



Dear Partner,

June at VR Nagpur was shaped by a strong mix of experiential programming, with each event bringing a distinct value proposition to the Centre's overall engagement story. From the large-scale family excitement of POGO Ke Dhurandhar and the social impact of the World Blood Donor Day camp to the wellness-led participation of International Yoga Day and the powerful message of inclusion at Pride Carnival 2026, the month reflected both variety and depth in audience engagement.

Together, these initiatives reinforced VR Nagpur's position as a destination for entertainment, community participation, and meaningful cultural experiences. With July set to bring high-footfall retail excitement through MAD MAD SALE, a premium beauty-led engagement with the Nykaa Master Class, and a creative awareness-led celebration for International Tiger Day, the coming month promises an equally dynamic mix of experiences.

Warm regards,
Team VR Nagpur

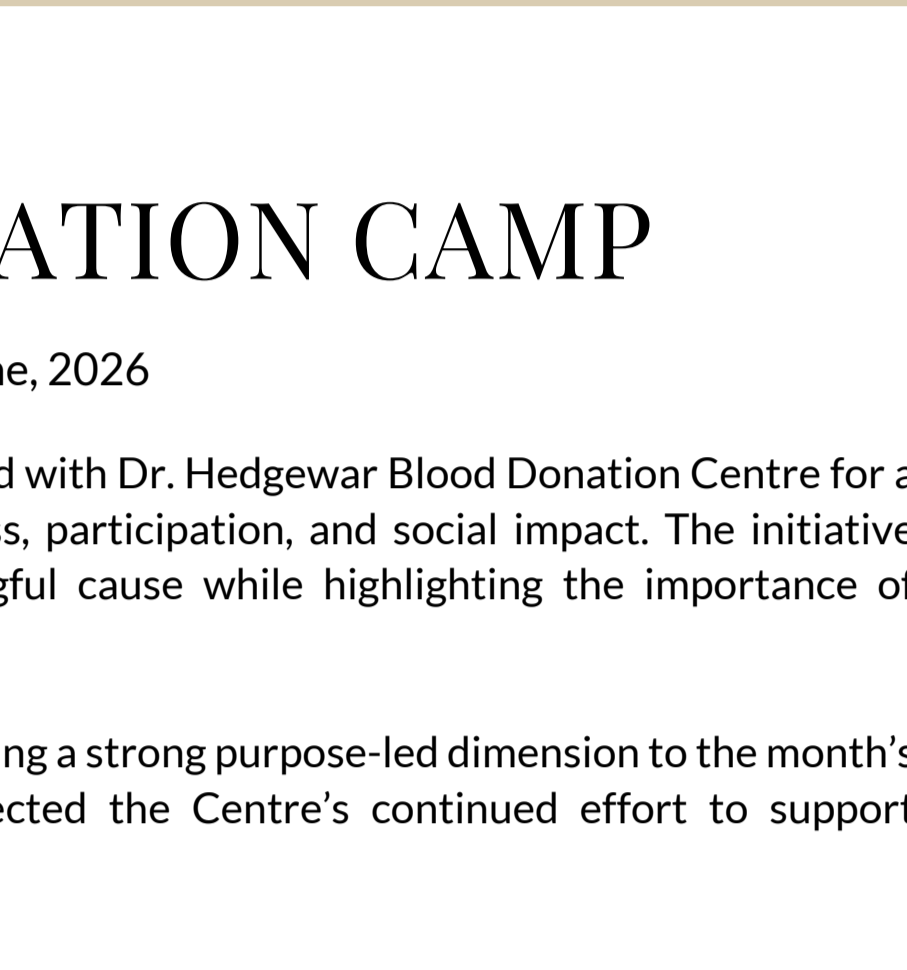
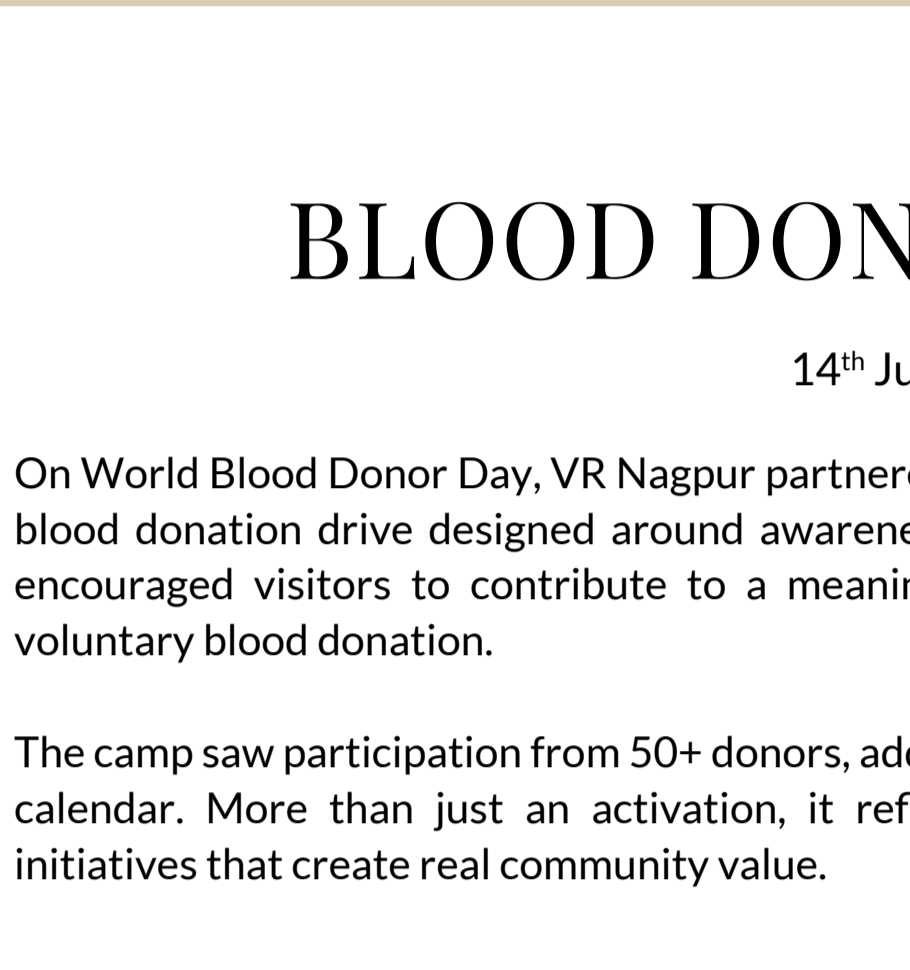
HIGHLIGHTS OF THE MONTH

POGO KE DHURANDHAR

4th-7th June, 2026

A first-of-its-kind family experience, POGO Ke Dhurandhar brought Chhota Bheem, Dholu, Kalia, and Little Singham to the city. The event drew 1000+ children and families, making it one of the month's biggest entertainment-led highlights.

From character meet-and-greets and interactive games to workshops, contests, and engaging on-ground activities, the celebration created memorable summer moments for young visitors and added a strong family engagement layer to the Centre's June calendar.



BLOOD DONATION CAMP

14th June, 2026

On World Blood Donor Day, VR Nagpur partnered with Dr. Hedgewar Blood Donation Centre for a blood donation drive designed around awareness, participation, and social impact. The initiative encouraged visitors to contribute to a meaningful cause while highlighting the importance of voluntary blood donation.

The camp saw participation from 50+ donors, adding a strong purpose-led dimension to the month's calendar. More than just an activation, it reflected the Centre's continued effort to support initiatives that create real community value.

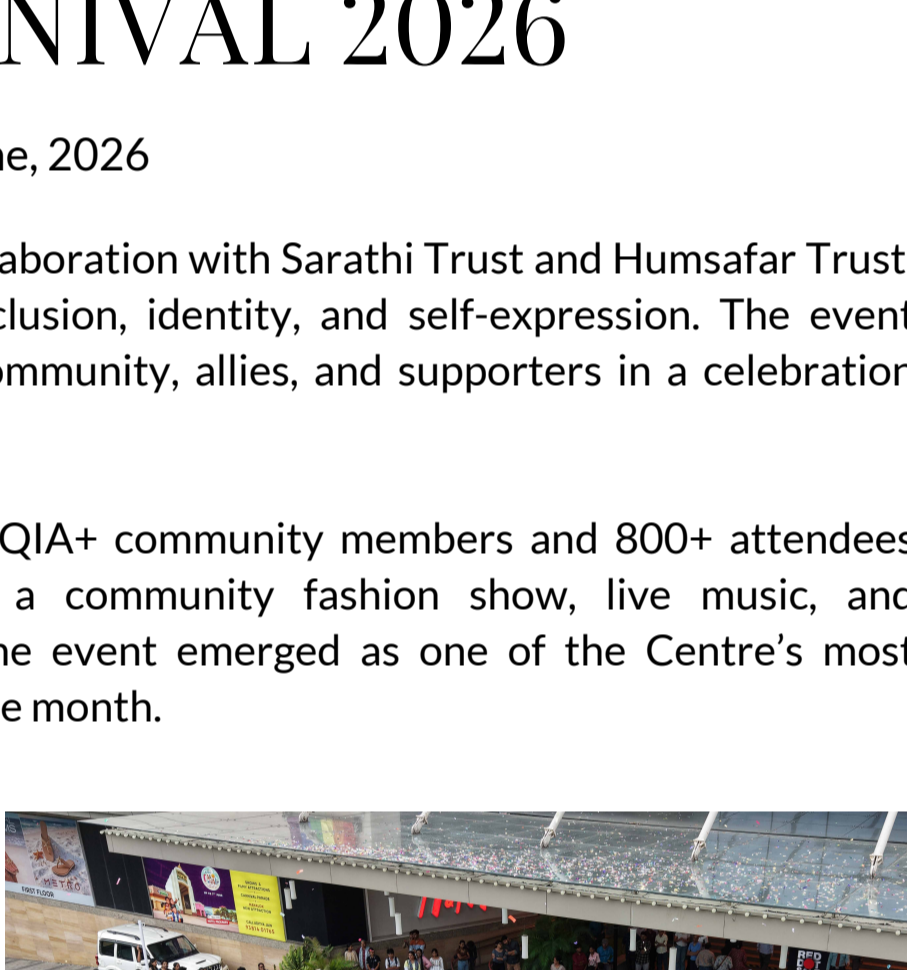
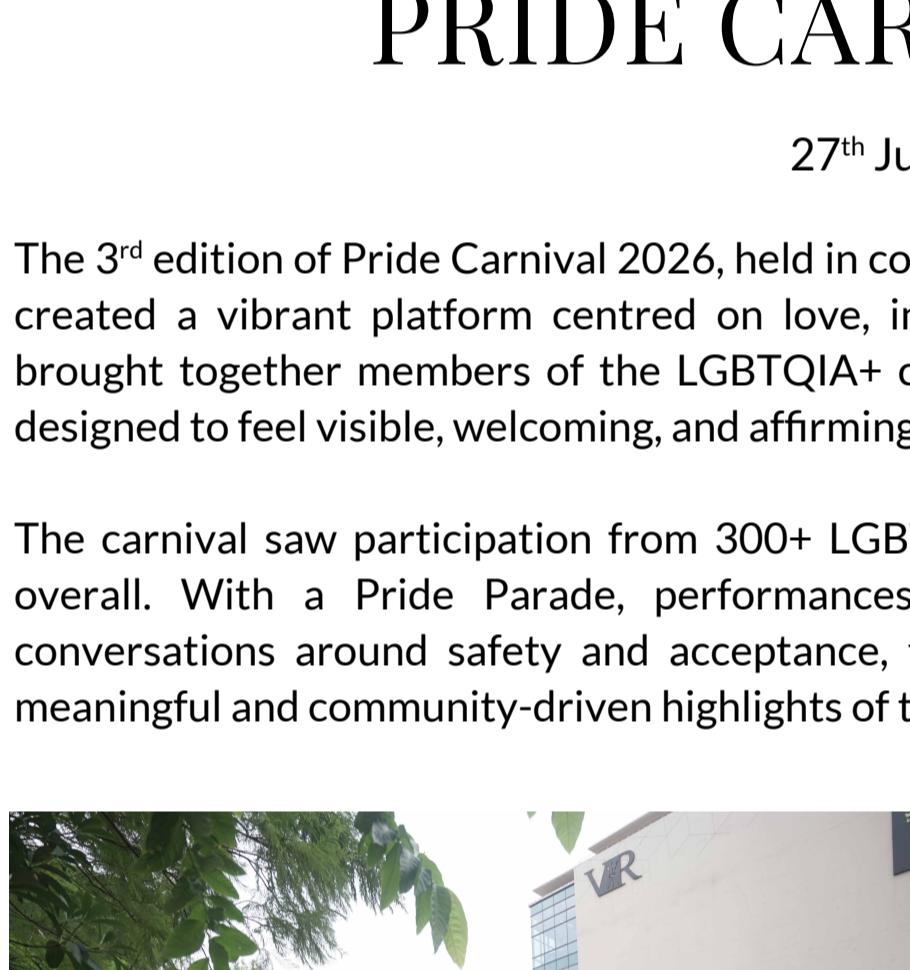


INTERNATIONAL YOGA DAY

21st June, 2026

VR Nagpur marked International Yoga Day in collaboration with Khushyog through a wellness-led morning centred on movement, mindfulness, and balance. Designed for participants across age groups and experience levels, the session created an accessible and energising community experience.

With 100+ participants taking part, the initiative stood out as a strong example of the Centre's focus on health-led engagement. It brought together wellness, participation, and positive community energy in a way that felt both relevant and refreshing.

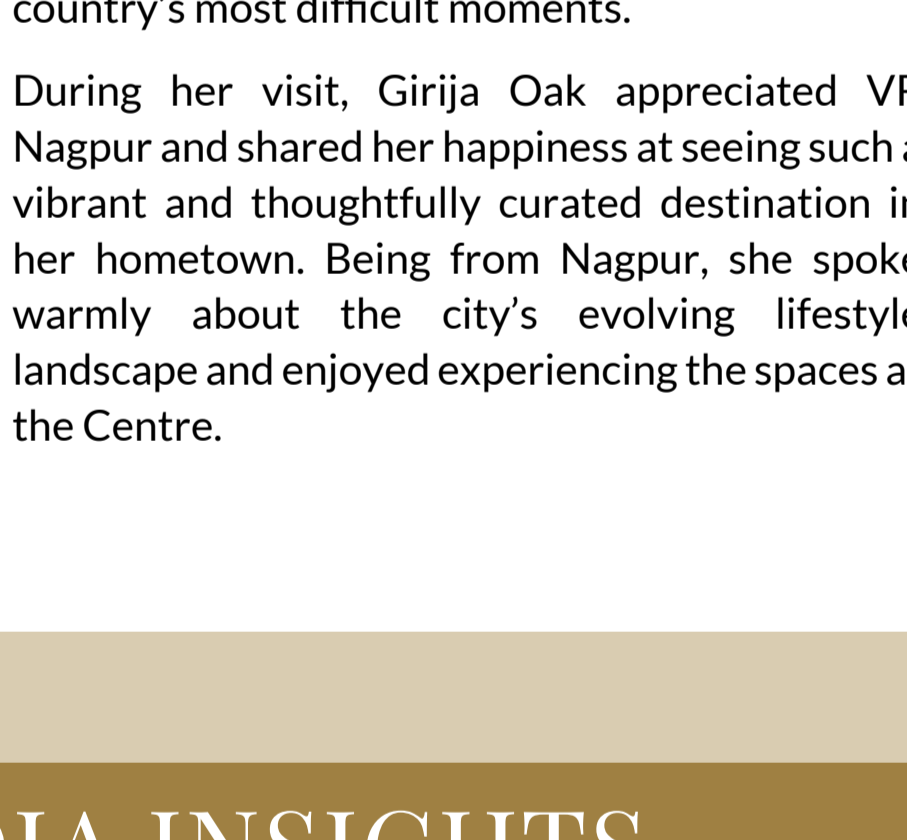
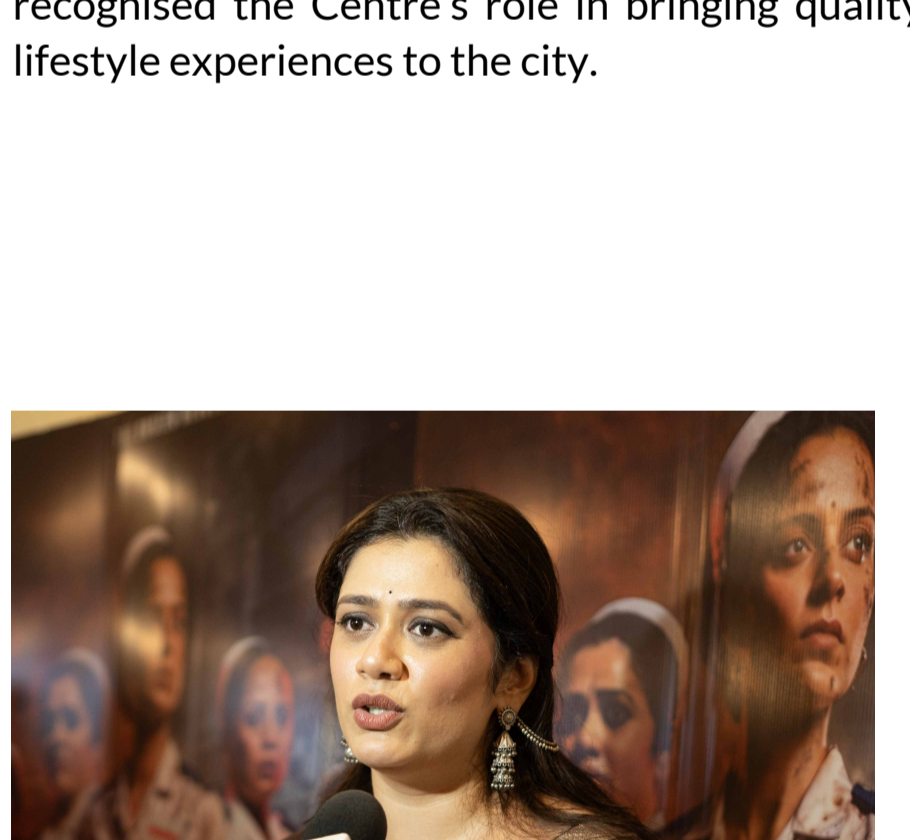


PRIDE CARNIVAL 2026

27th June, 2026

The 3rd edition of Pride Carnival 2026, held in collaboration with Sarathi Trust and Humsafar Trust, created a vibrant platform centred on love, inclusion, identity, and self-expression. The event brought together members of the LGBTQIA+ community, allies, and supporters in a celebration designed to feel visible, welcoming, and affirming.

The carnival saw participation from 300+ LGBTQIA+ community members and 800+ attendees overall. With a Pride Parade, performances, a community fashion show, live music, and conversations around safety and acceptance, the event emerged as one of the Centre's most meaningful and community-driven highlights of the month.

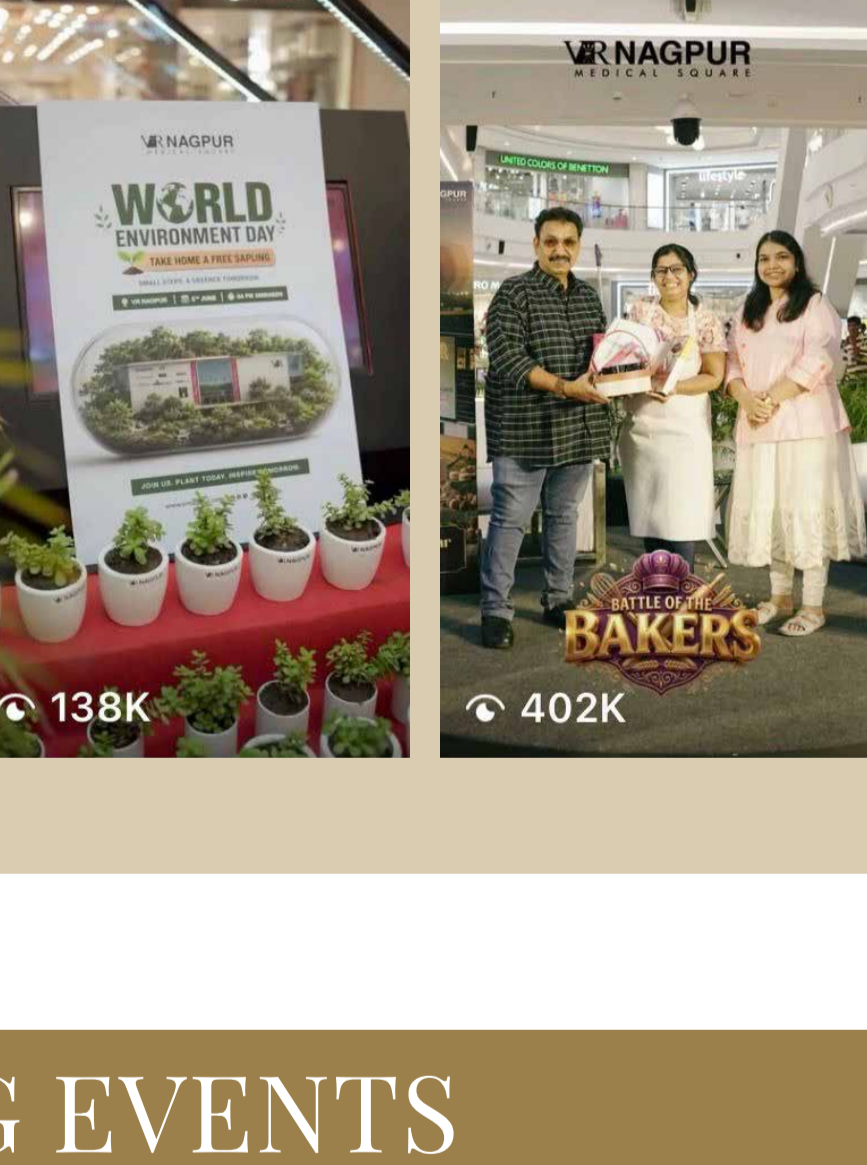


SPOTLIGHT OF THE MONTH

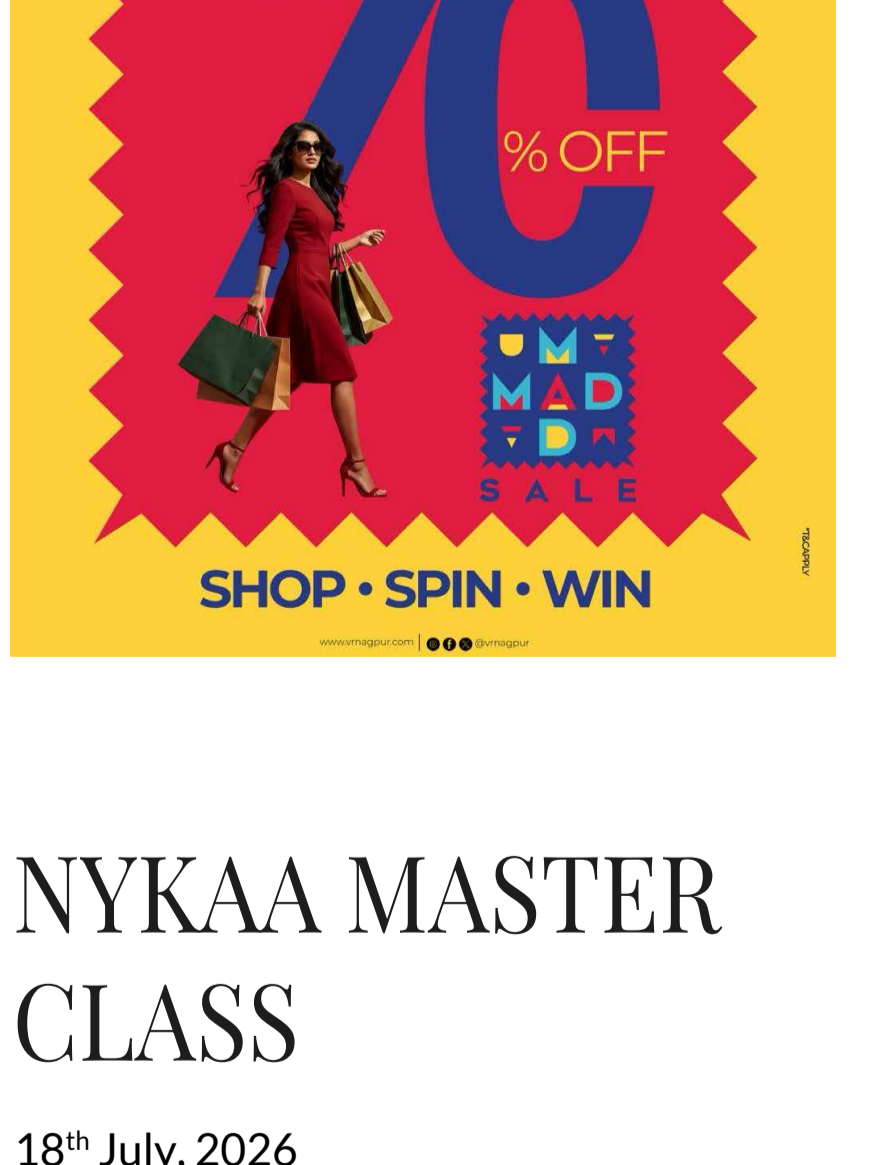
HON'BLE NITIN GADKARI

Hon'ble Union Minister Shri Nitin Gadkari was also present at a special screening of the film, along with the film's director Manoj Tapadia.

During the premiere of the film 'Bharat Bhagya Vidhata', Shri Nitin Gadkari appreciated VR Nagpur and acknowledged it as a one-stop destination for shopping, entertainment, and cinema for the people of Nagpur. He also recognised the Centre's role in bringing quality lifestyle experiences to the city.



GIRIJA OAK



A special premiere of the film 'Bharat Bhagya Vidhata' was held at VR Nagpur, attended by actress Girija Oak. Inspired by the 2008 Mumbai 26/11 attacks, the film highlights the courage, dedication, and resilience of the nurses and hospital staff at Cama Hospital during one of the country's most difficult moments.

During her visit, Girija Oak appreciated VR Nagpur and shared her happiness at seeing such a vibrant and thoughtfully curated destination in her hometown. Being from Nagpur, she spoke warmly about the city's evolving lifestyle landscape and enjoyed experiencing the spaces at the Centre.

SOCIAL MEDIA INSIGHTS

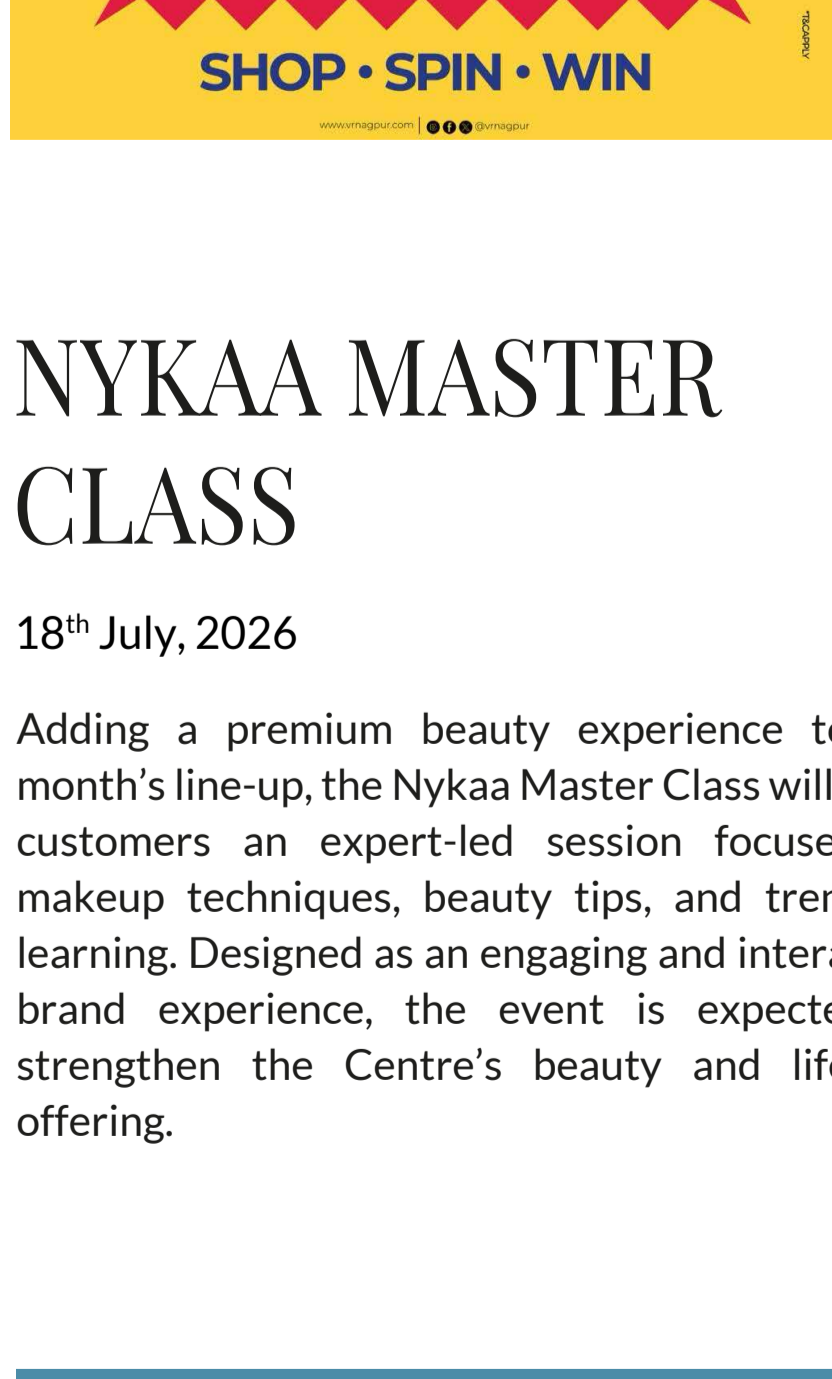
JUNE 2026

VR Nagpur sustained strong digital momentum during the month through a content mix of 6 posts and 15 reels, helping the page build both visibility and engagement at scale. The account generated 2.12M views and reached 1.08M accounts, reflecting strong content performance and wide audience exposure across platforms.

The page also recorded 113.4K interactions, underlying active engagement from the community, while the follower base grew to 27.7K, with 448 new followers added during the month. Overall, the month reflected another strong phase for VR Nagpur's digital presence, supported by consistent content output, high-performing video formats, and sustained audience interest.



UPCOMING EVENTS



MAD MAD SALE!

25th June - 26th July, 2026

July's biggest retail highlight will be MAD MAD SALE, bringing with it strong visibility and compelling offers across leading fashion, footwear, food, and lifestyle brands. With discounts of up to 70% off, the campaign is expected to drive significant footfall while turning the Centre into a high-traffic shopping destination through the EOSS period.

NYKAA MASTER CLASS

18th July, 2026

Adding a premium beauty experience to the month's line-up, the Nykaa Master Class will bring customers an expert-led session focused on makeup techniques, beauty tips, and trend-led learning. Designed as an engaging and interactive brand experience, the event is expected to strengthen the Centre's beauty and lifestyle offering.

INTERNATIONAL TIGER DAY

29th July, 2026



The month will also feature an awareness-led community initiative around International Tiger Day, organised in collaboration with local schools, NGOs, and the Sanctuary Nature Foundation. Through a Tiger Fashion Show, themed painting competition, and interactive sessions with environmental experts, the event will create a meaningful platform for children and young participants to engage with wildlife conservation creatively and memorably.

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