VR CHENNAI ANNA NAGAR COMMUNIQUE SEPTEMBER 2025

Dear Partner,

What an extraordinary start to the season! September has inaugurated our festive calendar with an energy that still resonates throughout our Centre. It began with an exquisite Onam celebration, setting a distinguished tone for all that followed.

The much-awaited "SHOP BIG WIN BIG" festive season sale was launched by celebrated South Indian personality Priya Varrier, who also unveiled the shopping festival's bumper prize - the magnificent new Hyundai Venue.

Music enthusiasts experienced an unforgettable performance by the pioneering Malayalam ensemble Avial, whose electrifying presence drew admirers from every quarter of the city. The cultural mosaic continued to unfold with the resplendent Six Yards Couture fashion show, followed by an exceptional culinary showcase by CookdTV on the next weekend. The last weekend of September saw the very popular makeup artist Santhoshi host a packed masterclass in collaboration with MAC Cosmetics.

If September served as our prelude, October promises even greater splendor and seasonal jubilation. The finest moments undoubtedly lie ahead! We invite you to remain connected!

Best Regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

ONAM CELEBRATIONS: A TASTE OF KERALA

5th SEPT, 2025

Our festive season graciously commenced with a magnificent Onam celebration! We successfully transported the authentic essence and rich heritage of Kerala, "God's Own Country," into the heart of VR Chennai.

The performance illuminated the profound significance of the festival's time-honored traditions. Our shoppers enjoyed an enriching program of performances, including the classical artistry of Mohiniyattam and Kathakali, the exuberant energy of Pulikali, and a powerful finale delivered by the Chenda Melam ensemble. It was a meaningful occasion that allowed our community to connect intimately with the spirit of Onam. A splendid and authentic beginning to our seasonal calendar!

SHOP BIG WIN BIG FESTIVAL - OFFICIAL LAUNCH BY PRIYA VARRIER

6th SEPT, 2025

The most momentous announcement of September was undoubtedly the prestigious launch of the SHOP BIG WIN BIG festive season sale! We were honored to welcome the distinguished actress and personality Priya Varrier to officially inaugurate the campaign.

The unveiling was a magnificent affair, with Priya Varrier ceremoniously presenting the grand bumper prize: a pristine Hyundai Venue Car. The proposition is indeed compelling: every patron shopping for over ₹1,00,000 stands a chance to win a car, while those shopping for over ₹5,000 are guaranteed a gift voucher. Priya Varrier walked the corridors of VR Chennai exploring our retail offering and enjoyed all that the Centre has to offer. The festive shopping season has officially begun, inviting all to shop generously and win impressively!

SIX YARDS COUTURE - A FESTIVE SEASON FASHION SHOW

6th SEPT, 2025

September transcended mere commerce, it embraced haute couture! We were privileged to host the tenth season of Six Yards Couture, the quintessential traditional fashion showcase, in distinguished partnership with VR Chennai.

This magnificent presentation was an impeccable demonstration of style and tradition, featuring exquisite festive ensembles from several of our premier retail brands. The show displayed a stunning parade of colors and contemporary fashion trends, serving as a sophisticated cornerstone of our "SHOP BIG WIN BIG" festive season sale. For those seeking sartorial inspiration for the season ahead, this show provided abundant creative direction!

COOKING UP FESTIVE FUN WITH COOKD TV!

13th SEPT, 2025

We were delighted to present the highly anticipated culinary collaboration with the exceptional team from Cookd TV! It was a wonderful opportunity for cooking enthusiasts and foodies of all ages to get inspired and try their hand at festive delicacies.

The spotlight was on Instagram-celebrity chefs Aadithya and Sanjana. They enraptured the audience who reciprocated with active participation. Attendees remained thoroughly engaged during the demonstration, actively participating in a dynamic and interactive dialogue with the chefs. This was the perfect balance of both entertainment and culinary education—certainly a highlight of our festive season inauguration!

VAANGA PAZHAGALAAM!

AVIAL BAND PERFORMANCE

20th SEPT, 2025

Did you sense the reverberations?

That was the magnificent pioneers of Malayalam rock, AVIAL, delivering a sensational performance at VR Chennai!

The atrium pulsated with electric energy as enthusiasts arrived for the evening. Every attendee stood immersed in the experience, sustained by pure exhilaration. It was deeply gratifying to witness such an impressive gathering from all corners of the city converging for this musical experience. Avial delivered their thunderous finest, while their dynamic stage presence completely mesmerized the crowd. What an unforgettable evening! Those in attendance will surely treasure the memory!

MAC COSMETICS - MAKEUP MASTERCLASS BY SANTHOSHI

21st SEPT, 2025

The atrium at VR Chennai was absolutely luminous this weekend, and we understand precisely why! Tamil Nadu's beloved celebrity makeup artist, Santhoshi from Plush, partnered with MAC Cosmetics for an extensive, knowledge-rich Masterclass.

An impressive assembly of over 600 attendees graced the occasion! Santhoshi skillfully demystified intricate festive looks and, importantly, shared stunning, pro techniques specifically for the Indian skin tones. It was three hours of continuous learning, enjoyment, and profound beauty inspiration.

ROCK "N" DHOL- DANDIYA NIGHTS NAVARATRI CELEBRATIONS IN ASSOCIATION WITH RADIO MIRCHI

25th - 28th SEPT, 2025

VR Chennai turned into city's premier dance destination, courtesy Radio Mirchi's "Rock and Dhol" Dandiya Nights!

For four extraordinary evenings, the Centre radiated with color, music, and boundless vitality. It was not just about dance, it was an immersive celebration! With over 1500 participants joining the Garba and Dandiya festivities, the atmosphere was charged with enthusiasm, and the traditional sticks moved in rhythmic harmony. It was profoundly satisfying to witness numerous families and friends uniting, dancing wholeheartedly to the resonant beats. A true embodiment of festive spirit! Here's to a memorable Navaratri celebration!

UPCOMING STORE LAUNCHES

JOCKEY

Delightful news for those who appreciate comfort and sophistication! The world-renowned innerwear authority, Jockey, is officially inaugurating its exclusive store at VR Chennai. Get ready to discover their comprehensive collection of premium innerwear, fashionable loungewear, and athleisure essentials!

MYFROYOLAND

An announcement for confection enthusiasts! Chennai's cherished self-serve frozen yogurt destination, My Froyoland, will soon open its doors at VR Chennai! Prepare to create your own masterpiece and indulge in dozens of delectable flavors and toppings. The moment has arrived to craft your perfect, personalized dessert!

UPCOMING EVENTS OCTOBER

DIWALI BAZAAR

VR CHENNAI'S DIWALI BAZAAR: THE ULTIMATE FESTIVE SHOPPING EXPERIENCE!

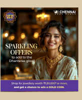
13th - 22nd Oct, 2025

Get ready to celebrate Diwali with an exceptional shopping experience at VR Chennai! We are presenting a thoughtfully curated Diwali Bazaar in collaboration with our very own retail brands. Discover distinctive products, explore exclusive offerings, and acquire treasures directly from beautifully appointed pop-up counters. Come find the perfect gifts and immerse yourself in the festive ambience!

LIGHT UP YOUR DHANTERAS WITH VR CHENNAI

13th - 18th Oct, 2025

Celebrate Dhanteras with an exclusive proposition at VR Chennai! Shop for jewellery valued at ₹1.50 Lakhs or more and stand a chance to win a gold coin. Do not miss this opportunity to make your festive season even more auspicious and rewarding.


VR CHENNAI
SPARKLING OFFERS
to add to the Dhanteras glow!
Shop for jewellery worth ₹1,50,000* or more, and get a chance to win a GOLD COIN.

UNLOCK YOUR IPHONE'S POTENTIAL: A PHOTOGRAPHY WORKSHOP WITH MOMMY SHOTS BY AMRITA

25th Oct, 2025

Unlock your creative potential at VR Chennai's exclusive iPhone Photography Workshop! In association with Aptronix and guided by the celebrated photographer Mommy Shots by Amrita, this session will teach us how to capture stunning, professional-quality photographs with your iPhone.

RADIO CITY BADMINTON CHAMPIONSHIP: GET READY FOR A HIGH-ENERGY SHOWDOWN!

26th Oct, 2025

Gear up for an exhilarating badminton tournament in partnership with Radio City, as the atrium transforms into a professional indoor court, creating a stadium-like atmosphere for this thrilling competition. Come, cheer on talented young athletes and be a part of the excitement!

Badminton Championship

A SPOOKTACULAR HALLOWEEN AT VR CHENNAI!

31st Oct, 2025

Get ready for a delightfully ghoulish day! VR Chennai is turning into an enchantingly spooky wonderland just for Halloween. Bring your family to enjoy our cool themed décor, exciting Trick-or-Treat Trails, and our awesome costume parade! What costume are you wearing?

UPCOMING EVENTS NOVEMBER

VOWS & VEILS – WEDDING EXPO

1st – 9th Nov, 2025

VR Chennai presents "Vows and Veils": the ultimate wedding expo! Explore the finest bridal fashion, exclusive makeup masterclasses, and the latest wedding trends. Shop with exclusive discounts and enjoy exciting giveaways. Don't miss this immersive experience!

VR CHENNAI ANNA NAGAR
Presents
VOWS & VEILS
Happily Ever After, Begins Here

VR CHENNAI
ROCK, PAPER, SCISSORS

CHILDREN'S DAY – STONE, PAPER, SCISSORS TOURNAMENT

15th – 16th Nov, 2025

Celebrate Children's Day with the ultimate Stone Paper Scissor Showdown at VR Chennai! Plus, enjoy a wide range of board games for extra fun. Bring the kids for an action-packed, thrilling day of games and excitement.

ELEVATE YOUR STYLE: THE GENTLEMAN'S EDIT!

14th – 23rd Nov, 2025

Get ready for "The Gentleman's Edit"! This exclusive sale offers a curated range of offers and discounts from top men's fashion and lifestyle brands. Upgrade your wardrobe and enjoy high-value rewards! Shop smart soon!

VR CHENNAI
MAD DEALS. Made for Men.
The Gentleman's Edit

BLACK Friday

GEAR UP FOR BLACK FRIDAY AT VR CHENNAI!

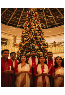
28th – 30th Nov, 2025

Get ready for our Centre-wide Black Friday Sale! Enjoy exclusive discounts and unbeatable deals across all your favorite brands. Don't miss this massive event designed to boost your holiday shopping!

LIGHTS, CAROLS, ACTION! CELEBRATE THE HOLIDAYS!

20th Nov, 2025 - 06th Jan, 2026

Join us for the spectacular Christmas Décor & Tree Lighting Ceremony! Immerse yourself in the seamless festive mood with enchanting carols and beautiful decorations. Kick off the holiday season and make unforgettable memories!



VR WEEKENDER - RAVE, RUN, REPEAT: THE COFFEE RAVE IS HERE!

23rd Nov, 2025

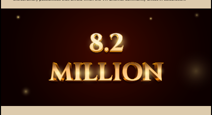
Experience the new daytime party trend! Join our Coffee Rave featuring high-energy DJ music and artisanal coffee. Plus, enjoy 30-minute running, push-up challenges, and interactive basketball. It's a one-of-a-kind community get-together! Don't miss out!

SOCIAL MEDIA INSIGHTS

We are known for our ambitious vision, and our recent "Shop Big, Win Big" campaign exemplified this commitment splendidly!

We launched the initiative with great impact, welcoming the distinguished celebrity Priya Varrier for the prestigious inauguration, which immediately ignited social media engagement. The momentum only grew stronger from there! Strategic collaborations with remarkable partners — including the highly influential Cookd TV, makeup virtuoso Santhoshi, and the exceptional Avial band — amplified the excitement exponentially.

By harmonizing celebrity influence with compelling community-driven content, we achieved an impressive social media reach of over 8.2 million! This milestone stands as a testament to the extraordinary possibilities that unfold when the VR Chennai community unites in celebration.



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