making will be conducted as part of the festival. These sessions will be open to visitors of all skill levels and will offer hands-on creative experiences.

### SOCIAL MEDIA INSIGHTS

The MAD MAD Sale, including the Electronics Edit, achieved a cumulative digital reach of over 6.1 million across platforms. This was supported by collaborations with city influencers and creators, including artist Madhulika Sundar.

Festive content around Pongal, Margazhi Utsav and Republic Day also saw strong engagement. The response reflected the audience's interest in cultural and community-driven stories. We appreciate the continued support and look forward to sharing more experiences in the coming months.

