Dear Partner,

July was a month of celebration, achievement and unforgettable experiences at VR Chennai. From award-winning milestones and star-studded entertainment to community events that inspired creativity, strategy and innovation, every week delivered something worth celebrating and remember. The Mad Mad Sale continued its delight shoppers with exceptional offers and exciting rewards, the centre also became a vibrant destination for cinema, music, dance, chess and robotics, welcoming thousands of visitors and enthusiasts.

Thank you for being a part of these memorable moments. Here's to a map of everything that made July truly special.

With warmest regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

MAD MAD SALE – THE MADNESS TAKES OVER

17th June–16th August, 2026

The Mad Mad Sale had shoppers spoilt for choice through July, with end-of-season offers of up to 70% across leading brands and exclusive rewards that made every visit worthwhile. Shoppers earned vouchers worth ₹1,000, and a total of winning priority Bonikos were made on purchases of ₹50,000 or more. A special appearance by star Sanjana added extra buzz to the celebrations, carrying the excitement beyond the centre and into conversations across social media. The madness continues into August, with even more surprises in store.

IDHAYAM MURALI LAUNCH – A STAR-STUDDED AFFAIR

5th July, 2026

Cinema came alive at VR Chennai as Thirsh Music chose our centre for the grand launch of Idhayam Murali. More than 2,000 fans gathered at VR Chennai to welcome Dhanush, Kayadu Lohar, Pretty Mukundhan, Rakshan and director Aakash Baskaran. The evening reached its peak with a surprise appearance by the celebrated director Atlee, making it a truly memorable celebration for cinema lovers. LIVE performances and engaging interactions turned the evening into a live celebration of Tamil cinema.

THE SETTAI SHOWDOWN – THE ULTIMATE STREET DANCE SPECTACLE

18th July, 2026

Think Indie Collective brought street culture to life at VR Chennai, as over 150 performers took the stage for the Settai Showdown in a celebration of dance, music and rhythm. Special appearances by Paul Kalina and Vengayam added to an evening teeming with creativity and energy.

THE INTERNATIONAL CHESS DAY – CELEBRATING ALL THE RIGHT MOVES

19th July, 2026

International Chess Day was celebrated in style at VR Chennai, in partnership with Playo.in, drawing a record turnout of over 750 participants across all age groups. From first-time players to seasoned competitors, the event captured the spirit of strategy and sportsmanship – and the community's growing love for the game.

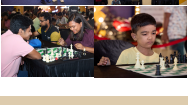
ROBOTON 2026 – BUILDING THE FUTURE WITH CURIOSITY

24th July, 2026

Young innovators alongside NXIN Robotics, gathered at VR Chennai to create history by setting an Guinness World Record for the largest robot-assisted cake decoration, with 150 participants involved. The event showcased collaboration, creativity and the immense human potential of tomorrow's creators.

NEW STORE LAUNCHES

HAPPENSTANCE



Blending contemporary design with exceptional comfort, Happenstance has opened its doors at VR Chennai with its signature range of sofas, recliners and lounge furniture, built for effortless, all-day ease. Enclosed offers the perfect balance of style, innovation, and everyday comfort.

BOBA BHAI

Adding a vibrant new flavour to VR Chennai's culinary offerings, Boba Bhai brings its signature bubble tea, fresh fruit teas, milk teas, Korean inspired desserts, and flavour-packed bites. A favourite among food lovers, it's the perfect destination for a quick indulgence or a leisurely catch-up over great food.

UPCOMING STORE LAUNCHES

Exciting new brands are set to join the ever-evolving retail mix at VR Chennai, bringing fresh experiences across fashion, lifestyle, food and entertainment.

KOBLER

Joining the VR Chennai line-up, Kobler brings premium selection of leading footwear brands, including Skechers, Crocs, Adidas, Reebok and Bibtenkitch, all under one roof.

CLAW CULTURE

Opening soon at VR Chennai, Claw Culture is poised to offer a fun and interactive gaming experience, packed with fun for visitors of all ages.

OUD ARABIA

Adding luxury to a destination in VR Chennai, OUD Arabia presents luxurious oudfitments, handcrafted attars and signature fragrances inspired by the timeless artistry of Arabian perfumery.

UNISEOUL

With the opening of Uniseoul in VR Chennai, the contemporary Korean lifestyle brand brings a curated range of thoughtfully-sized selection of footwear, décor, stationery, accessories and lifestyle essentials.

AGARO

Expanding the lifestyle offering at VR Chennai, AGARO will introduce innovative kitchen appliances, home appliances and personal care products to everyone.

UPCOMING EVENTS

ELECTRONICS EDIT MAD MAD SALE

1st – 16th August, 2026

The Mad Mad Sale continues with a special edition dedicated to technology and electronics. Shop for ₹2,000.00 or more to enter the grand draw for a chance to win a Harley-Davidson motorcycle, or spend ₹50,000 or more to earn Bonikos and exclusive shopping vouchers. It's the perfect time to upgrade your gadgets while enjoying rewarding shopping experiences.

INDEPENDENCE DAY CELEBRATION OFFICERS TRAINING ACADEMY BAND LIVE

15th August, 2026

Celebrate India's 80th Independence Day with a stirring LIVE performance by the renowned Officers Training Academy Band. Experience an evening of patriotic melodies, ceremonial compositions and timeless classics that pay tribute to the spirit of the nation. Join us with your family and friends as we come together to honour this special occasion.

MADRAS DAY SPECIAL KATHAI KALAI PARAMPARIYAM WALK

22nd August, 2026

Celebrate the heritage of Chennai through a special edition of the Kathai, Kalai, Parampariyam Walk, led by noted historian and storyteller Srivan S. Discover the stories, art and architectural landmarks that shape the city's rich cultural legacy exploring the city's rich cultural legacy through an engaging guided experience.

INDONESIAN TRADE EXPO

28th – 30th August, 2026

Experience the colours, craftsmanship and flavours of Indonesia at a three-day international trade showcase hosted at VR Chennai. Explore handcrafted textiles, artisanal products and culinary delights, while engaging cultural performances, LIVE demonstrations and opportunities to connect with global businesses—all under one roof.

SOCIAL MEDIA CHATTER

A MILESTONE MONTH ACROSS DIGITAL PLATFORMS

Our digital journey reached new milestones in July, recording 7.2 million reach and crossing 50,000 followers on Instagram. A heartfelt thank you to our partners and online community for being a part of this story.

CELEBRATING EXCELLENCE, WITH TWO EXCELLENCE AWARDS

10th July, 2026

VR Chennai proudly received two coveted National Awards for Excellence - Best Architecture & Interior Design Shopping Centre and Most Admired Green Shopping Centre of the Year, recognizing our commitment to architectural & lifestyle, sustainability, and unforgettable visitor experiences.

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