



Dear Partner,

June was an eventful month with memorable experiences at VR Chennai. From celebrating World Environment Day and our 8th Anniversary to welcoming shoppers for the Mad Mad Sale, hosting the Indian Mobility Show, live performances, exciting sessions and community celebrations, the entire stayed buzzing throughout the month. Here's a look back at some of June's highlights.

With warmest regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

WORLD ENVIRONMENT DAY

5th June, 2026

World Environment Day at VR Chennai brought the community together through hands-on workshops with Communitarian India, including seed ball making, clothing painting and bamboo craft. Every shopper also received a sapling, facility prepared measure and a seed ball kit to take home, encouraging sustainable living beyond the day. It was a simple initiative with a meaningful purpose.

MAD MAD SALE

11th June - 30th August, 2026

The Mad Mad Sale kicked off on June 11 with discounts of up to 70% across leading brands, along with exciting rewards for shoppers.

Customers spending ₹10,000 or more stood a chance to win a Harley-Davidson motorcycle, while purchases above ₹1,00,000 received an assured ₹2,500 voucher. Every spend of ₹2,500 also came with a spin-the-wheel opportunity. Running alongside our 8th Anniversary, the sale made June an exciting month for shoppers.

INDIAN MOBILITY SHOW – CAR EXPO

12th - 14th June, 2026

VR Chennai celebrated the spirit of mobility with three days of new launches and displays from leading global car and two-wheeler brands, including BMW, Mini, Lexus, Toyota, Skoda, Nissan, Mahindra, KTM, Triumph, Royal Enfield and Honda.

The event drew visitors from across the city and offered an engaging experience for everyone passionate about mobility.

8TH ANNIVERSARY CELEBRATION WITH ACTRESS SANJANA

19th June, 2026

VR Chennai celebrated its 8th Anniversary with actress Sanjana joining the celebrations and unveiling the two Harley-Davidson motorcycles as the grand prizes of the Mad Mad Sale.

Caricature performances by jugglers, a mirror artist, a unicyclist and entertainers added to the festive atmosphere, making it a memorable celebration for visitors. Thank you for being part of our journey—we look forward to many more years together.

FATHER'S DAY CELEBRATION

20th June, 2026

Father's Day at VR Chennai brought together valued enthusiasts for a special gathering in association with Zimson and Chromade India, the country's largest watch collector's community.

The event featured an engaging discourse of remarkable timepieces, conversations between collectors, and a special appearance by Dr. Kanan Madan. More than a display of watches, it was an afternoon built around shared stories, passion and meaningful connections.

INTERNATIONAL YOGA DAY CELEBRATIONS

21st June, 2026

International Yoga Day began on a calm and uplifting note at VR Chennai with a community session conducted in partnership with Adma Yoga Studio and led by Indira Ramakrishnan.

Over 200 participants joined the morning practice, embracing fitness and mindfulness together. Each participant received a gift voucher as a token of appreciation, making it a refreshing start to the day and a celebration of healthy living.

VR WEEKENDER – ABHIJITH NAIR LIVE X SHABIR SULTAN MUSIC LAUNCH

25th June, 2026

The VR Weekender added another memorable chapter to our 8th Anniversary celebrations. Veteran Abhijith Nair captivated audiences with a soulful live performance, followed by the launch of Kulture by Shabir Sultan, which drew an enthusiastic response from visitors. Together, the performances created an evening that celebrated music, creativity and togetherness.

PRIDE CELEBRATIONS STYLED & CURATED BY CHAITANYA RAO

26th - 27th June, 2026

VR Chennai celebrated Pride Month with a vibrant showcase that featured community stalls, LGBT music and dance performances, followed by a striking Pride Parade Walk conceptualized by celebrity stylist and fashion choreographer Chaitanya Rao. Powerful performances by up-and-coming artists Beyonce and Janisha Moons added to the celebrations, creating an atmosphere that celebrated individuality, inclusion and self-expression.

IDHAYAM MURALI PRE-RELEASE EVENT

5th July, 2026

Film enthusiasts witnessed an unforgettable evening as Green Pictures and Think Music brought the pre-release event of Idhayam Murali to VR Chennai.

Featuring Kapala Laksh, Alharvas, and Preethi Mohanthan, the event brought the cast and crew together for a grand celebration of the much-awaited film. Adding to the excitement, acclaimed filmmaker Allen brought the occasion as the Chief Guest, making the evening even more memorable. Fans enjoyed exclusive interactions, star appearances, and a vibrant atmosphere, making it a spectacular celebration for Tamil cinema lovers.

NEW STORE LAUNCHES

ORANGE SMITH

Gold & Diamond

Orange Smith is now open at VR Chennai. Discover 800+ hallmark gold jewellery thoughtfully crafted for everyday elegance, special occasions and bridal celebrations. Visit the store on the Ground Floor and explore the collection.

ORANGE SMITH

OPENING SOON

BLUESTONE – MEN'S & KIDS

Bluestone's dedicated Men's & Kids' store is set to open soon at VR Chennai, offering certified gold, diamond and platinum jewellery designed for every age and occasion. Visit the store and explore the latest collections.

HAPPENSTANCE

Comfort-led fashion meets contemporary design. Happenstance will soon open at VR Chennai with its signature ergonomic styles.

KOBLERR

Home to leading footwear brands including Blenders, Crocs, Adidas, Reebok and Birkenstock, Koblerr will soon welcome shoppers to VR Chennai.

CLAW CULTURE

India's popular claw machine destination is bringing its exciting arcade experience to VR Chennai. Stay tuned.

BOBA BHAI

Bubble tea, Korean burgers and bold flavours are arriving soon. Boba Bhai will soon open its doors at VR Chennai.

UPCOMING EVENTS

NEW ALBUM LAUNCH

17th July, 2026

VR Chennai is excited to announce the upcoming album launch of a popular artist. Stay tuned for more details.

THINK MUSIC – INDIE ALBUM LAUNCH

18th July, 2026

Think Music and Think Indie, in collaboration with Tamil rap and hip-hop artists Vengayya and Paul Doble, are bringing the launch of their latest album song to VR Chennai. Expect an evening that celebrates original music, live performances and the growing independent music scene. More details will be announced soon.

INTERNATIONAL CHESS DAY

19th July, 2026

VR Chennai, in association with Playz.in, will celebrate International Chess Day by bringing together players from across the city. The event will also feature special appearances by Grandmasters, making it an occasion for seasoned players and newcomers alike. Save the date and watch this space for more details.

BIG FM – HIP HOP AADHI'S STARS UNGALUDAN

25th July, 2026

BIG FM's popular Stars Ungaludan series returns at VR Chennai with music sensation HIP HOP AADHI. Fans can look forward to an exciting event and a chance to see one of Tamil music's most loved artists up close. Stay tuned for event details.

ROBOTICS WORKSHOP BY KASH ROBOTICS

26th July, 2026

VR Chennai will host a large-scale robotics workshop by Kash Robotics, featuring nearly 1,000 students in an attempt to set an Indian Book of Records collection.

Designed to inspire young innovators through hands-on learning, the workshop promises to be a remarkable showcase of creativity, technology and teamwork. We look forward to welcoming you to this one-of-a-kind experience.

SOCIAL MEDIA INSIGHTS

June was powered by partnerships that extended the reach of every major event at VR Chennai. From the Indian Mobility Show and Mad Mad Sale to our 8th Anniversary celebrations, VR Weekender, International Yoga Day and Father's Day, collaborations with creators, artists, brands and influencers helped amplify every experience.

Together, these partnerships generated a social media reach of 10.1 million, making June one of our strongest months for digital engagement.