

# Partner,

Margazhi Utsav, a grand Pongal celebration showcasing Tamil Nadu's folk-art traditions, and a Republic Day observance honoring the contributions of our ground staff and employees. The MAD MAD Sale, extending from December, offered exciting savings for shoppers spending over ₹6,000. These events reinforced our commitment to bringing people together. Thank you to everyone who participated in making January special. With more events and experiences ahead, we look forward to an exciting year at VR Chennai. Best regards, Team VR Chennai

culture and community. January featured the festive

### MARGAZHI UTSAV AT VR CHENNAI A CULTURAL CELEBRATION

HIGHLIGHTS OF THE MONTH

### 13th January, 2025 VR Chennai embraced the cultural essence of Margazhi with a mesmerizing classical dance performance by renowned artist Swathi Kashyap, in collaboration with The Lasya Dance Company. Their graceful and expressive artistry captivated an audience of over 500. VR Chennai

remains committed to preserving and promoting Tamil Nadu's rich cultural traditions.

ing culture and legacy nuary @ 6:30pm Onwards



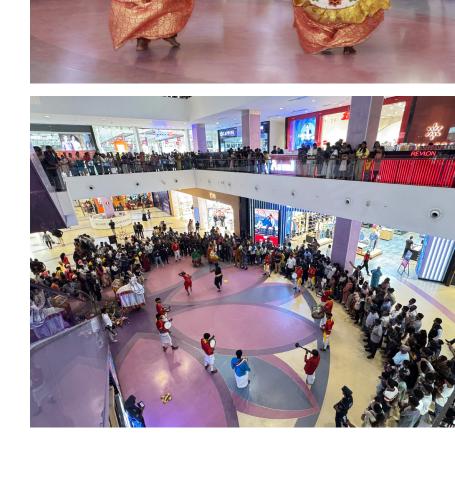


### "Village Crew" brought the festival to life with electrifying performances of Thappattam, Parai Attam, Mayil Attam, Oyil Attam, and Poi Kaal Kudhirai, creating an unforgettable cultural experience.

AT VR CHENNAI

14th & 15th January, 2025

VR Chennai marked Pongal with a lively two-day celebration of Tamil Nadu's folk traditions. The





Aptronix

AT VR CHENNAI

26<sup>th</sup>, January 2025

Patriotic fervour filled the air at VR Chennai as we celebrated Republic Day. The celebrations began with a flag hoisting, followed by a ceremony honouring our ground staff. Employee-led music and dance performances made the event truly special. In the evening, students from Veltech University docked up the VR Chennai atrium with a Republic Day performance, as 150+ dancers captivated a large audience in a celebration of national spirit.





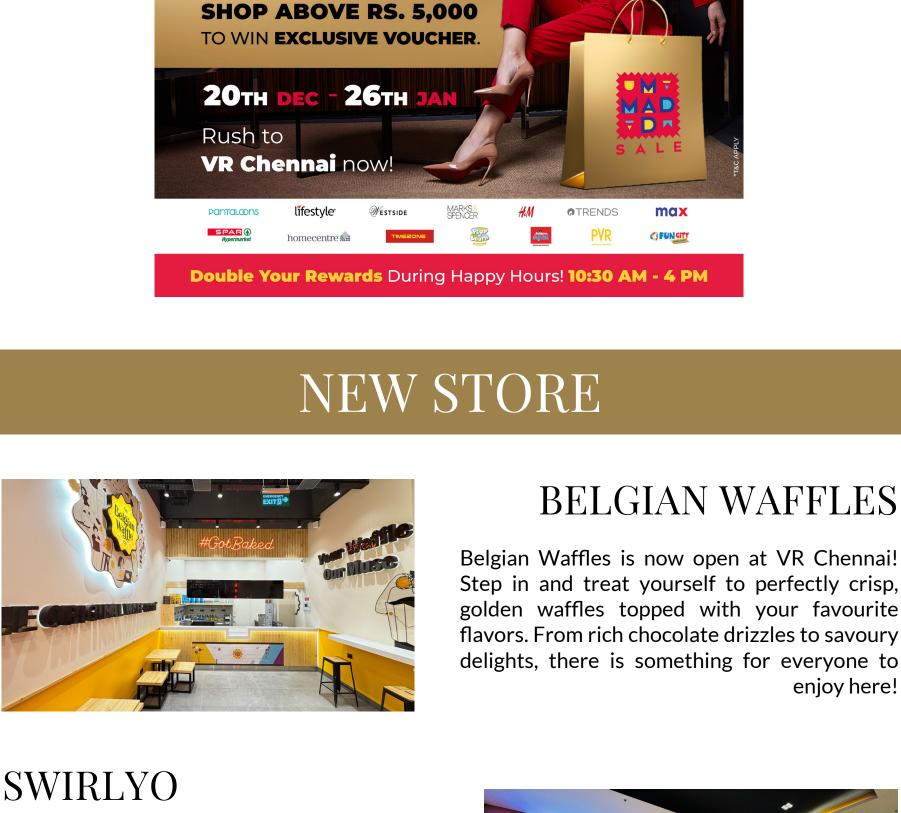
### The Biggest End of Season Sale

**Shop Crazy, Save Big!** 

**UP TO 50% OFF** 

ON LEADING BRANDS

with the unmissable



### **asics** Chennai, the wait is over—ASICS is now open at VR Chennai! Explore a wide range of performance footwear and apparel designed for runners and fitness enthusiasts. Experience

UPCOMING STORE LAUNCHES NYKAA-LUXE everyday essentials to statement picks, elevate your beauty routine with the finest selections.

Cool off with a swirl of flavour—Swirlyo is now open at VR Chennai! With a variety of frozen yogurt flavors and endless toppings to choose from, every cup is a custom creation. Bring your friends and family and turn every

visit into a sweet, refreshing escape!

ஆசிக்ஸ்

PEACH MODE

Chennai, get ready for a touch of elegance! Peach Mode is opening soon at VR Chennai,

offering a curated collection of designer ethnic and traditional wear. From luxurious sarees to stylish kurtas, find the perfect pieces to elevate your wardrobe with timeless beauty and craftsmanship. Experience the essence of

with THE IMMERSIVE

MARGAZHI

UTSAV

traditional fashion like never before!



Stay tuned for the grand launch!

peach mode

the perfect blend of innovation, comfort, and style, all crafted to keep you moving at your

enjoy here!

**ASICS** 

best.

# SOCIAL MEDIA CHATTER

VER CHENNAL

**V**R CHENNAI

VR Chennai's recent marketing efforts have seen impressive results! Our social media campaigns, featuring strategic influencer collaborations, achieved a remarkable reach of over 2.2 million people. Additionally, our YouTube channel gained over 1,000 new subscribers. Collaborations with notable figures like Mehndi Jeshnani and Foodie Findings garnered significant new followers and high engagement across platforms.

Shop Crazy, Save Big! with the unmissable

The Biggest End of Season Sale

SWARGAMANDAPAM

VER CHENNA!

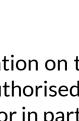
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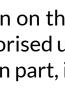


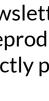


## 14th FEBRUARY – 16th MARCH, 2025











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