



Dear Partner,

July at VR Nagpur was defined by a strong mix of retail momentum, beauty-led engagement, and purpose-driven community programming. From the scale and shopping energy of MAD MAD SALE to the premium, expert-led experience of the Nykaa Masterclass and the awareness-led celebration of International Tiger Day, the month reflected a calendar that was varied, engaging, and sharply audience-focused.

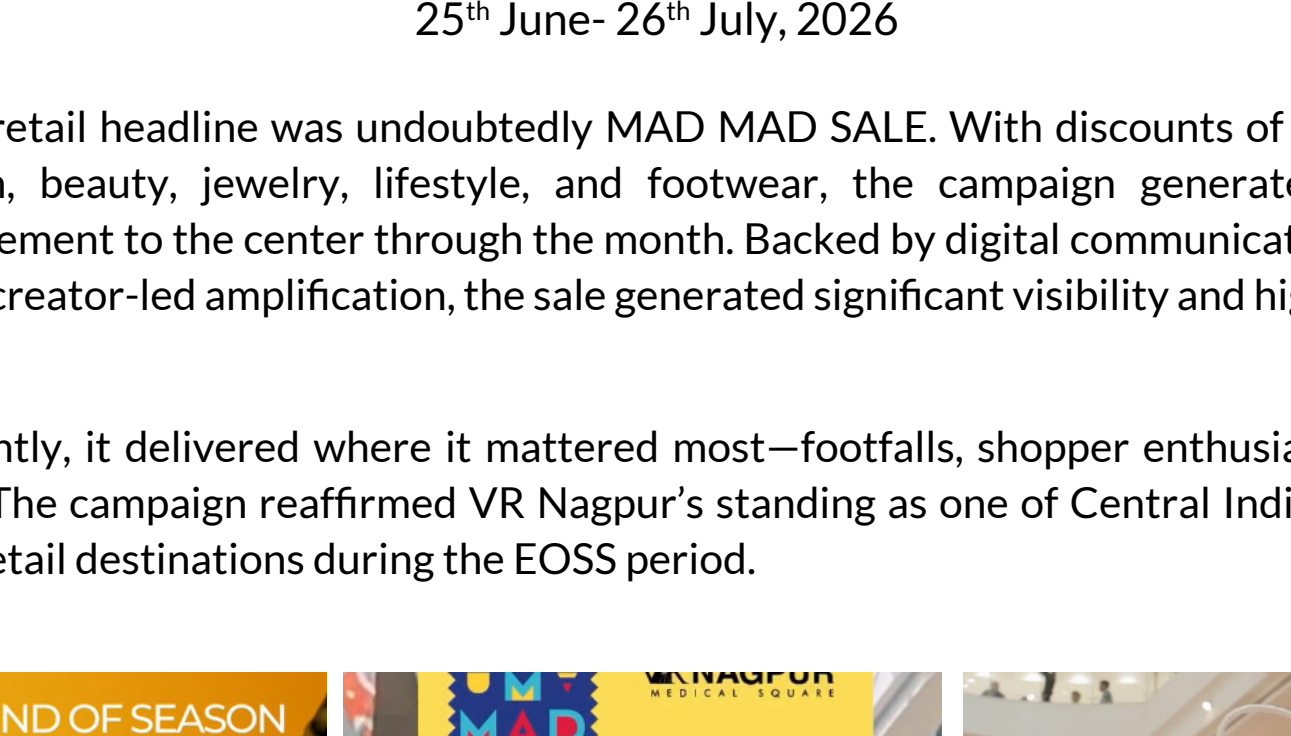
Each initiative brought with it a distinct value proposition. Together, they reinforced VR Nagpur's position as a destination that blends shopping, experiences, and community participation in meaningful ways. As we move into August, the Centre is set to build on this momentum with two of its biggest retail moments of the year, the 7th Anniversary Celebration and the Freedom Sale & Celebration, giving Nagpur even more reasons to shop, celebrate, and be part of the festivities.

Warm regards,
Team VR Nagpur

HIGHLIGHTS

NATIONAL AWARDS FOR EXCELLENCE, 2026

VR Nagpur proudly celebrated a key milestone this month as the Centre was honoured with the Shopping Centre of the Year – Non-Metro award at the National Awards for Excellence 2026. This recognition reinforces our commitment to exceptional experiential programming, partner collaboration, and sustained community impact.

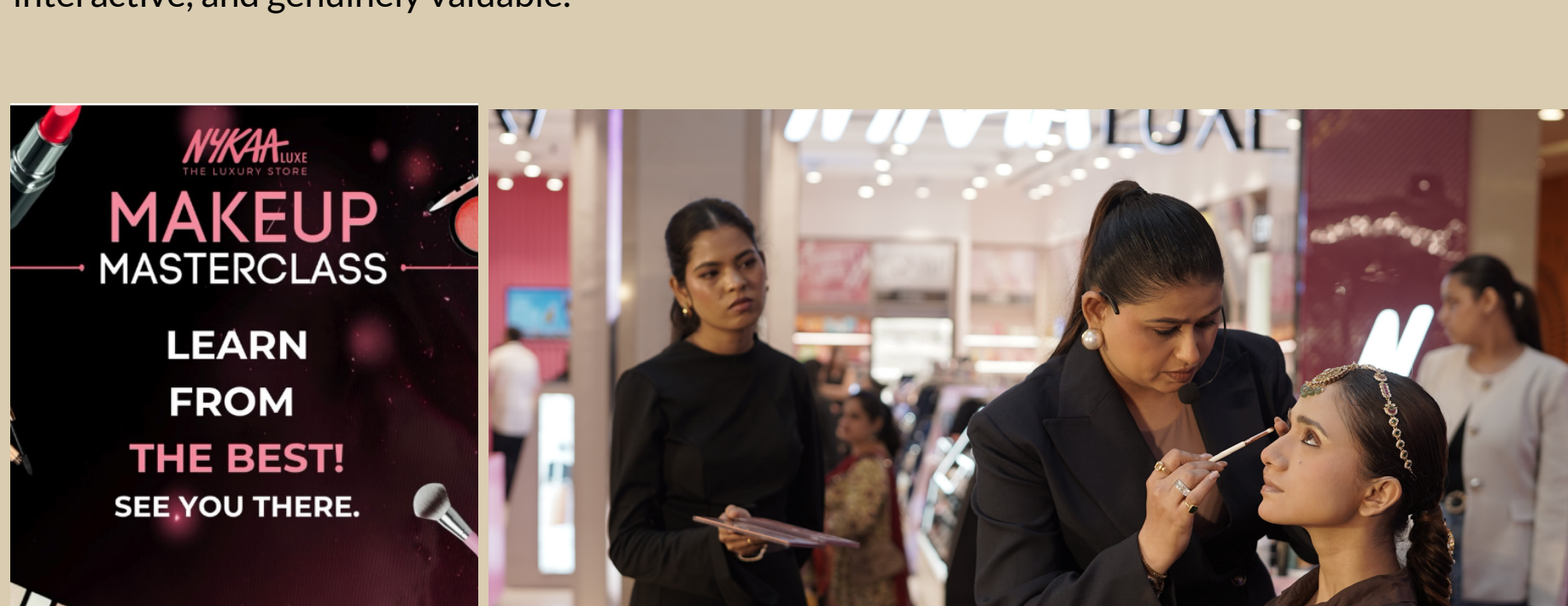


MAD MAD SALE

25th June- 26th July, 2026

July's biggest retail headline was undoubtedly MAD MAD SALE. With discounts of Up to 70% Off across fashion, beauty, jewelry, lifestyle, and footwear, the campaign generated exceptional shopping excitement to the center through the month. Backed by digital communication, on-ground branding, and creator-led amplification, the sale generated significant visibility and high recall across the city.

More importantly, it delivered where it mattered most—footfalls, shopper enthusiasm, and brand participation. The campaign reaffirmed VR Nagpur's standing as one of Central India's most active and relevant retail destinations during the EOSS period.



NYKAA MASTERCLASS

18th July, 2026

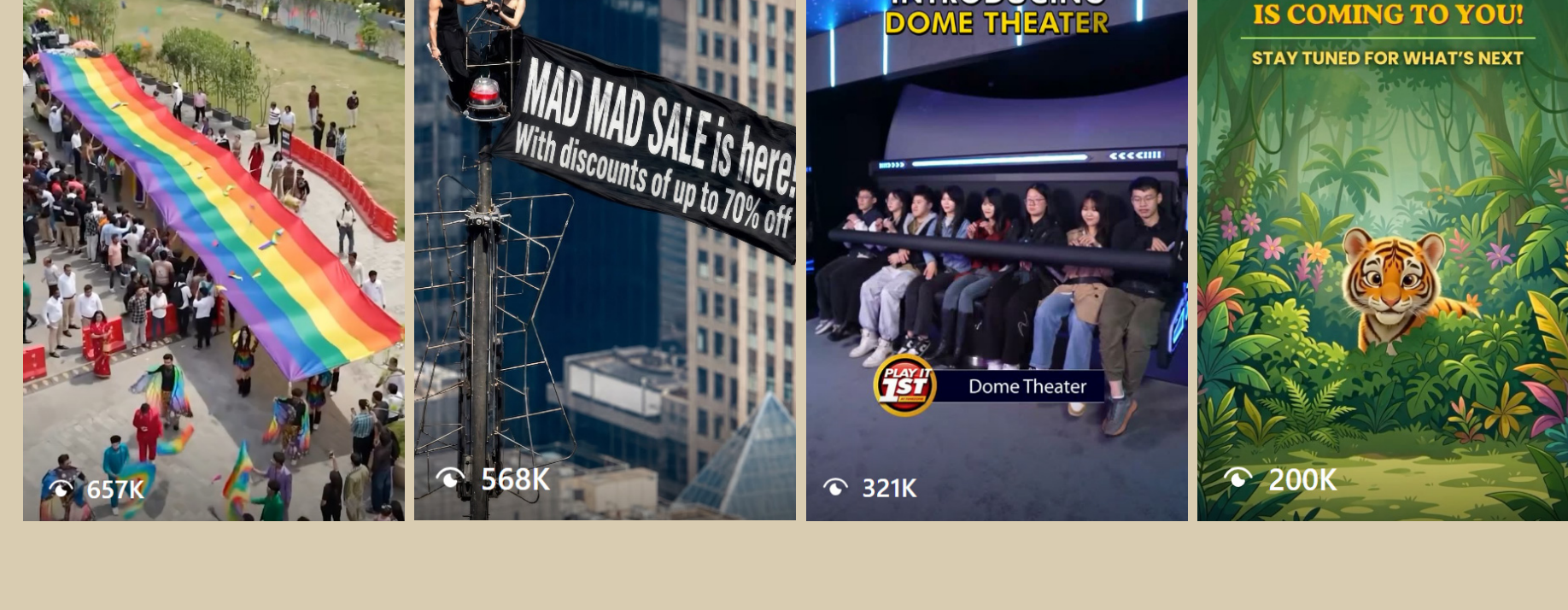
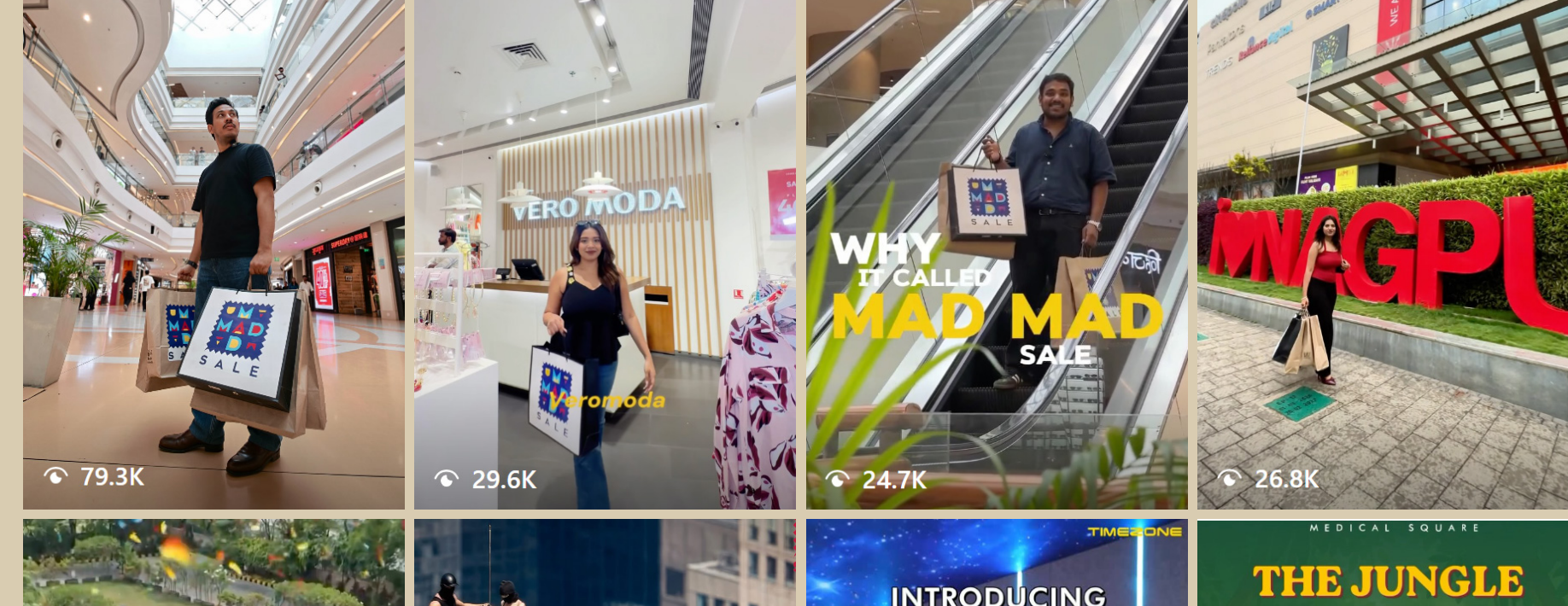
Beauty took centre stage in July with an exclusive Nykaa Masterclass led by two professional makeup artists across two immersive sessions. Covering skincare basics, makeup trends, and practical application techniques, the event offered participants an experience that was expert-led, interactive, and genuinely valuable.



INTERNATIONAL TIGER DAY

30th July, 2026

International Tiger Day brought a thoughtful and engaging community initiative to the Centre, led in collaboration with Delhi Public School, Nagpur. Through a mix of creative activities, interactive sessions, and a Tiger Fashion Showcase, the event introduced younger audiences to the importance of wildlife awareness and conservation in a format that felt accessible and enjoyable. By combining education with participation, the initiative added depth to the month's calendar while encouraging children and families to connect with the cause in a more meaningful way.



SOCIAL MEDIA INSIGHTS

JULY 2026

VR Nagpur's social media presence remained highly active throughout the month, generating 3.5 million views and reaching 2.4 million accounts, reflecting strong visibility and sustained audience interest across campaigns, retail moments, and Centre-led experiences. The account also closed the month at 27.8K followers.



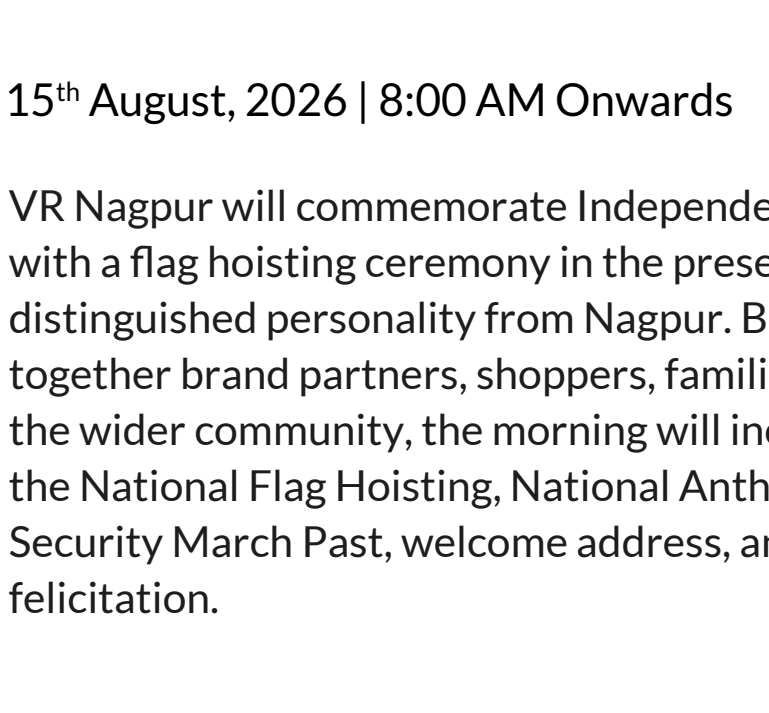
UPCOMING EVENTS



7th Anniversary Grand Celebration

9th August 2026 | 5:00 PM Onwards

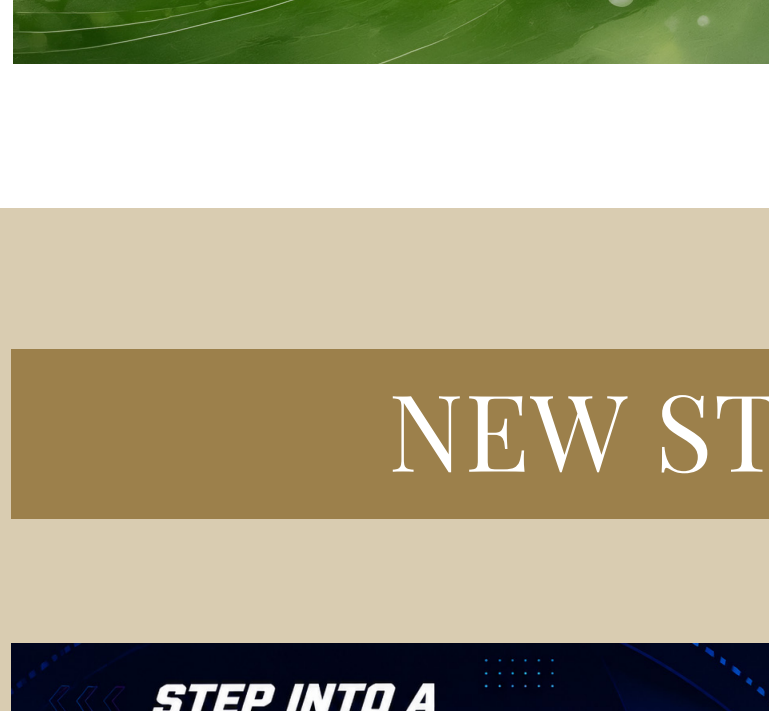
VR Nagpur marks its seventh anniversary, which is a big milestone. The celebration, which is one of VR's most important events of the year, will include a massive installation, thematic decor, international artists, live performances, magnificent festive moments, and anniversary-themed experiences for brand partners, families, and consumers.



Freedom Sale

13th to 16th August, 2026

August will also ignite the spirit of celebration with the Freedom Sale, transforming Independence Day into a major retail event at VR Nagpur. Shoppers can enjoy exciting offers across fashion, lifestyle, beauty, electronics, and home décor, complemented by vibrant patriotic décor and engaging in-centre experiences.



15th August, 2026 | 8:00 AM Onwards

VR Nagpur will commemorate Independence Day with a flag hoisting ceremony in the presence of a distinguished personality from Nagpur. Bringing together brand partners, shoppers, families, and the wider community, the morning will include the National Flag Hoisting, National Anthem, Security March Past, welcome address, and guest felicitation.

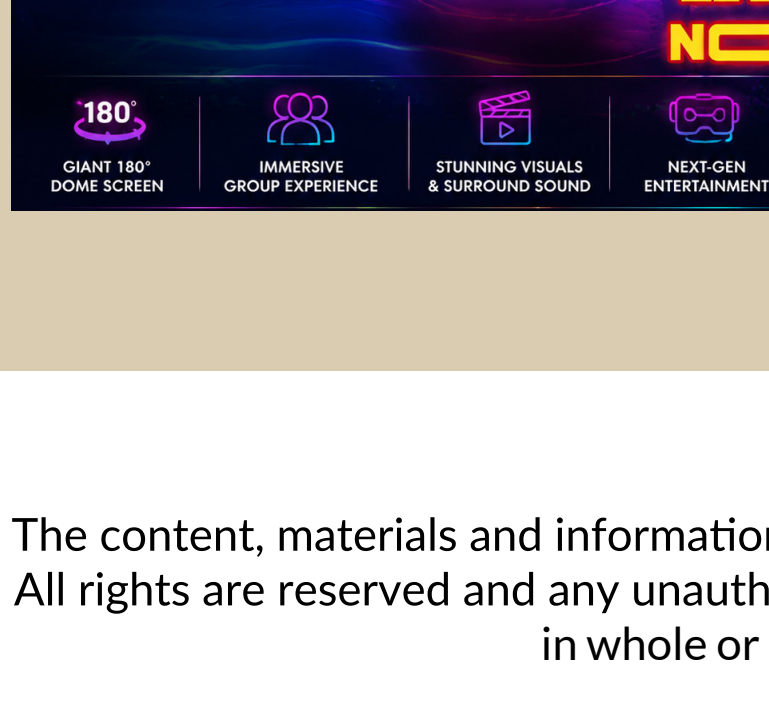


Symphony of Freedom

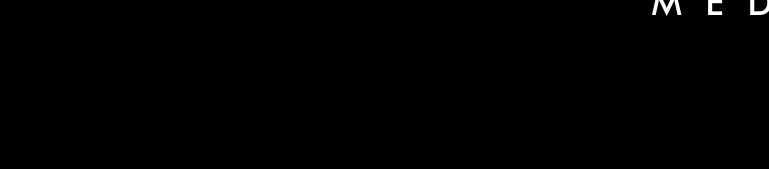
15th August, 2026

The Independence Day celebrations will continue with Symphony of Freedom, a special live musical performance by Shubham Chopkar, one of Nagpur's celebrated musical artists.

Featuring patriotic melodies, popular musical renditions, audience interaction, and family entertainment, the performance will beautifully blend music with the spirit of patriotism.



NEW STORE LAUNCH



TIMEZONE

A New Dimension of Entertainment Has Arrived at VR Nagpur!

The future of gaming is here! VR Nagpur introduces the city's first-ever VR Dome Theater at Timezone, bringing an immersive virtual reality experience unlike any other.

Step inside a world beyond imagination and get ready to battle, explore, and experience gaming in a whole new way. With cutting-edge technology and a fully immersive setup, the VR Dome Theater takes entertainment to the next level.

