

Dear Partner,

January at VR Nagpur unfolded as a dynamic blend of high-energy retail moments, cultural celebrations, and meaningful community engagements. The MAD MAD Sale saw an overwhelming response, and our festive celebrations brought together tradition, patriotism, and creativity. Together, they strengthened the Centre's place as Nagpur's go-to lifestyle destination. Each initiative reflected our focus on creating experiences that go beyond shopping and foster deeper connections with visitors, partners, and the wider community.

As we step into February, VR Nagpur gears up for an exciting cultural season with the third edition of Nagpur Kala Sangh taking centre stage. This edition is all set to become a hub of artistic celebrations – bringing together art, photography, cinema, literature, and performances. The months ahead promise immersive experiences that celebrate creativity, expression, and community spirit.

Best regards,
Team VR Nagpur

HIGHLIGHTS OF THE MONTH

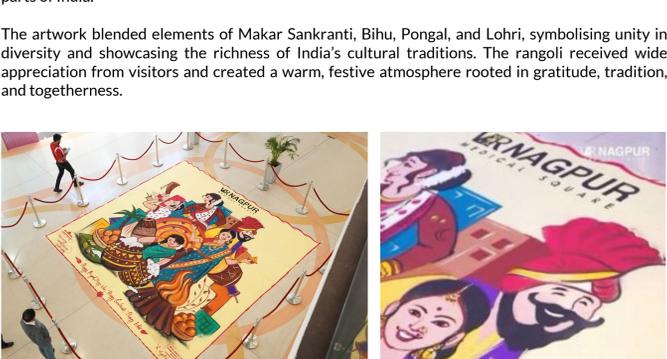
MAD MAD SALE

9th-26th January 2026

VR Nagpur witnessed an incredible response during the MAD MAD Sale, with shoppers turning up in huge numbers throughout the campaign. On an average, 20,000 shoppers visited the Centre every day, making VR Nagpur the city's top choice for shopping and leisure. Most brands offered up to 60% OFF, which made shoppers excited and encouraged them to shop more across fashion, lifestyle, food, and entertainment.

Influencer marketing added a strong boost to the campaign. The three influencer reels together generated over 165K views, giving the sale strong digital visibility and helping us reach a wider audience.

The MAD MAD Sale brought fresh energy to the city, reaffirming VR Nagpur as a destination where shopping feels exciting and experiences feel memorable.



Mad Mad Sale at VR Nagpur
Upto 60% off on Your Favourite Brands
88.5K

MAD MAD SALE IS LIVE
Get Upto 60% off on Your Favourite Brands
23.8K

52.8K

MAKAR SANKRANTI CELEBRATION

14th January 2026

VR Nagpur celebrated Makar Sankranti with a vibrant and culturally rich experience for visitors. A large rangoli was created in the atrium, capturing the spirit of harvest festivals from different parts of India.

The artwork blended elements of Makar Sankranti, Bihu, Pongal, and Lohri, symbolising unity in diversity and showcasing the richness of India's cultural traditions. The rangoli received wide appreciation from visitors and created a warm, festive atmosphere rooted in gratitude, tradition, and togetherness.



7,150

REPUBLIC DAY CELEBRATION

26th January 2026

VR Nagpur marked the 77th Republic Day with a grand flag-unfurling ceremony, bringing together visitors and staff in a celebration of unity and national pride.

A specially curated atrium display added to the patriotic spirit, becoming a key attraction and drawing strong visitor engagement. The celebrations reflected the Centre's commitment to honouring national values and creating meaningful community experiences.



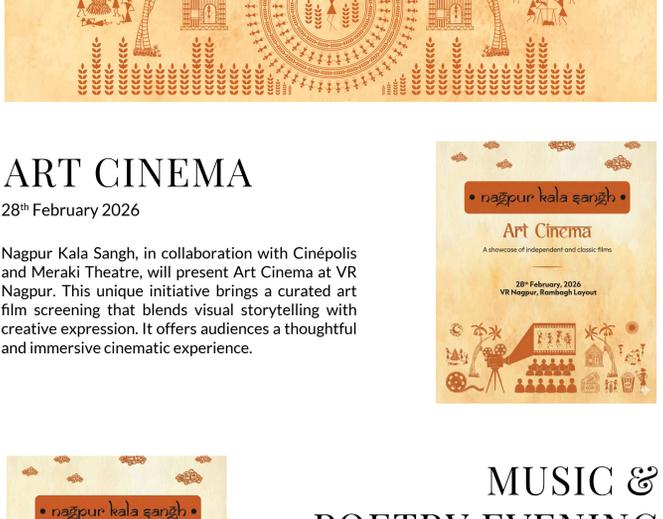
SOCIAL MEDIA INSIGHTS

January delivered a strong digital performance for VR Nagpur on Instagram. The Centre's follower count reached 24K, supported by an impressive 4.5K new followers in a single month.

Instagram content generated 21.7K engagements and 1.57M total views, reflecting steady growth in reach and audience interest. The month also recorded 18.2K profile visits, showing deeper community curiosity and interaction.

January also marked the opening of The first Kingdom of White store at VR Nagpur. We supported the launch with focused Instagram promotion, which delivered 38.2K views, highlighting our continued commitment to helping new brands grow through strong marketing visibility.

With rising momentum and consistent performance, VR Nagpur is moving confidently toward its next digital milestone.



UPCOMING EVENTS

NAGPUR KALA SANGH

14th February – 14th March 2026

The third edition of Nagpur Kala Sangh is about to begin, and it's all set to turn VR Nagpur into a hub of artistic celebrations. From fine art and large sculptures to immersive installations and a special UNESCO photo exhibition – this festival promises something for every art lover.

Happening from 14th February to 14th March 2026, the month-long celebration will bring together art, culture, workshops, an art bazaar, and the Young Artists Program, transforming the Centre into a lively public art space.



ART CINEMA

28th February 2026

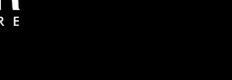
Nagpur Kala Sangh, in collaboration with Cinépolis and Meraki Theatre, will present Art Cinema at VR Nagpur. This unique initiative brings a curated art film screening that blends visual storytelling with creative expression. It offers audiences a thoughtful and immersive cinematic experience.



LIVE ART WORKSHOP

5th March 2026

A live painting workshop, held in collaboration with Shri Kala Mahavidyalaya, will allow visitors to watch artists create artworks in real time. This interactive session aims to inspire art enthusiasts and celebrate creative expression.



LITERATURE FESTIVAL

7th March, 2026

Nagpur Kala Sangh, in collaboration with the Nagpur Book Club, will host a Literature Festival featuring readings and discussions for literature lovers. It will offer a space for readers and writers to connect, share ideas, and celebrate the power of storytelling.

RESIN ART SHOW

14th March 2026

A live resin art show, curated in collaboration with Shri Art Studio, will offer visitors the opportunity to witness artists creating resin artworks in real time. This immersive and interactive experience will aim to inspire art enthusiasts while celebrating creativity, innovation, and participatory artistic expression.

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