



Dear Partner,

August was a milestone month for VR Nagpur, bringing together celebration, retail momentum and community experiences on a larger scale. From marking seven years of VR Nagpur with a grand anniversary celebration and a high-energy Anniversary Sale to commemorating Independence Day through the Freedom Sale, a ceremonial flag hoisting and Symphony of Freedom, the month was shaped by moments that brought shoppers, families, partners and the wider community together.

As we move into September, the festive calendar continues with VR Cha Raja, bringing together tradition, creativity and community through Ganeshotsav celebrations at the Centre.

Warm regards,
Team VR Nagpur

HIGHLIGHTS

7TH ANNIVERSARY CELEBRATIONS

VR Nagpur marked its 7th anniversary with a grand celebration that welcomed 42,000+ visitors to the Centre. The milestone featured a spectacular 100 kg cake-cutting ceremony, high-energy performances by a renowned Mumbai troupe, and international artists, creating an evening filled with scale, energy and celebration.

Seven years of experiences, milestones and memorable moments have been shaped by the continued love and support of Nagpur. As VR Nagpur looks ahead to its next chapter, the occasion was also a heartfelt celebration of the city that has been part of the journey from the very beginning. Thank you, Nagpur, for being part of our story.



7TH ANNIVERSARY SALE

7th - 9th August, 2026

The anniversary momentum extended into a three-day retail celebration with the 7th Anniversary Sale. Participating brands offered up to 70% off across fashion, lifestyle, beauty, jewellery and more, creating a strong shopping draw across the Centre.



INDEPENDENCE DAY CELEBRATIONS

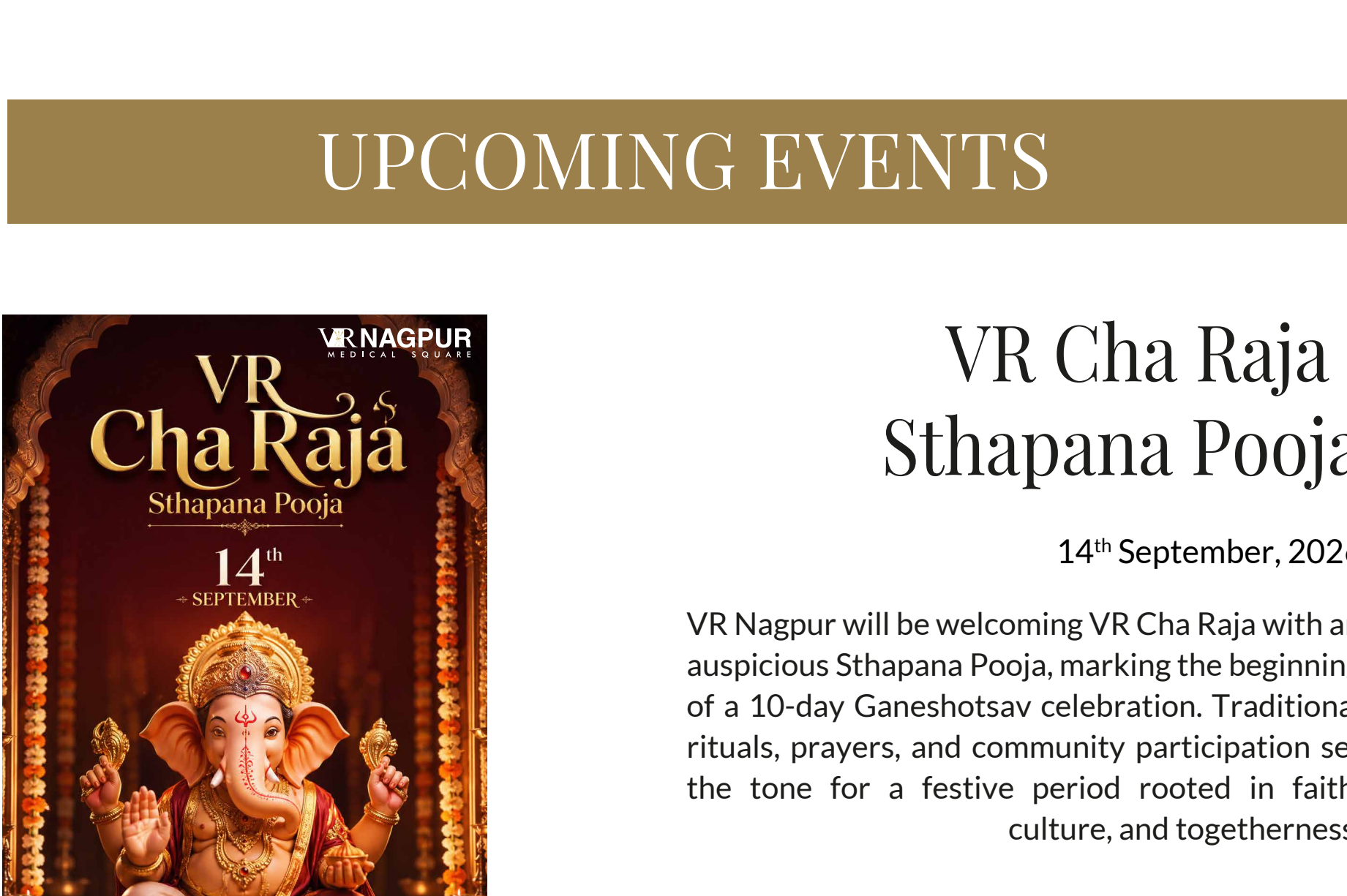
15th August, 2026

VR Nagpur marked Independence Day with a morning rooted in pride and togetherness. The celebration began with a Flag Hoisting Ceremony, followed by the National Anthem and a Security March Past, honouring the national flag and the spirit of India.



INDEPENDENCE DAY PATRIOTIC SOULFUL EVENING

The Independence Day evening came alive with a special performance by The Bansuriwala, Shubham Chopkar, and his band, a celebration that drew 90,000+ visitors to VR Nagpur.



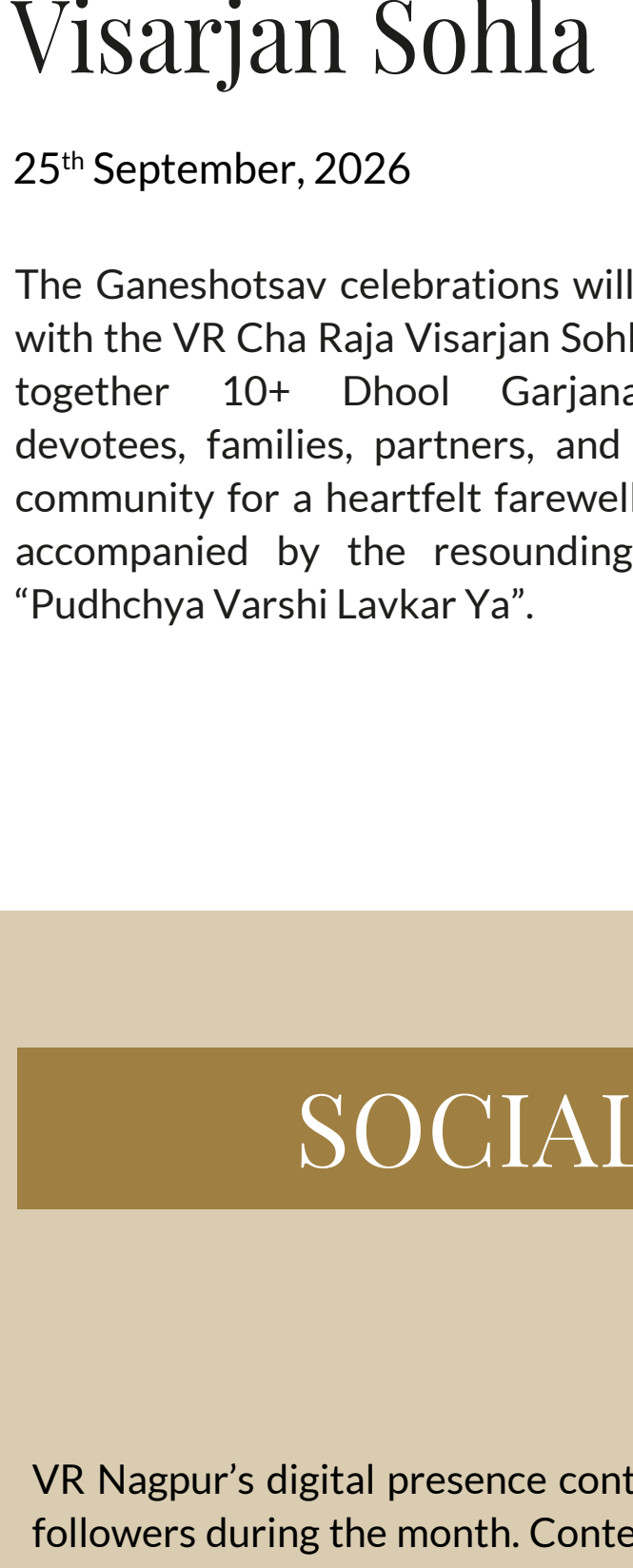
FREEDOM SALE

13th - 16th August, 2026

The Freedom Sale added a strong retail dimension to the Independence Day celebrations with up to a whopping 60% off across fashion, lifestyle, beauty, electronics, home décor and more.



UPCOMING EVENTS



VR Cha Raja | Sthapana Pooja

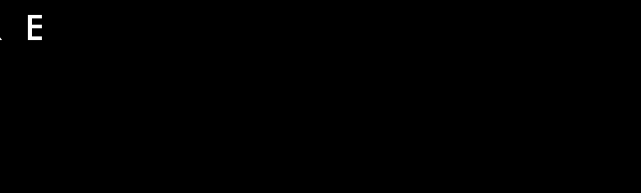
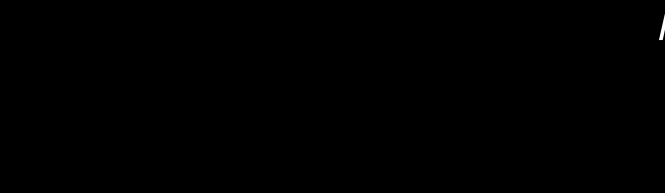
14th September, 2026

VR Nagpur will be welcoming VR Cha Raja Sthapana Pooja, marking the beginning of a 10-day Ganeshotsav celebration. Traditional rituals, prayers, and community participation set the tone for a festive period rooted in faith, culture, and togetherness.

Clay Idol Making Workshop

18th September, 2026

Further adding to the festive spirit, the hands-on clay idol-making workshop will bring children and families together to create their own Ganesha idols using natural clay.



VR Cha Raja | Visarjan Sohla

25th September, 2026

The Ganeshotsav celebrations will culminate with the VR Cha Raja Visarjan Sohla, bringing together 10+ Dhool Garjana groups, devotees, families, partners, and the wider community for a heartfelt farewell to Bappa, accompanied by the resounding chant of "Pudhchya Varshi Lavkar Ya".

SOCIAL MEDIA INSIGHTS

AUGUST 2026

VR Nagpur's digital presence continued to build strong momentum, with the page reaching 28.4K followers during the month. Content generated an impressive 8.27M views and 60.2K interactions, reflecting both strong visibility and active audience engagement.

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