VR CHENNAI
ANNA NAGAR

COMMUNIQUE OCTOBER 2026



Dear Partner,

October at VR Chennai moved seamlessly between celebrations, culture and festive retail. The month brought together Shop Big Win Big, a city-wide Golu Festival, the HCL Cyclothon Pre-Race Expo, Karva Chauth traditions, the opening of the Diwali Bazaar and VR's center transformed with festive décor.

What stood out was the range of experiences. Once again, customers didn't just shop, they participated, learned about craftsmanship, jewellery, festive shopping and family traditions. As the season moves into November, that festive momentum continues with Dhanteras, extended shopping hours and the final leg of Shop Big Win Big.

With warm regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

SHOP BIG WIN BIG – FESTIVE SEASON SHOPPING SALE

8th Oct– 8th Nov, 2026

The campaign added to the festive excitement with assured rewards and an exciting grand prize. Shoppers spending ₹1,000 or more received a ₹2,000 gift voucher, while purchases of ₹1,00,000 and above offered an opportunity to win a Skoda Kylaq. Complemented by retailer-led offers, engaging festive experiences and seasonal activations, Shop Big Win Big brought together rewarding shopping and celebration, making it much more than a shopping sale.



GOLU FESTIVAL

11th–20th October, 2026

For ten days, VR Chennai became home to more than 30 Golu displays, each reflecting a different creative approach to the tradition. From dedicated households and imaginative themes to the participation of families across the city, the festival became a celebration of both heritage and community.



HCL CYCLOTHON – BIB PRE-RACE EXPO

14th–17th October, 2026

The HCL Cyclothon Pre-Race Expo brought together Chennai's cycling community ahead of race day, welcoming professional riders, amateur cyclists and sports enthusiasts alike. More than 2,000 participants visited the Center to collect their bibs and explore cycling apparel, bike and supplements, creating a strong sense of anticipation around the event.



DIWALI DÉCOR THE CENTER ILLUMINATED

20th October – 4th November, 2026

VR Chennai embraced the spirit of Diwali with a striking décor concept inspired by traditional Kandeels. A giant central installation in the atrium became the focal point, while smaller Kandeels and Rumis dotted levels 1 and 2 and the festive mood throughout the Center.



DIWALI BAZAAR

27th October – 8th November, 2026

The Diwali Bazaar brought the charm of a festive marketplace indoors, with more than 15 stalls featuring artisan kurtas, handmade jewellery, toys, festive sweets and seasonal treats. The participating brands included Spar Hypermarket, Sequence, Kizhu and Dreamz Boutique, creating a compact but curated festive shopping stall.



KARVA CHAUTH

27th – 28th October, 2026

Karva Chauth was marked with a simple, tradition-led experience at the Center. Shoppers spending ₹2,500 or more could enjoy a complimentary Mehendi application, adding a thoughtful festive touch to the shopping journey.



DHANTERAS

7th–7th November, 2026

Dhanteras celebrations at VR Chennai featured an exclusive jewellery offer, with the first 10 customers purchasing jewellery worth ₹1,50,000 or more receiving an assured 1 gm gold coin. Around 16 jewellery brands across the Center participated in the festive initiative.



EXTENDED SHOPPING HOURS

4th – 7th November, 2026

Ahead of Diwali, VR Chennai extended its shopping hours until midnight on 4th and 7th November, giving visitors more time to complete their festive plans. Late-evening offers, retailer-led promotions, extended dining and surprise giveaways added to the after-hours experience.



SHOP BIG WIN BIG – FINAL FESTIVE WEEKEND

Till 8th November 2026

The final festive weekend of Shop Big Win Big brought the campaign to a high-energy close, with shoppers making the most of festive offers, rewards and the last opportunity to participate in the season's biggest retail promotion.

OCTOBER STORE LAUNCHES

OUD ARABIA

OUD Arabia is now open at VR Chennai, bringing a curated selection of oud, perfumes and signature fragrances inspired by Arabian perfumery to the Center's beauty and lifestyle mix.

THE BELGIAN FRIES COMPANY

Belgian Fries Co. has joined VR Chennai's food court, serving twice-cooked Belgian fries with traditional toppings, including Butter Chicken, Paneer Makhani and Mexican Salsa.

LIMELIGHT

Limelight brings contemporary lab-grown diamond jewellery to VR Chennai, with a collection spanning solitaires, rings, earrings, pendants and necklaces designed for everyday and occasion wear.

UPCOMING STORE LAUNCHES

MYDESIGNATION

Design-led fashion label MyDesignation is coming soon to VR Chennai, bringing culturally inspired casual wear and original in-house designs across everyday and occasion dressing.

DAISO JAPAN

Daiso Japan will soon bring its well-known value-for-money format to Chennai, with a wide mix of products across home organisation, kitchenware, stationery, gifting and everyday essentials.

THIRD WAVE COFFEE

Third Wave Coffee is set to join the Center with its specialty coffee offering, including single-origin brews, handcrafted cold coffees, bakes and desserts.

SOCIAL MEDIA INSIGHTS

A MILESTONE MONTH ACROSS DIGITAL PLATFORMS

Creator and influencer collaborations brought Shop Big Win Big to life through in-Center walkthroughs, offer-led content and festive experiences, generating a combined reach of 4.3 million+ across platforms.

4.3M

UPCOMING EVENTS

THE GENTLEMEN'S EDIT & DIGITAL CONTEST

12th–22nd November, 2026

VR Chennai turns the spotlight on menswear with The Gentlemen's Edit, featuring up to 50% off across participating fashion and lifestyle brands. Shoppers spending ₹3,000 or more will receive an assured ₹1,000 gift voucher, while a digital contest invites style enthusiasts to tag relevant labels together across the Center. A digital contest will add another layer of engagement, giving shoppers the chance to win additional rewards.

HOLIDAY SPLENDOUR LAUNCH X TREE LIGHTING CEREMONY

20th November, 2026

The Christmas season begins with the launch of Holiday Splendour, VR Chennai's festive décor and theme introduction through décor, music, seasonal programming and family-led experiences. The annual Tree Lighting Ceremony will feature Santa Claus and Mrs. Claus in person, alongside live traditional carol singing ceremony, the launch of Baby Aurora's new shopping app, influencer interactions and a live performance by Staccato Band.

VR WEEKENDER: STACCATO BAND LIVE

20th November, 2026

As part of the Tree Lighting celebrations, Staccato Band, featuring acclaimed Kollywood playback singers, will take the stage for a live performance. The evening will bring together Christmas décor, live music and festive energy, creating a lively start to the holiday season.

BEYOND BOUNDARIES: A PHOTO EXHIBITION

20th–21st November, 2026

Beyond Boundaries will present photographs captured by 10 specially selected wheelchair users, celebrating perspective, creativity and personal expression through photography. Organised by Yes, We Can! Charitable Trust in partnership with Madras Photo Bloggers and supported by Sony Alpha, the exhibition will highlight themes of resilience, exploration and the power of self-expression. The showcase is curated by travel photographer and visual storyteller Srivatsan Sankaran.

BLACK FRIDAY SALE

27th–29th November, 2026

As part of the Tree Lighting celebrations, Staccato Band, featuring acclaimed Kollywood playback singers, will take the stage for a live performance. The evening will bring together Christmas décor, live music and festive energy, creating a lively start to the holiday season.

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