



Dear Partner,

July 2025 was nothing short of extraordinary at VR Nagpur – a month brimming with energy, memorable moments, and strong community engagement.

From record-breaking footfalls during our MAD MAD Sale to the joy and learning at our Tiger Day celebration, the Centre came alive with activity, drawing patrons from across the city.

Your continued support has played a vital role in making these experiences not just possible, but impactful. As we now step into a milestone month – our Sixth Anniversary – we're excited to amplify the vibrancy even further with Superb 6, a series of events, campaigns, and celebrations designed to elevate footfall, engagement, and visibility for all our partners.

Here's a quick roundup of what we achieved together in July and what lies ahead in August.

Warm regards,
Team VR Nagpur

HIGHLIGHTS OF THE MONTH

MAD MAD SALE

11th – 20th July, 2025

Nagpur's biggest shopping celebration lived up to the hype, with daily footfalls crossing 20,000 and VR Nagpur buzzing as the city's top retail destination. With 90%+ brand participation, the Centre-wide sale was powered by influencer-led content, FM radio buzz, and strong digital amplification. Together, we turned shopping into a citywide celebration—and the response said it all.



TIGER DAY CELEBRATION

29th July, 2025

VR Nagpur turned into a jungle of joy as 250+ children from Little Millennium School celebrated Little Tiger Day. From face painting and a tiger parade to Zumba sessions and a colourful art exhibition, the day was a vibrant mix of fun and learning, leaving behind cheerful memories and big smiles.



SPOTLIGHT

Gen Z influencer Angel Peter visited VR Nagpur during the MAD MAD Sale! She explored the offers, enjoyed the vibe at Timezone and called VR "the ultimate destination for fun, fashion, and food."



UPCOMING EVENTS



Raksha Bandhan Contest

The Raksha Bandhan Contest celebrated sibling love with a stylish twist, led by our partner brand Celio. Through the campaign hashtag #CelioWaliRakhi, Nagpurians were invited to share fun, emotional reels on 'Why Your Brother Is Your Hero'. With Celio vouchers worth ₹2,000 up for grabs, the contest blended heartfelt storytelling with a strong brand connect—bringing a festive, meaningful touch to the season. Winners will be announced on 10th August.

Midnight Sale

8th – 10th August, 2025

Kicking off the Superb 6 celebrations for VR Nagpur's Sixth Anniversary, the Midnight Sale from 8th to 10th August brings three nights of after-hours excitement with exclusive deals from 9 pm to Midnight. With discounts of up to 60% on top brands, this high-energy shopping extravaganza is poised to create buzz, drive foot traffic, and set the perfect tone for a milestone weekend of celebration.



Superb 6 Anniversary Celebration

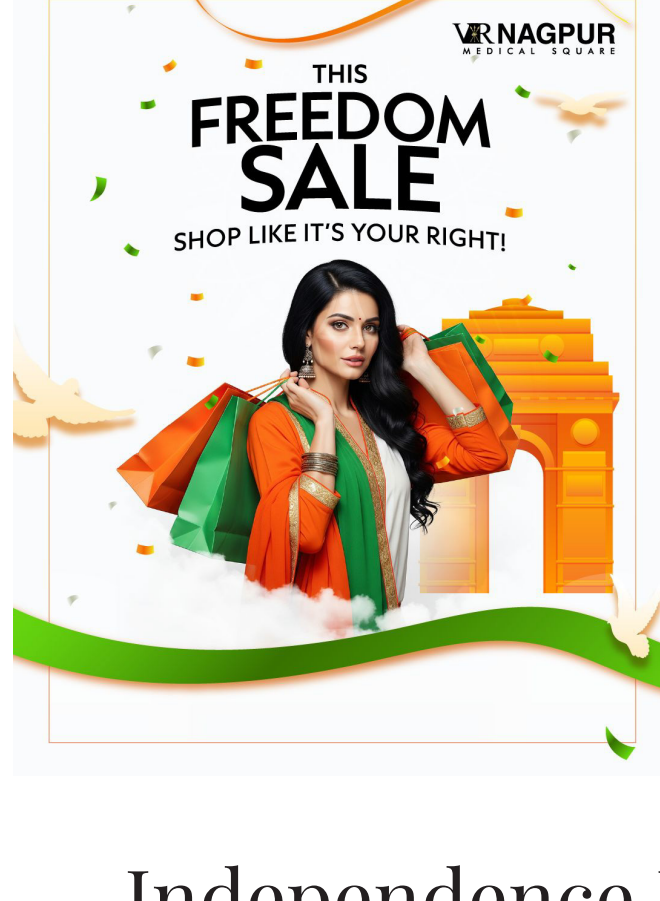
9th August, 2025

We're turning 6 and we're throwing the biggest celebration yet! From a grand cake-cutting ceremony to electrifying performances by international artists and dance troupes, the celebration promises glamour, joy, and unforgettable moments.

Freedom Sale

13th – 17th August, 2025

Celebrate the colours of freedom with us! Our Freedom Sale offering unbeatable deals, festive energy, and something for every shopper – bringing together fashion, food, and family fun under one roof.



Independence Day

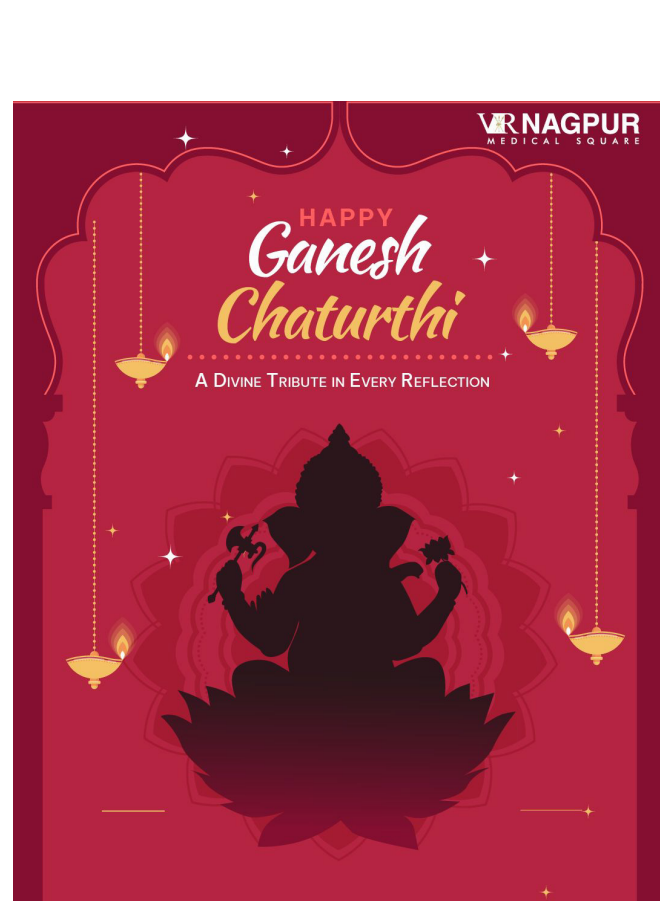
15th August, 2025

Celebrate Independence Day at VR Nagpur with a soulful live performance by Alfaaz Band, patriotic vibes, and a festive atmosphere filled with music, pride, and togetherness. Join us on 15th August for an evening to remember! Don't forget to take a selfie at our vibrant Independence Day installation, tag @vrnagpur, and stand a chance to win exclusive gift vouchers!

VR CHA RAJA – Ganesh Chaturthi

27th August - 6th September, 2025

VR Nagpur welcomes the beloved VR Cha Raja with 10 days of spiritual celebrations. From daily poojas and aartis to a beautifully themed environment and Maha Prasad at the visarjan, it's a divine journey we're honoured to share with the city.



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