



Dear Partner,

April at VR Nagpur brought together a diverse mix of experiences across entertainment, culture, retail, and community engagement.

The Centre came alive with high-energy Indian Premier League screenings, while an evening with Acharya Prashant offered a more thoughtful and engaging experience. Earth Day added a meaningful pause, encouraging reflection and environmental awareness among visitors.

On the retail and cultural front, International Dance Day was celebrated with vibrant performances, while Maharashtra Day featured a large-scale tribute to the state's rich heritage.

Together, these initiatives reinforced VR Nagpur's focus on creating immersive, community-led, and relevant experiences for a diverse audience.

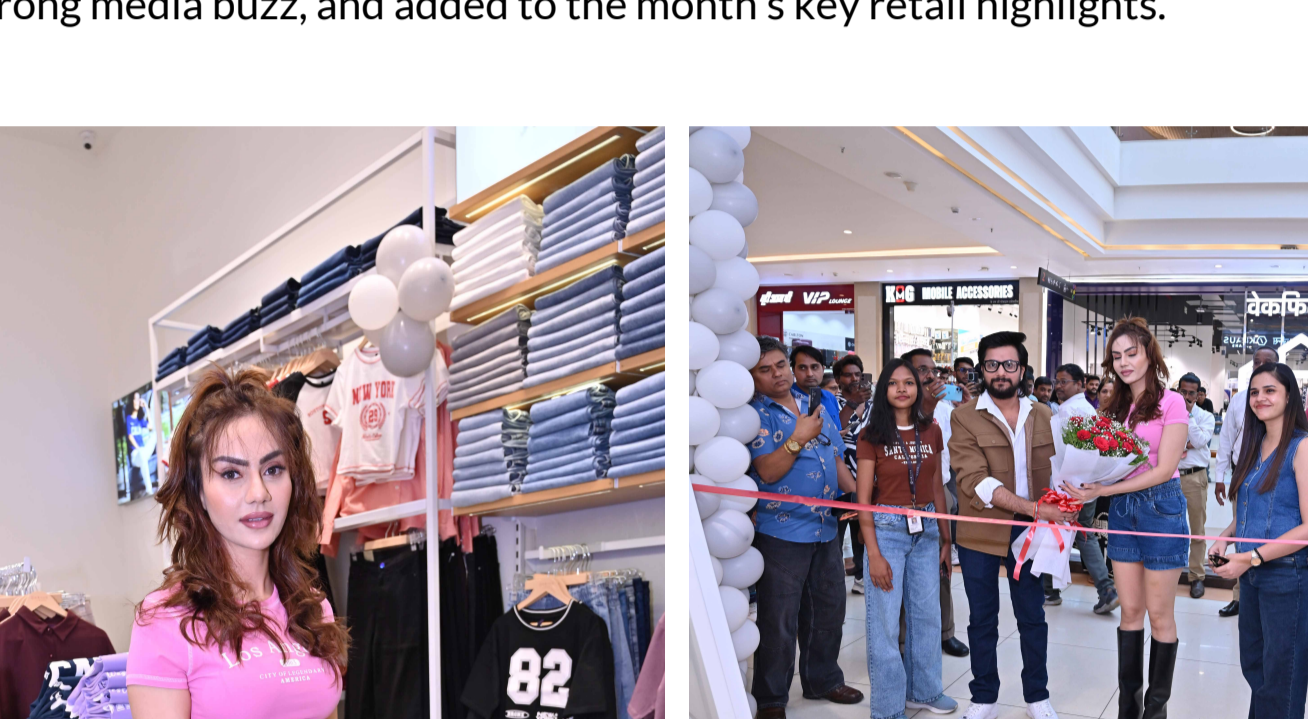
Warm regards,
Team VR Nagpur

HIGHLIGHTS OF THE MONTH

INDIAN PREMIER LEAGUE LIVE SCREENING & FAN REWARDS

April, 2026

During the IPL season, VR Nagpur transformed into a high-energy hub for cricket fans with an exciting live screening experience hosted by Warehouse Café. Shoppers who spent ₹ 3,000 or more, received ₹ 500 gift voucher from brands such as VIP, Crossword, and Bata. The campaign successfully blended retail, F&B engagement, and the excitement of cricket into one seamless experience.



KRAUS JEANS – STORE LAUNCH PRESS CONFERENCE

21st April, 2026

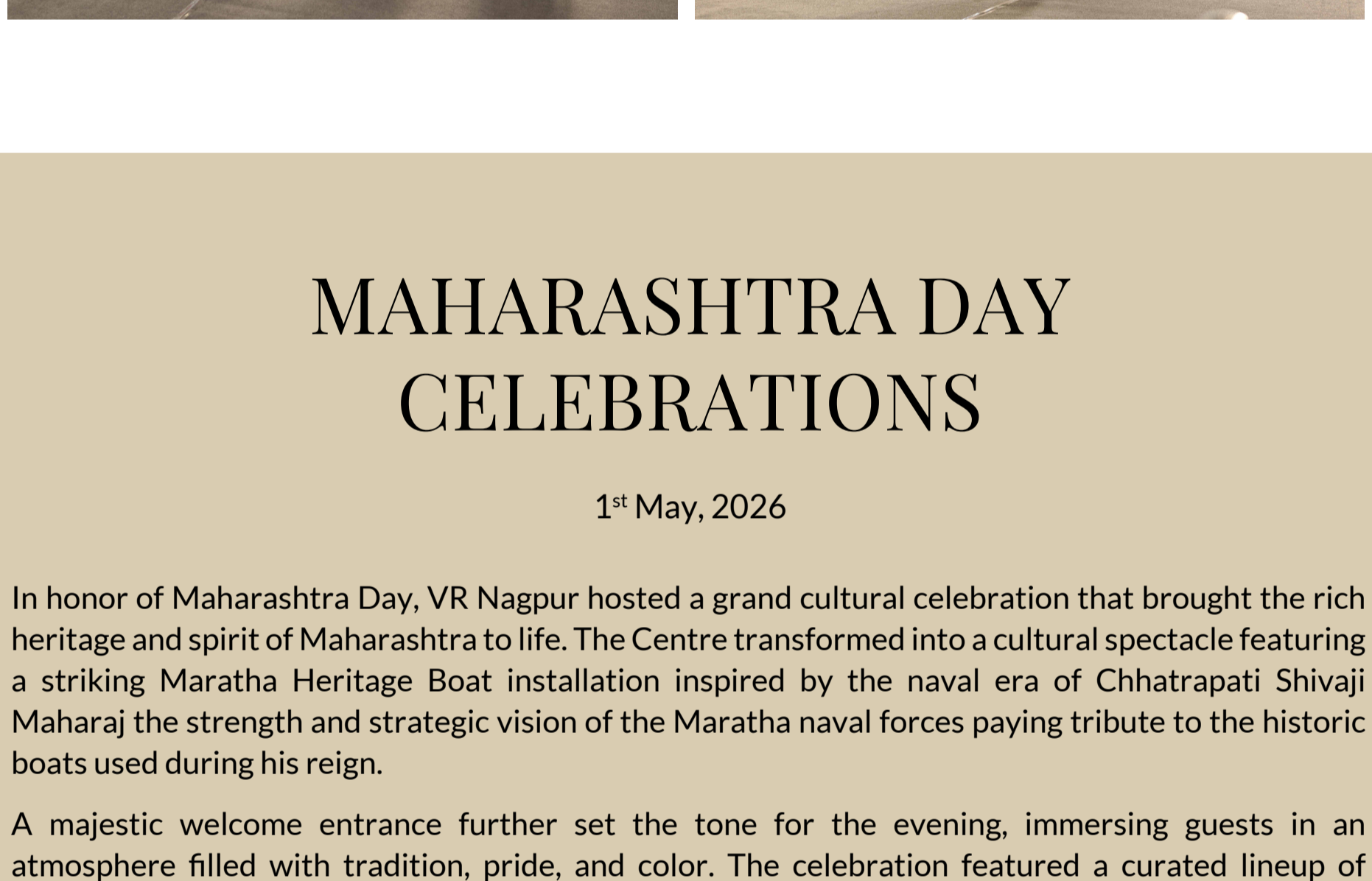
April witnessed the launch of Kraus Jeans at VR Nagpur, adding fresh energy to the Centre's retail mix. The launch was marked by an engaging press conference attended by Ravi Punjabi, Founder of Kraus Jeans, along with Shreya Sarma, a model and actor known for her work in Bollywood music albums and the upcoming film Masti 4. The event strengthened the Centre's fashion portfolio, generated strong media buzz, and added to the month's key retail highlights.



EARTH DAY

22nd April, 2026

VR Nagpur celebrated Earth Day with a heartfelt evening dedicated to awareness, sustainability, and community engagement. A classical fusion group performed at the event, creating a reflective atmosphere in honour of the planet. In collaboration with the Life of Tree Foundation, the Centre also distributed more than 200 seed bags to guests, encouraging community participation in increasing green spaces across the city and transforming the occasion into a meaningful step toward environmental responsibility.



INTERNATIONAL DANCE DAY

29th April, 2026

VR Nagpur celebrated India's rich classical dance heritage with a vibrant event on International Dance Day. The celebration featured a Bharatanatyam storytelling performance by the Nrityasajja Dance Academy, inspired by an ancient Indian temple legend. The event culminated in a Kathak showcase featuring students from the Essence Institute of Performing Arts. The celebration powerfully reflected the Centre's commitment to engaging youth and promoting cultural excellence.



MAHARASHTRA DAY CELEBRATIONS

1st May, 2026

In honor of Maharashtra Day, VR Nagpur hosted a grand cultural celebration that brought the rich heritage and spirit of Maharashtra to life. The Centre transformed into a cultural spectacle featuring a striking Maratha Heritage Boat installation inspired by the naval era of Chhatrapati Shivaji Maharaj, the strength and strategic vision of the Maratha naval forces paying tribute to the historic boats used during his reign.

A majestic welcome entrance further set the tone for the evening, immersing guests in an atmosphere filled with tradition, pride, and color. The celebration featured a curated lineup of traditional performances including Vandana, Lavani, Koli, Gondhal, and Jogwa, each energy and cultural to the experience.

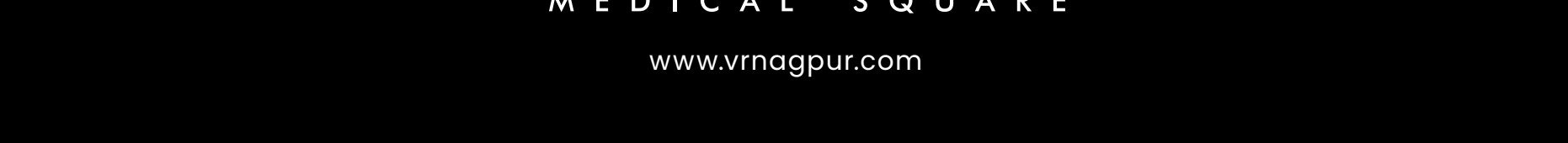
The highlight of the evening was the grand Rajyabhishek reenactment, brought alive through impressive character portrayals by Mavals, Potraj, and Jagotin performers, creating a memorable celebration that honored Maharashtra's glorious legacy while fostering a strong cultural connection with visitors.



SOCIAL MEDIA INSIGHTS

APRIL 2026

VR Nagpur maintained strong digital momentum throughout the month. The account reached a total of 116,806 users and generated 153,536 views, reflecting healthy visibility and sustained audience interest in the Centre's content. Additionally, the page recorded 48,444 interactions, indicating strong community engagement, while the follower count closed at 27,296. Overall, the month showcased steady performance across VR Nagpur's social media presence.



SPOTLIGHT OF THE MONTH

AN EVENING WITH ACHARYA PRASHANT

Renowned author and philosopher Acharya Prashant was invited by Crossword to VR Nagpur for a special book signing event celebrating his book, Truth Without Apology. The event featured an engaging live Q&A session that attracted readers, thinkers, and literature enthusiasts, creating an insightful and interactive literary experience for the community.

UPCOMING EVENTS

Mother's Day

10th May 2026

This Mother's Day, VR Nagpur is set to celebrate the beautiful bond between mothers and their children with a special fashion show titled "Mother & Me On The Ramp." During the event, mothers and kids will showcase stunning outfits from BIBA and jewellery from Mia by Tanishq while confidently presenting their talent on the ramp. Attendees can look forward to an evening filled with style, music, celebration, and unforgettable moments, all dedicated to love, confidence, and togetherness.

Baking Event

30th May 2026

VR Nagpur will organise a special Bake Show competition, providing the city's baking community with an opportunity to showcase their talent. The event, hosted by celebrity chef Vishnu Manohar, aims to bring together culinary expertise, competition, and community excitement in a fun and engaging format.

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