



Dear Partner,

March at VR Chennai was centered around the Malwa Art Guild (MAG), which brought together a series of cultural and community-led experiences. Art workshops, The Literature Festival, Art Bazaar, and Street Art Theatre Festival created a strong platform for art, books, and performances, driving steady participation across activities.

Alongside this, the Pasayala Mall India music launch with Think Music added a strong highlight to the month, attracting a younger audience and driving digital traction. The Indian Auto Show further added water with a large showcase for automobile enthusiasts.

As we move into April, we look forward to continuing this momentum with more engaging experiences.

Best Regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

THINK MUSIC – SAI ABHAYANKAR'S ALBUM SONG

2nd March, 2026

VR Chennai hosted a memorable musical evening as music director Sai Abhayankar, in association with Think Music's Think India Collection, unveiled the album track Pasayala Mall. Featuring Kayala Lakshmi, the song has rapidly gained momentum online, has crossed 2.5 million views across platforms. The launch was a strong audience turnout, underscoring the city's growing affinity for independent music.



WATERCOLOR | MANDALA ART POTTERY MAKING WORKSHOP

3rd - 4th March, 2026

The Malwa Art Guild, in collaboration with the Theapalya School of Arts & Art Foundation, hosted a series of engaging workshops including the Mandala Art Workshop, Watercolor Workshop, and Pottery Workshop. Open to participants of varied experience levels, the sessions offered a creative space to explore the meditative precision of mandala patterns, the expressive fluidity of watercolor, and the tactile craft of pottery under guided instruction.



THAI CLAY MINIATURE CROCHET | MACRAME | KEYCHAIN MAKING WORKSHOP

3rd - 4th March, 2026

The Malwa Art Guild, in collaboration with the Chinnivasal Centre for Creativity, hosted the Thai Clay Miniature Workshop, Macramé Workshop, and Crochet & Keychain Workshop. Designed as an interactive learning session, the workshops invited participants to explore intricate craft techniques and create handmade pieces under the guidance of experienced practitioners.



ART BAZAAR

4th - 15th March, 2026

The Inevitable Art Bazaar, organized with Pulse Events and supported by the YSU Foundation, brought together a wide range of handcrafted products. From traditional artistry to modern designs, the showcase allowed visitors to interact with artisans and discover distinctive pieces. The initiative successfully highlighted the talent and diversity of local craftsmanship.



LITERATURE FESTIVAL

12th - 15th March, 2026

The Malwa Art Guild 2026 presented a three-day literature festival in collaboration with Higginbotham and the YSU Foundation. With a curated selection of books, the festival welcomed enthusiastic readers to explore a world of books and buy them. The event saw steady participation, showcasing continued interest in reading and books within the community.



STREET ART THEATRE FESTIVAL

21st - 22nd March, 2026

As part of the Malwa Art Guild 2026, this two-day festival featured an array of shadow puppetry, folk traditions, and street theatre. Contemporary elements were introduced through performances by rapper Sam T, creating a mix of traditional and modern performances. The festival was a strong attendance.



INDIAN AUTO SHOW – CHENNAI AUTO EXPO 2026

20th - 22nd March, 2026

In collaboration with the Indian Auto Show, VR Chennai welcomed a large audience to an automotive showcase. Leading brands including Honda, MG, Toyota, Tata and Hyundai were present, alongside premium motorcycles from Triumph, KTM, and Royal Enfield. With over 20 vehicle launches on display, the event offered enthusiasts a look at the latest vehicles and trends.

EASTER

20th - 22nd March, 2026

The Easter weekend brought fun-filled activities, including appearances by a life-sized Easter Bunny, basket-making workshops, and vibrant decorating sessions. Designed for families, the event was held at F2/F3 and was available via WhatsApp and on-site ground counters.

STORE LAUNCHES

RAMRAJ COTTON
Ramraj Cotton has opened its doors at VR Chennai, bringing its range of traditional wear to the city. Known for its signature motifs and refined fabric wear, the store offers a focus on comfort and tradition. Visitors are invited to explore its exquisite collection.

DAILY OBJECTS
DailyObjects has officially launched at VR Chennai. The store presents a range of tech accessories, leather goods, and workplace essentials. With a focus on functionality and design, the space offers a modern retail experience.

UPCOMING EVENTS

AKSHAYA TRITIYA – GOLD COIN GIVEAWAY CAMPAIGN
20th - 19th April, 2026
Celebrate Akshaya Tritiya with a rewarding shopping experience at VR Chennai. Customers spending ₹1,500 lakhs or more at participating jewellery stores will receive an assured ₹ 1,000 gold coins. A timely opportunity to invest in fine jewellery while enjoying added value.

DENIM FEST
20th April - 3rd May, 2026
Explore the latest in denim and casual fashion at VR Chennai. Shoppers spending ₹5,000 or more can avail assured gift vouchers worth ₹2,500. The event also features influencer-led styling sessions and interactive brand experiences.

DENIM FEST – CUSTOMISATION X DOODLE MAPUL
2nd - 3rd May, 2026
Wearable Art Live/Denim Customisation
In collaboration with Doodle Mapul, this activation invites visitors to personalise their denim through hand-painting, patchwork, and graffiti following. Each piece is transformed into a distinctive expression of individual style.

DIGITAL CONTEST

DENIM, DRAMA, AND DIGITAL FAME
Customers can take part in a digital contest by showcasing their denim style for a chance to win rewards and social media features.

BLOCKBUSTER MOVIES. BIG REWARDS
This April, we will celebrate a blockbuster celebration with big bonuses, bigger rewards. With these exciting releases lighting up the screens, the month will bring cinema energy, immersion, movie moments, and collaborative moments. We look forward to an exciting month ahead and thank you for your continued partnership.

SOCIAL MEDIA INSIGHTS

VR Chennai recorded a digital reach of over 7.2M* in March. Collaborations with Think Music and MAG-led events helped drive strong engagement. These initiatives continue to strengthen VR Chennai's position as a cultural and lifestyle destination in the city.

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