



Dear Partner,

August was filled with patriotism, camaraderie, and cultural festivities at VR Chennai. The centre buzzed with excitement as Friendship Day was celebrated with a heartwarming Studio Shift by Radio Mirchi. The air was filled with music, laughter, and heartfelt connections as listeners tuned in to the show. Meanwhile, the MAD MAD Sale continued with incredible discounts and exciting incentives, attracting shoppers from all around.

Independence Day was commemorated with a vibrant celebration featuring flag-hoisting, cultural performances, and an awards ceremony recognizing the outstanding contributions of VR Chennai Shopping Centre's employees. The festivities were elevated by a captivating performance from Srishti School of Dance and Priyadarshini Neelakantan, showcasing India's rich heritage through their artistry.

In a heartfelt display of community spirit, a flash mob by RAAACK Academy and the city's traffic police raised awareness about road safety, demonstrating VR Chennai's commitment to social causes. These events made August a month of unforgettable experiences and meaningful community engagement.

Warm regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

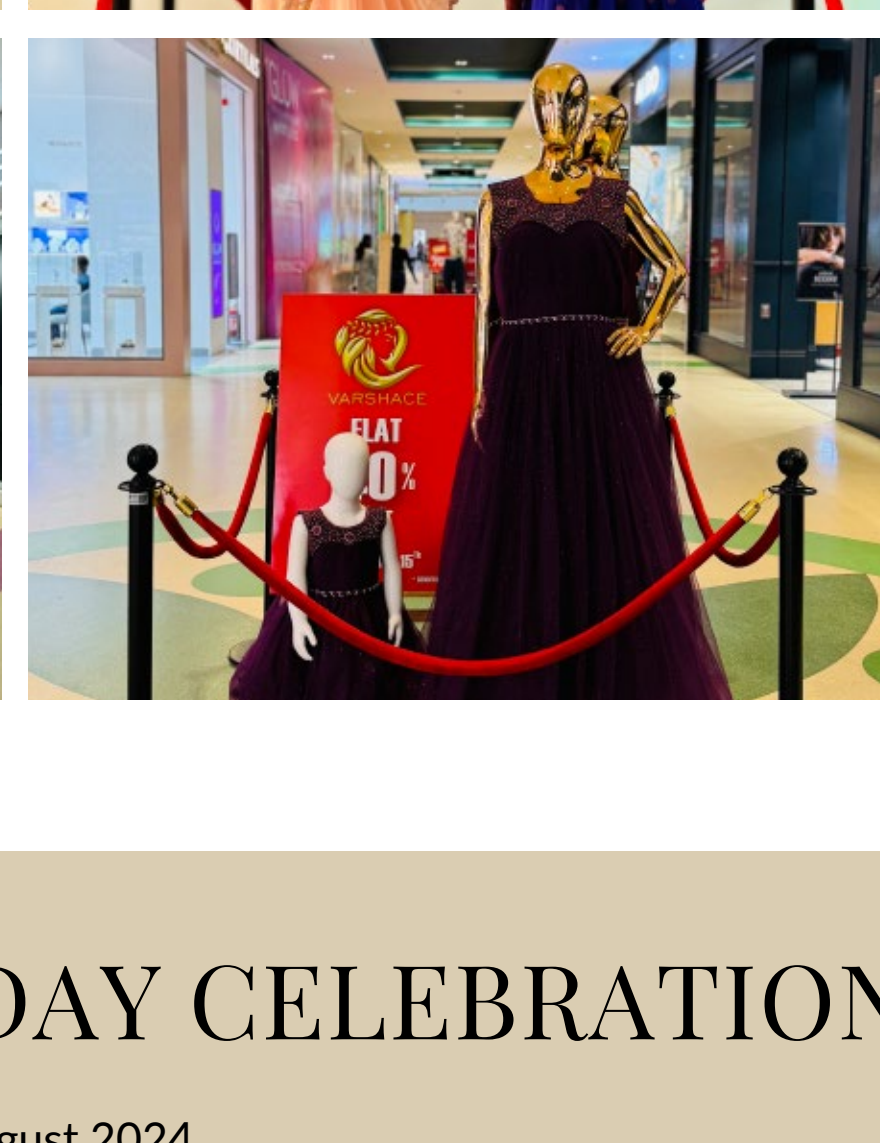
FRIENDSHIP DAY CELEBRATION

Tuning in together with Radio Mirchi

03rd August 2024

Radio Mirchi transformed Studio Shift into a lively celebration of friendship. Offering a delightful blend of music, laughter, and meaningful connections. Listeners were treated to a non-stop stream of upbeat tunes, personalized shoutouts, and engaging games that encouraged audience participation.

RJ Preethy's infectious energy and the show's interactive format fostered a strong sense of community and camaraderie.

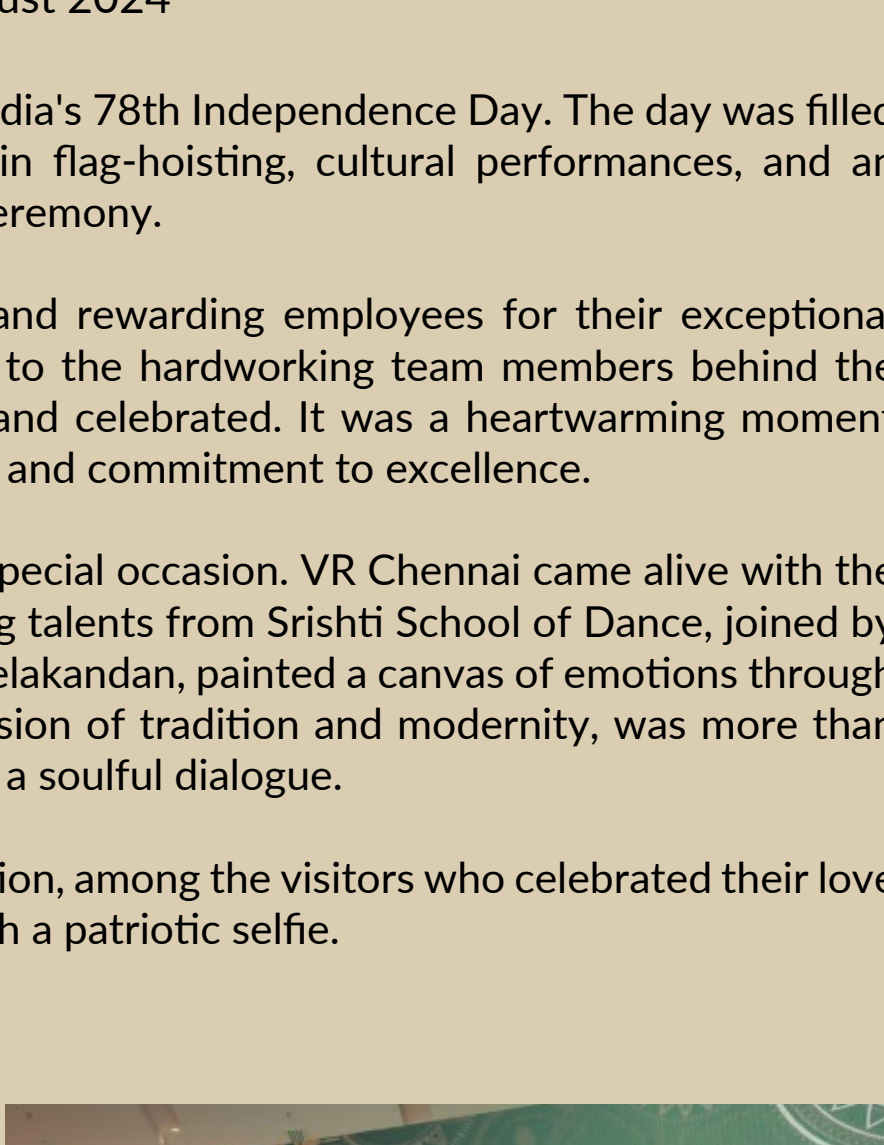
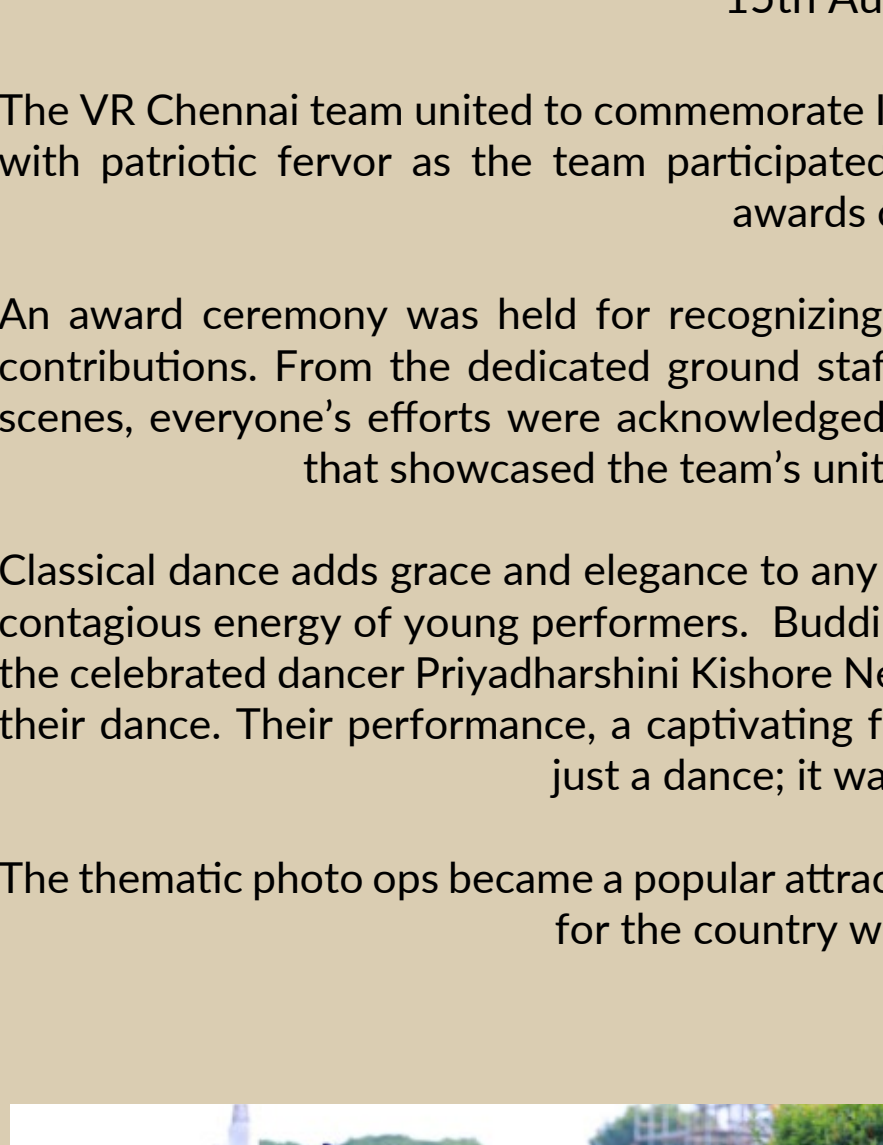


MAD MAD SALE

1st - 15th August 2024

VR Chennai's MAD MAD SALE, which continued until 15th August, offered shoppers an exciting array of deals, including discounts of up to 50% across a diverse selection of merchandise. Featuring both international and homegrown brands, the sale catered to a broad spectrum of tastes.

Alongside these enticing discounts, VR Chennai elevated the shopping experience with exclusive gift-with-purchase offers and attractive bumper prizes.



INDEPENDENCE DAY CELEBRATION

15th August 2024

The VR Chennai team united to commemorate India's 78th Independence Day. The day was filled with patriotic fervor as the team participated in flag-hoisting, cultural performances, and an awards ceremony.

An award ceremony was held for recognizing and rewarding employees for their exceptional contributions. From the dedicated ground staff to the hardworking team members behind the scenes, everyone's efforts were acknowledged and celebrated. It was a heartwarming moment that showcased the team's unity and commitment to excellence.

Classical dance adds grace and elegance to any special occasion. VR Chennai came alive with the contagious energy of young performers. Budding talents from Srishti School of Dance, joined by the celebrated dancer Priyadarshini Kishore Neelakandan, painted a canvas of emotions through their dance. Their performance, a captivating fusion of tradition and modernity, was more than just a dance; it was a soulful dialogue.

The thematic photo ops became a popular attraction, among the visitors who celebrated their love for the country with a patriotic selfie.

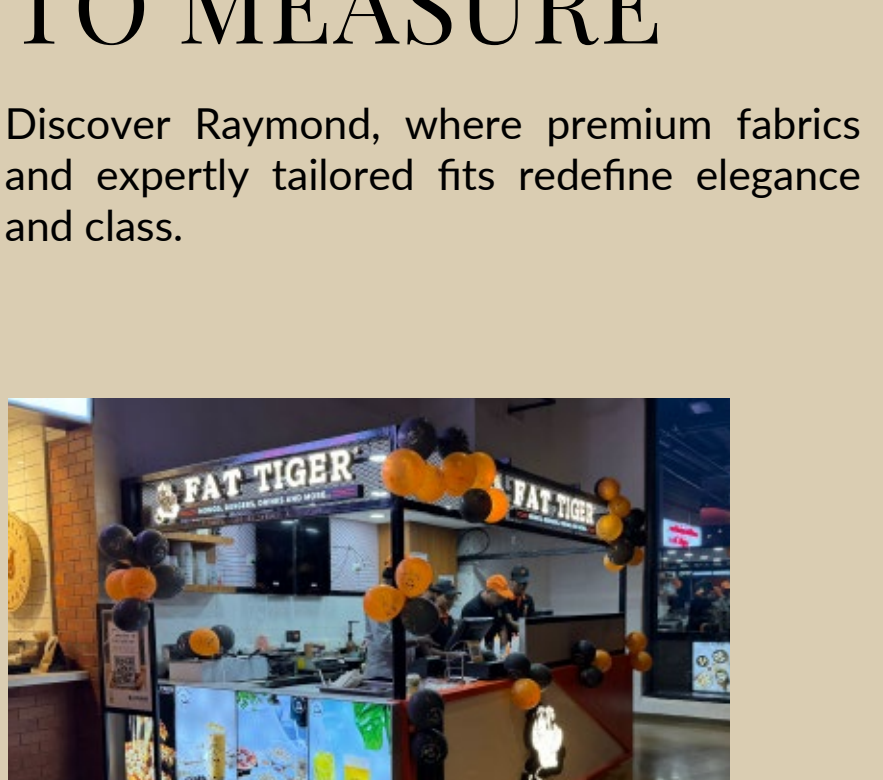


ZERO ACCIDENT DAY

A Flash Mob for Road Safety

24th August 2024

The Zero Accident Day initiative, led by the VR Chennai city police, featured a remarkable flash mob to raise awareness about road safety. Over 800 children from RAAACK Academy joined forces with the city's traffic police to perform a synchronized dance routine. The iconic song 'Heal the World' provided the perfect backdrop for the event, aligning with the program's message of promoting a safer environment for everyone. The performance drew a large audience capturing their attention and spreading the crucial message of road safety.

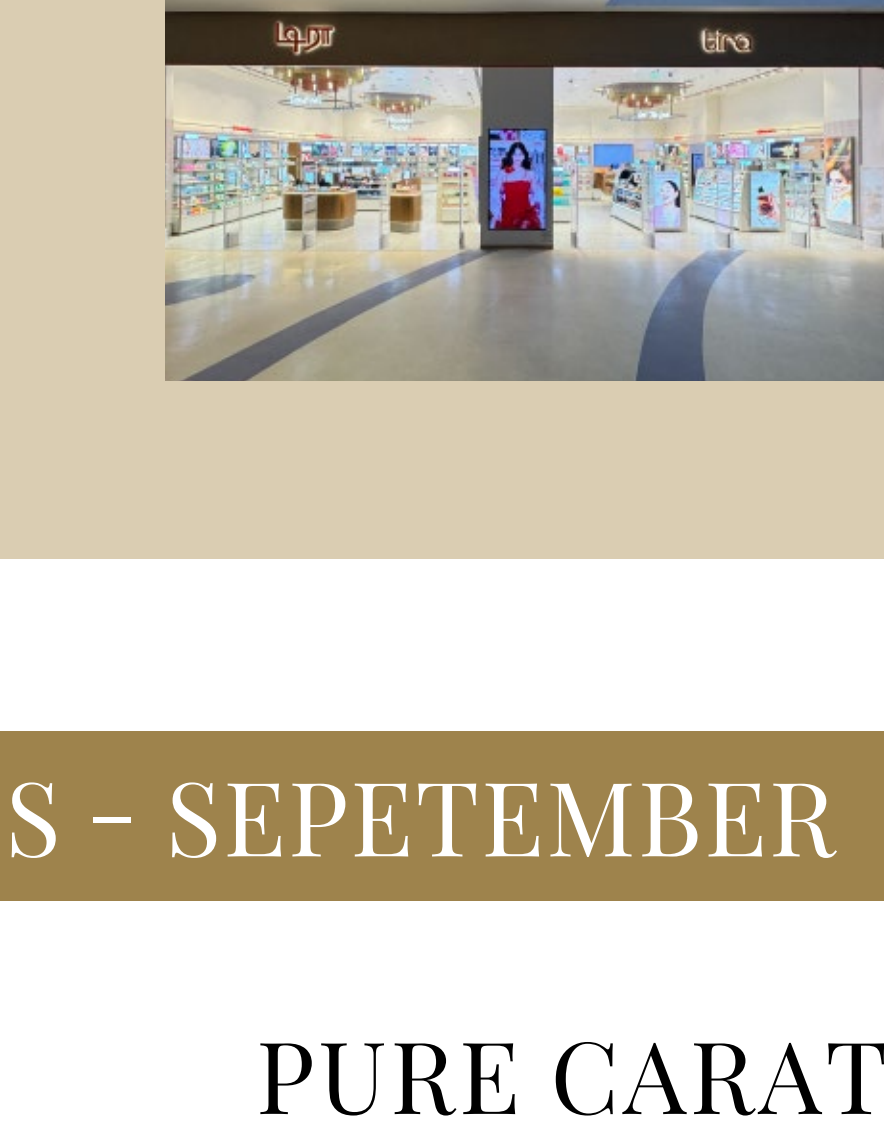
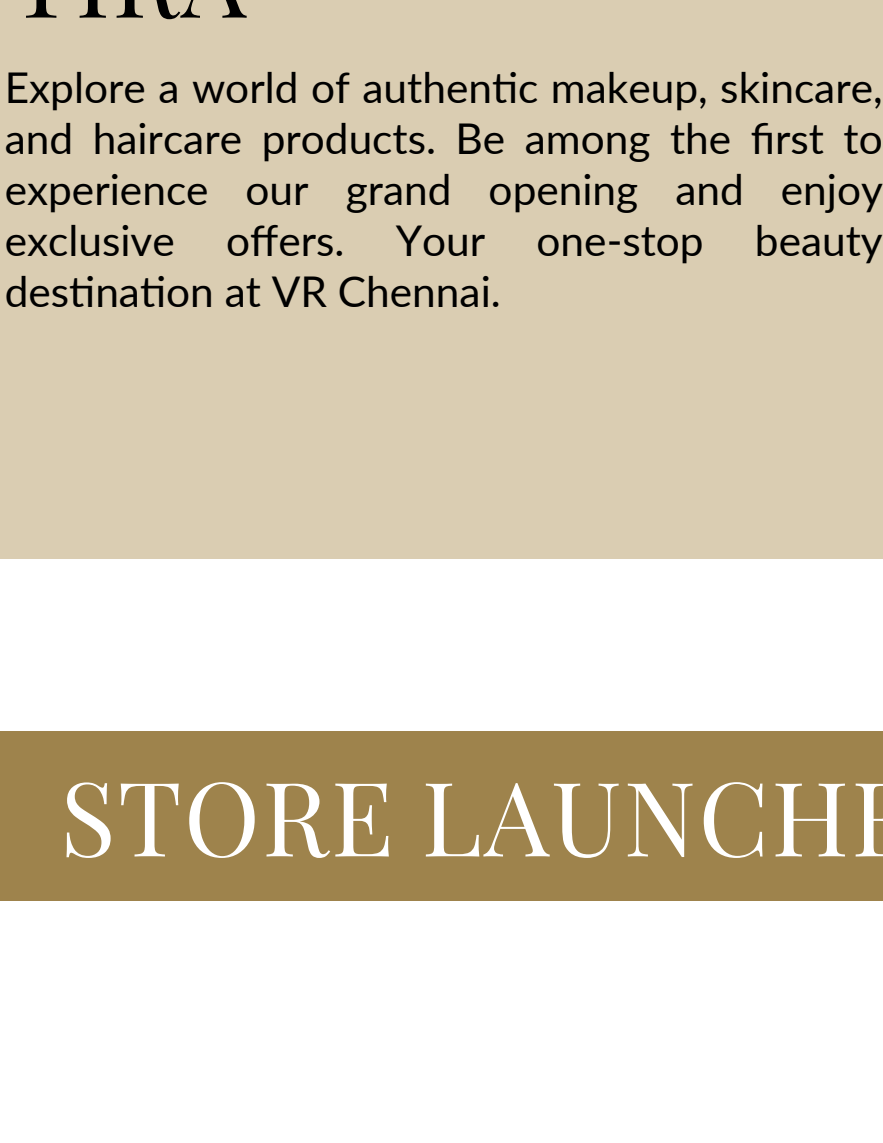


DEMONTE COLONY 2

Movie release promotion

10th August 2024

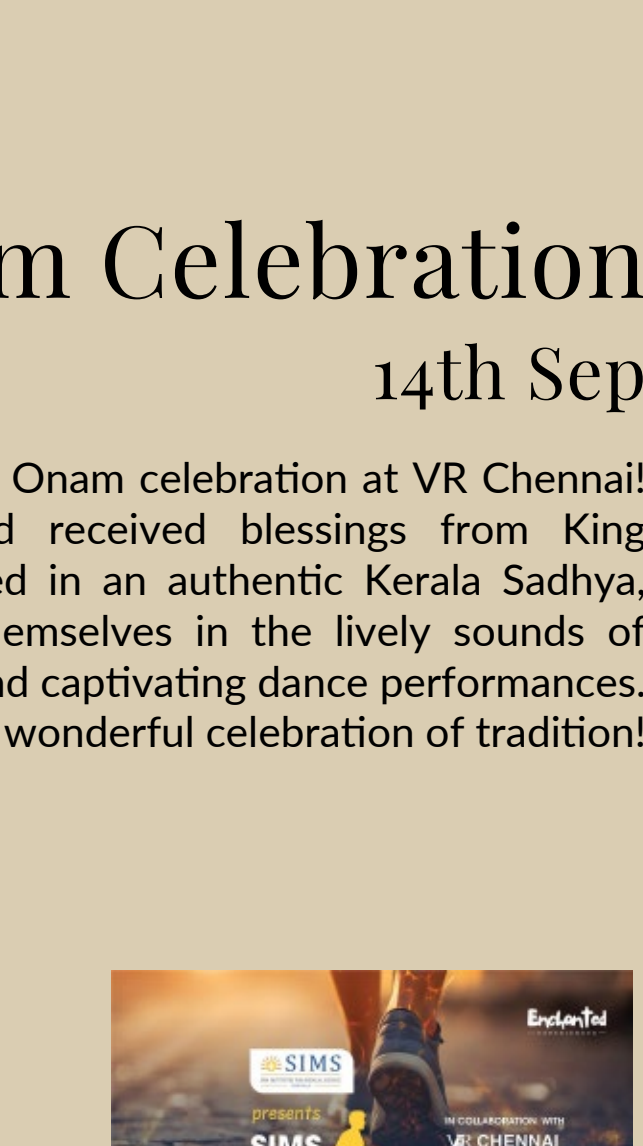
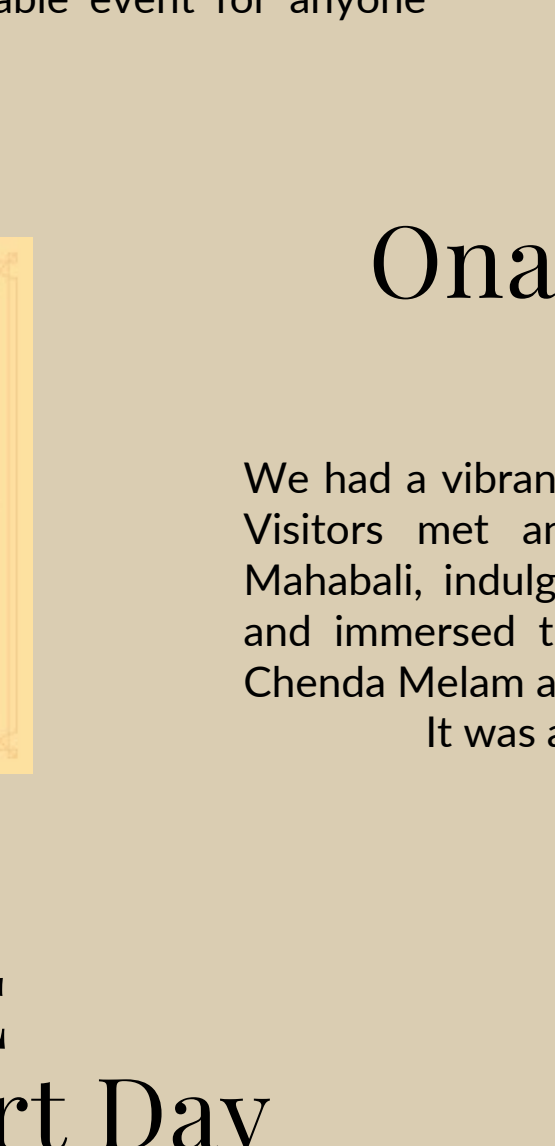
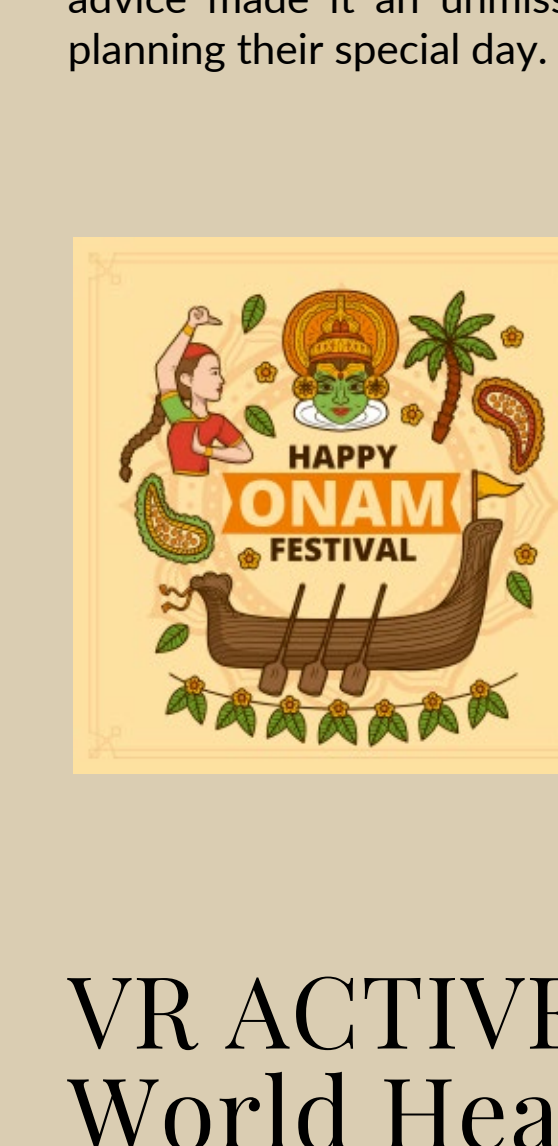
BTG Universal's pre-movie promotion for Demonte Colony 2 at VR Chennai on August 10th was a star-studded event that electrified fans. The cast interacted with the audience, creating a buzz that went viral on social media. The event successfully hyped up the horror film, leaving fans eagerly anticipating its release.



SOCIAL MEDIA CHATTER

Instagram 1.3M+ & YouTube 442K

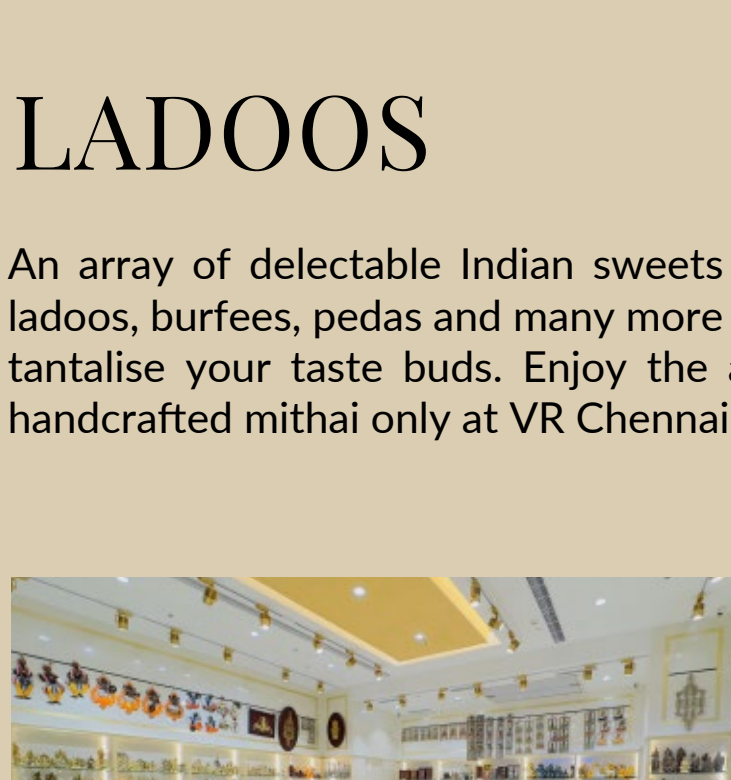
VR CHENNAI has successfully expanded its online presence through strategic partnerships with prominent figures and brands. These collaborations have resulted in a collective reach of over 1.3 million+ reaches across multiple social media platforms. Notable partners include RJ Mirchi Preethi, Radio Mirchi, Priyadarshini Neelakandan, various brand pages, RAAACK Academy, Chennai City Traffic Police, and BTG Universal (for the Demonte Colony 2 movie). These strategic alliances have not only increased VR Chennai's visibility but have also solidified its position as a dynamic and engaging brand in the digital realm.



STORE LAUNCHES - AUGUST

RAYMOND MADE TO MEASURE

Discover Raymond, where premium fabrics and expertly tailored fits redefine elegance and class.

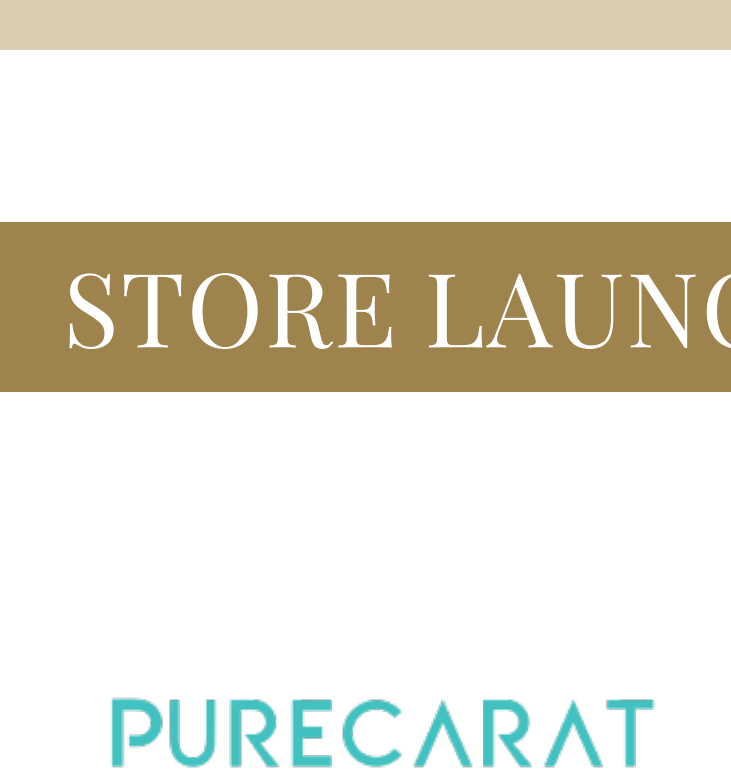
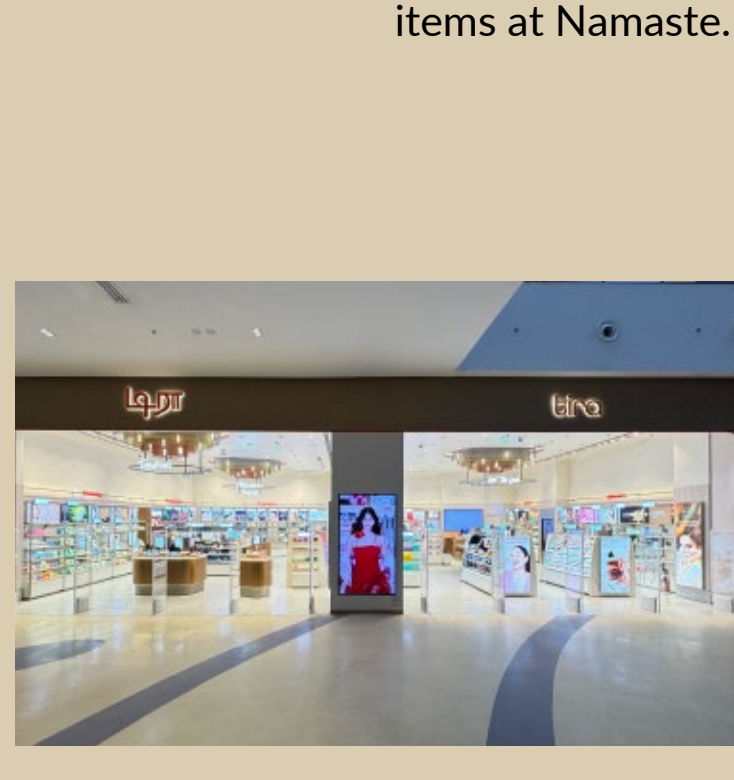


FAT TIGER

Savor bold and delicious flavors at Fat Tiger, offering a diverse menu of Asian-inspired cuisine for a culinary adventure.

LADOOS

An array of delectable Indian sweets such as ladoos, burpees, pedas and many more await to tantalise your taste buds. Enjoy the artisanal handcrafted mithai only at VR Chennai!

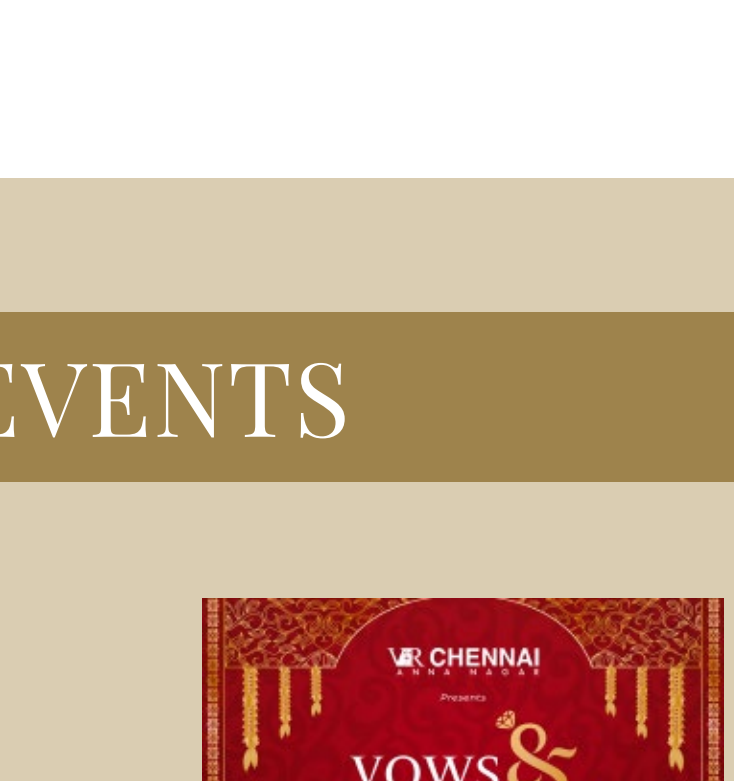


NAMASTE

Explore an exquisite collection of decor and practical home décor and utility items at Namaste.

TIRA

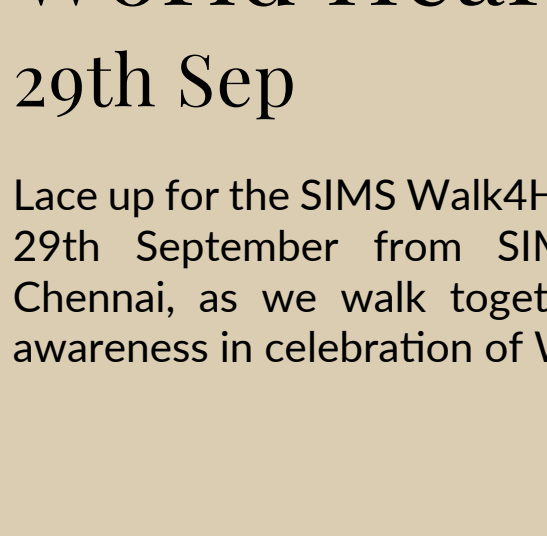
Explore a world of authentic makeup, skincare, and haircare products. Be among the first to experience our grand opening and enjoy exclusive offers. Your one-stop beauty destination at VR Chennai.



STORE LAUNCHES - SEPTEMBER

PURE CARAT

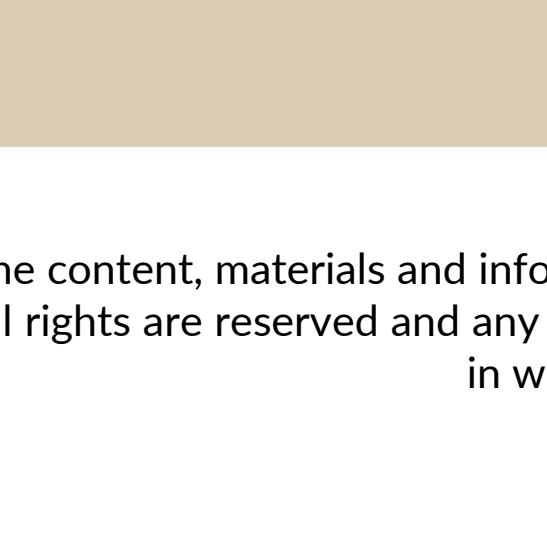
Be among the first to experience our grand opening and enjoy exclusive offers. Discover a world of ethically sourced, lab-grown diamond jewelry that is as stunning as it is sustainable.



SEPTEMBER EVENTS

Vows & Veils – 06th Sep – 22nd Sep

VR Chennai's 'Vows and Veils' expo was a premium wedding extravaganza, offering a comprehensive platform for couples to explore the latest wedding trends, from fashion to jewellery and makeup. Exclusive deals, exciting giveaways, and expert advice made it an unmissable event for anyone planning their special day.



Onam Celebration 14th Sep

We had a vibrant Onam celebration at VR Chennai! Visitors met and received blessings from King Mahabali, indulged in an authentic Kerala Sadhya, and immersed themselves in the lively sounds of Chenda Melam and captivating dance performances. It was a wonderful celebration of tradition!



VR ACTIVE World Heart Day 29th Sep

Lace up for the SIMS Walk4Heart 2024! Join us on 29th September from SIMS Hospital to VR Chennai, as we walk together for heart health awareness in celebration of World Heart Day.



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