

CONTEMPORARY DESIGN, INSPIRED BY CHENNAI

Inspired by the soaring Gopurams of the temples of Chennai, and the technicolor of Madras Check, Virtuous Retail, collaborating with international architects Broadway Malyan, have designed <u>the</u> retail destination for Chennai.

Offering 1 million sq ft of high quality retail opportunities, this 1.84 million sq ft LEED Gold certified centre, forms the strategic focus of a 42 acre mixed-use development.

This striking contemporary addition to Chennai's rich heritage will redefine the city's landscape.









DESTINATION RETAIL



At VR Chennai, whatever the retail question, there is an answer to be discovered among high-gloss fast fashion, speciality shops and trend-setting boutiques.







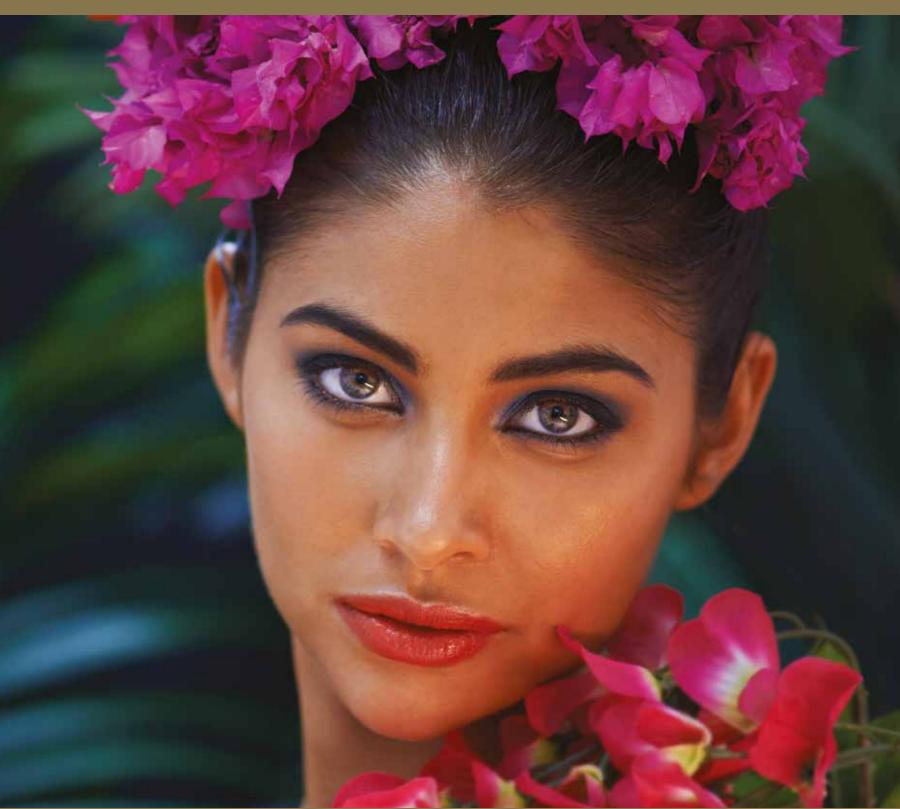
A MAGNET FOR SHOPPERS, FASHIONISTAS, COOL HUNTERS AND THEIR FANS



GLOBAL MEETS LOCAL

INTERNATIONAL FASHION BRANDS INTERWOVEN WITH LOCAL HERITAGE MARQUES CREATE A COMPELLING MIX







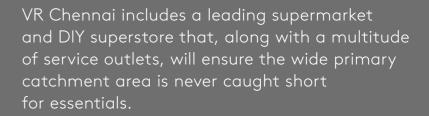
CONVENIENCE MATTERS

LIVELY HEART OF
THE COMMUNITY A ONE STOP SHOP FOR
EVERYDAY NECESSITIES















EXPERIENCE A LIFESTYLE BEYOND RETAIL



VR CHENNAI | AMENITIES

SOMETHING DIFFERENT ON EVERY LEVEL

VR CHENNAI OFFERS MORE THAN
BRANDS AND BEVERAGES TO
ATTRACT CHENNAITES AND TOURISTS
OF EVERY AGE AND ASPIRATION

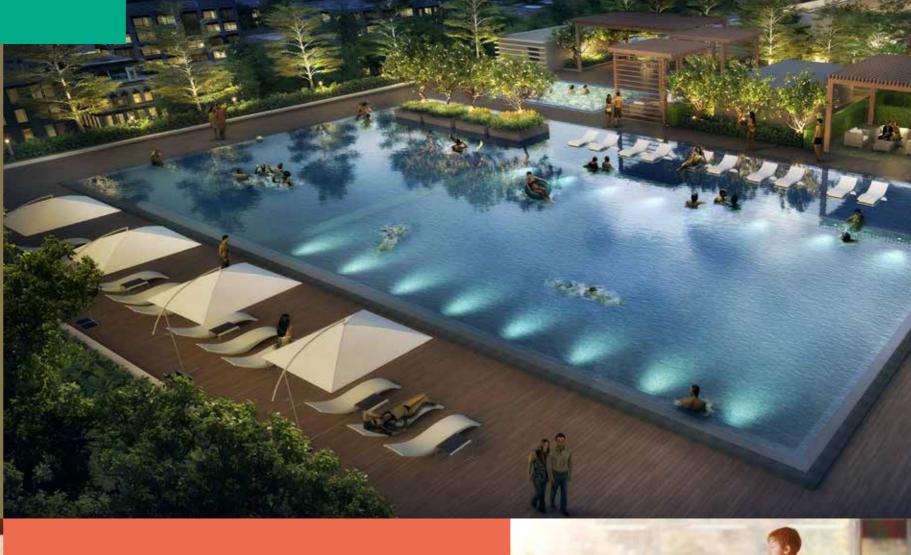






For business there are branded offices and collaborative workspaces for entrepreneurs, freelancers and start-ups.

Chennaites will appreciate the multitude of entertainment options, that include: a 10-screen cinema, featuring Gold Class and IMAX, a fitness centre, luxury spa, roof-top tennis courts and swimming pool.









The F&B offering at VR Chennai is set to revolutionise the city's dining landscape. Reputed names will offer fine dining, quick service restaurants, casual dining, cafe-culture, both indoors and al fresco, over multiple levels.

The famous Food Box concept will make its debut in Chennai with 22 kitchens and 4 kiosks serving both international and local cuisine.

In addition, a themed lounge will offer space to socialise and unwind.





VR CHENNAI | AMENITIES

EXCITEMENT EVERY DAY

A PUBLIC REALM BUZZING WITH EVENTS AND ACTIVITY DELIVERS A MEMORABLE EXPERIENCE FOR SHOPPERS AND MAXIMISES TRADING





At VR Chennai, a carefully curated program of activities facilitates a social and community hub.

With themed decor and activities throughout the year, holiday times will always have something new to see, do and interact with.

Tapping into the city's rich cultural fabric, visitors will enjoy an events program that includes: the best of traditional dance, local theatre, jazz recitals, rock concerts, book reading clubs, TED talks, awards shows and much more.



VR CHENNAI | LOCATION

WHY CHOOSE CHENNAL

THE FOURTH LARGEST ECONOMY IN INDIA WITH HUGE GROWTH POTENTIAL

Chennai is ever evolving and its progress has been recognised in 2015 when it was featured in Lonely Planet's 'Top 10 places to visit' along with a National Geographic recommendation as a 'Global Top 10 food city'. This is a city that is making its mark on the world stage.









ECONOMIC HUB FOR MANUFACTURING, AUTOMOBILE AND IT SERVICES





1.2M
HOUSEHOLDS EARNING
MORE THAN INR 1,000,000 PA





THE RECOGNIZED GATEWAY TO SOUTH INDIA

HIGH PROPORTION OF QUALITY CONSUMERS

CURRENTLY ONLY 4 GRADE A MALLS IN CHENNAI



24%

AVERAGE HOUSEHOLD EXPENDITURE ON RETAIL



*as percentage of the annual income



98.6%

OCCUPANCY ACROSS

GRADE A RETAIL



Affluent Catchment

A rich immediate catchment area of 1,400 upscale residential units (that will increase to 3,800 by 2018).

A super primary catchment area of Anna Nagar and a primary catchment comprising the upscale residential neighbourhoods of Kilpauk, Mogappair and Nungambakkam.

Capital values in these areas are comparable to other wealthy a high spending hub.

Airport Rail Station **Bus Terminal** River Cooum River Adyar

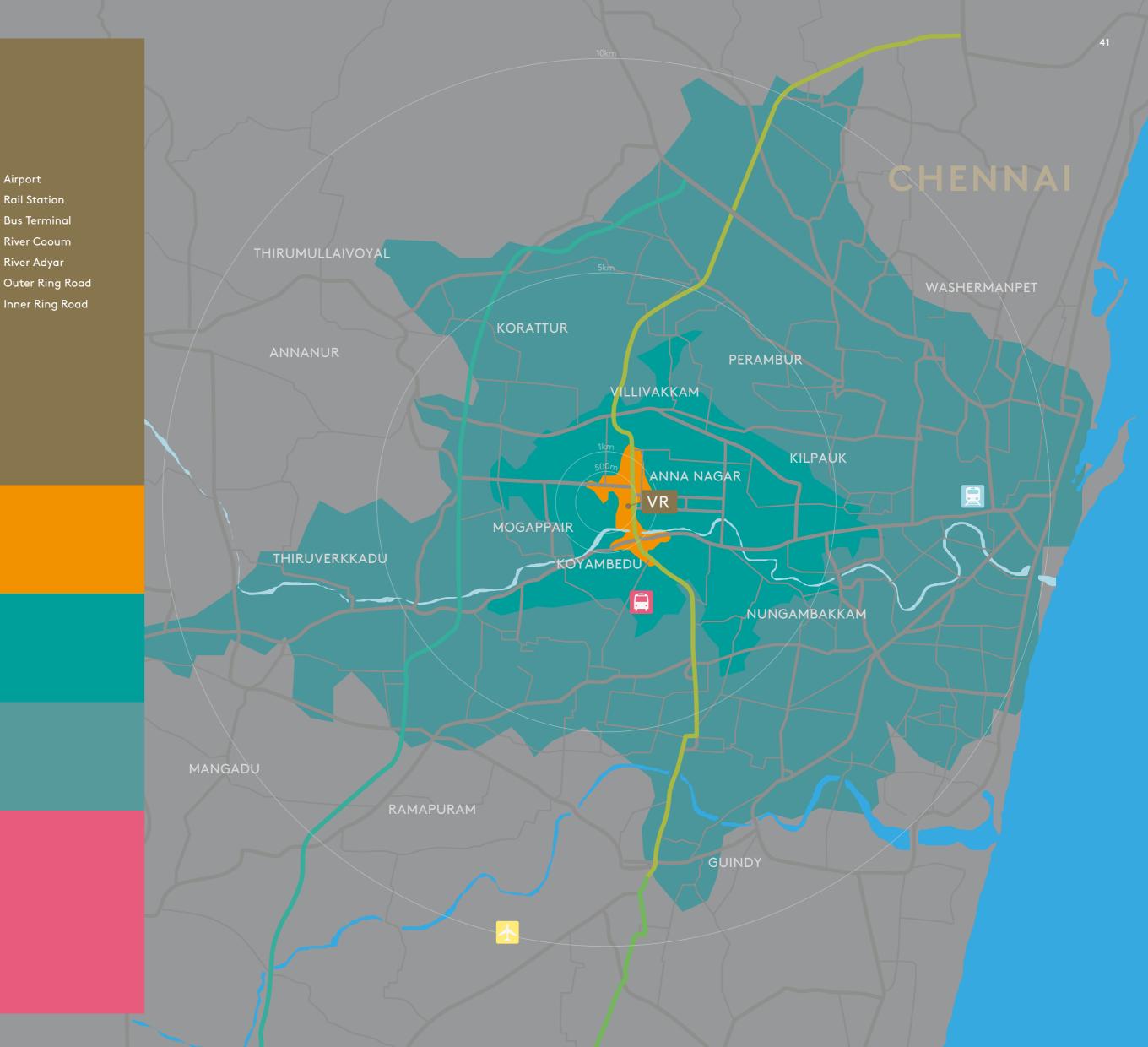
Super Primary Catchment

Primary Catchment

15min drive time, 1.2m people average purchasing power INR 178,000 per capita

Secondary Catchment

30min drive time, 5m people, average purchasing power INR 231,000 per capita



Prime Location

VR Chennai is strategically positioned in Anna Nagar which is part of the prime growth corridor of the city.

Access by car is effortless, enabled by close proximity to National Highway 4, 45 and 205.

The development sits a 10-minute walk from a metro station ensuring that Chennaites from all over the city will have access to a unique retail experience.

Connectivity

- Motorways
- Rivers
- ••• Metro line

Key Landmarks

- 1 Metrozone: captive residential campus
- 2 School
- 3 Corporate housing
- 4 Residential college
- 5 Hospital
 - 3,800 upscale residential units

Access & Circulation

- Pedestrian
- Service
- Vehicular
- Paved walkway
- Pedestrial walkway





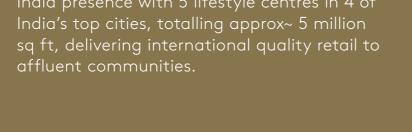
VR CHENNAI | CREDENTIALS

WHO VR



Powered by new jobs, driven by rising living standards, India is delivering on its global retail promise. But unleashing latent demand takes local knowledge. Out of the success of Surat and Begaluru comes Virtuous Retail's expertise to match customer profiles with the right offer for Chennai, tailoring the retail experience to perfection.

Founded in 2007, Virtuous Retail has a pan-India presence with 5 lifestyle centres in 4 of sq ft, delivering international quality retail to





SITE SELECTION CRITERIA

4 OF THE TOP 9 **MARKETS**

PREMIUM MICRO-MARKETS

TRANSPORT CONNECTIVITY

DIGITAL **CONNECTIVITY**



Economic Development

Population

Internet Penetration

Retailer Performance

Catchment Potential

Prosperity to Spend

High Growth Corridors

Dense Residential Areas



Integrated with public transport

Captive transport services

Pedestrian access

Focus on walkability

Modern

Network Effect

Infrastructure

Active on Social Platforms

Focus on Omnichannel Experience





VR DIFFERENT

CONNECTING COMMUNITIES

Including and celebrating local culture through art and events

MASTER RETAILER APPROACH

Leading the way, nnovating and curating fresh concepts

PREMIUM LIFESTYLE EXPERIENCES

Attracting major international brands

ART OF PLACEMAKING

User-friendly memorable destinations



100+
CURATED EVENTS



>20%
EVENT DRIVEN
FOOTFALL UPLIFT



39,500 sq ft

SKYDECK ROOF TOP EVENT SPACES



336,480
FOOD BOX



BRANDS

1ST

OPENING IN INDIA

MUJI COLE HAAN ADIDAS HOMECOURT



OPENING IN SOUTH INDIA

H&M HUNKEMOLLER



OPENING IN CITY / REGION

H&M SUPER DRY ZARA MARKS & SPENCER SWAROVSKI + MANY MORE



UNIQUE CURATED ENVIRONMENTS

PICNIC DESTINATION
DUMAS SQUARE
STREAT: FOOD HAVEN
MAGDALLA PLAZA
FESTIVAL PARK
CENTER COURT
THE RUNWAY
THE ARC
FREE PLAY
FOODBOX
SKYDECK
I LOVE BLR
GARDEN CITY
THE MAGIC CIRCLE
THE MAGIC GARDEN
THE WHITEFIELD ARMS
BENGALURU MURAL

AWARDS & RECOGNITION

The runaway success of VR flagship destinations in Surat and Bengaluru has been recognised and decorated by the industry.

RETAIL AWARDS AWARDS FOR VR SURAT AWARDS FOR VR BENGALURU

SOCIAL MEDIA EXPOSURE

Online activation is core to VR's overall marketing and engagement strategy and this has resulted in a direct line to a wide group of consumers.



https://twitter.com/VRBengaluru

*Accurate as of May 2016

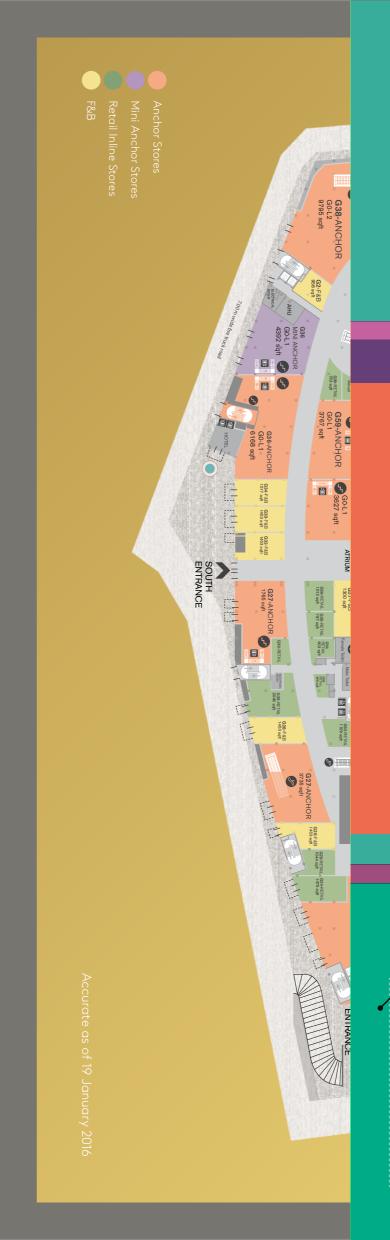
*Accurate as of May 2016

nttps://www.facebook.com/VRSurc nttps://twitter.com/VRSurat



"FASHIONS FADE, STYLE IS ETERNAL."

YVES SAINT LAURENT



For leasing and commercial enquiries, please contact:

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