



## Dear Partner,

Months at VR Nagpur continued the momentum of the 2<sup>nd</sup> edition of Nagpur Kala Sangh, bringing together art, culture, and community through a series of engaging programmes and experiences.

The month featured art installations, photography, creative workshops, literary gatherings, and meaningful conversations. The festival concluded on 26<sup>th</sup> March 2026, marking the conclusion of a month-long public art celebration.

From hands-on artistic sessions and interactive learning forums for all-ages, around literature, leadership, and community, each initiative contributed to a well-rounded culture of experience at the Centre.

Adding to the month's highlights, VR Nagpur marked International Women's Day with an engaging roundtable podcast featuring inspiring women leaders. The session sparked conversations around empowerment, leadership, safety, and inclusivity.

The month concluded with strong community participation and meaningful engagement, setting the tone for more curated experiences and cultural initiatives in the months ahead at the Centre.

Warm regards,  
Team VR Nagpur

## HIGHLIGHTS OF THE MONTH

### PAINTING WORKSHOP

1<sup>st</sup> March, 2026

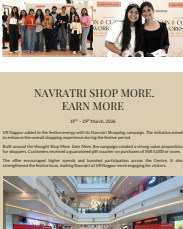
In collaboration with Shri Kala Mahavidyalaya, VR Nagpur hosted a live painting workshop as part of Nagpur Kala Sangh. The event brought together over 80 artists who transformed blank canvases. Guided by Shashikant Kumbhar, Principal of Shri Kala Mahavidyalaya, the workshop added both artistic depth and energy to the Centre's cultural programming.



## LITERATURE MEET

7<sup>th</sup> March, 2026

As part of the ongoing Nagpur Kala Sangh, VR Nagpur hosted a literature Meet in collaboration with Nagpur Book Club. The session brought together over 60 book lovers and featured six engaging book reviews, creating a lively and interactive space for readers and aspiring writers to connect, exchange ideas, and celebrate their shared love for books.



## INTERNATIONAL WOMEN'S DAY PODCAST

8<sup>th</sup> March, 2026

On International Women's Day, VR Nagpur hosted an empowering podcast featuring inspiring women leaders from the city.

Hosted by Sneha Chha (the panel included Menta Thure (Mayor of Nagpur), Kshema Rao (IPS, Deputy Commissioner of Police, Nagpur City), and Susha Naidu (Principal, School of Physical Education, Nagpur and President, Vidyalika Adventure Association).

The session highlighted women's empowerment, leadership, safety, and inclusivity, providing a space for thoughtful discussions and reflection.



## RESIN AND CLAY ART WORKSHOP

14<sup>th</sup> March, 2026

The final workshop of Nagpur Kala Sangh featured a Resin and Clay Art session in collaboration with Shri Art Studio. Visitors experienced the creative process firsthand, exploring fine technique and patience as they transformed raw materials into striking works of art. As the concluding session of the festival, it marked a meaningful conclusion to the month-long celebration of public art, creativity, and community.



## NAVRATRI SHOP MORE. EARN MORE

19<sup>th</sup> - 20<sup>th</sup> March, 2026

VR Nagpur added to the festive experience with its Navratri Shopping campaign. The initiative aimed to enhance the overall mall shopping experience during the festival period.

Built around the thought Shop More. Earn More, the campaign created a strong value proposition for shoppers. Customers received a guaranteed gift voucher on purchases of INR 1,000 or more.

The offer encouraged higher spends and boosted participation across the Centre. It also strengthened the festive buzz, making Navratri at VR Nagpur more engaging for visitors.

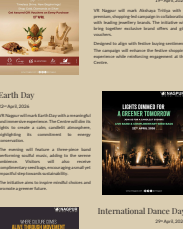


## BOOKCHOR - LOCK THE BOX

26<sup>th</sup> - 29<sup>th</sup> March, 2026

A necessary respite last year, VR Nagpur brought back the BookChor Fair. Books filled the atrium as BookChor brought together readers of all ages.

From timeless classics to contemporary bestsellers, the popular fair sale format turned book shopping into an engaging and joyful discovery experience, drawing strong participation across the four-day event.



## INDIAN T20 PREMIER LEAGUE LIVE SCREENING

4<sup>th</sup> April, 2026

VR Nagpur brought the excitement of the cricket season to the big screen. Visitors enjoyed the matches along with food and shopping benefits, making for an entertainment-led outing designed to drive footfall and engagement.



## SPOTLIGHT OF THE MONTH

### Meet & Greet with Author Ravinder Singh At BookChor

To mark BookChor's return at VR Nagpur, the Centre hosted a special meet-and-greet with author Ravinder Singh, known for the book *Hall of Mirrors*.

The session offered readers a chance to engage directly with the writer behind one of their favourite stories, or waiting to share personal reflections.

Held during BookChor - Lock The Box, the interaction added depth to the four-day book fair. It moved beyond retail, opening up space for meaningful conversations.

The session saw strong participation and stood out as a key highlight of the month. It also reinforced VR Nagpur's growing role as a Centre for community-led and culturally relevant experiences.



## SOCIAL MEDIA INSIGHTS

### MARCH 2026

March saw strong digital momentum for VR Nagpur. Content focused on Nagpur Kala Sangh, festive shopping, and community-driven experiences.

A balanced mix of cultural programming, sustainability, and community communication helped maintain visibility. It also kept audiences consistently engaged across platforms.

During the month, VR Nagpur's Instagram page generated 384K+ impressions.

Engagement remained robust. The page recorded 3,236 likes, 264 shares, and over 24K+ profile visits. This reflects strong audience interest in the Centre's content.

The community continued to grow steadily. The account closed March at 27,092 followers, adding 1,232 new followers during the month.



## NEW STORE LAUNCH

### The Sleep Company

The Sleep Company has now opened at VR Nagpur bringing its innovative SmartSLED technology to the Nagpur city.

Built on the belief that quality sleep is essential to overall well-being, the brand offers products designed to support comfort, recovery, and long-term health. The store adds a wellness-focused dimension to the Centre's growing retail mix.



## UPCOMING EVENTS

**Akshaya Tritiya Shop Gold, Earn Rewards**  
19<sup>th</sup> April, 2026

VR Nagpur will mark Akshaya Tritiya with a premium, shopping-led campaign in collaboration with leading jewellery brands. The initiative will bring together exclusive brand offers and gift vouchers.

Designed to align with festive buying sentiment, the campaign will enhance the festive shopping experience while reinforcing engagement at the Centre.

**Earth Day**  
20<sup>th</sup> April, 2026

VR Nagpur will mark Earth Day with a meaningful and immersive experience. The Centre will take its lights to create a safer, sustainable atmosphere, highlighting its commitment to energy conservation.

The evening will feature a three-piece band performing soulful music, adding to the serene ambience. Visitors will also receive complimentary seed bags, encouraging a small yet impactful step towards sustainability.

The initiative aims to inspire mindful choices and promote a greener future.

**International Dance Day**  
20<sup>th</sup> April, 2026

VR Nagpur will celebrate International Dance Day by turning the atrium into a lively performance space. The initiative highlights India's rich cultural heritage through dance.

In collaboration with leading dance colleges and academies, the event will feature live performances. Each act will bring traditional dance forms to life with energy and expression.

The celebration offers young performers a platform to showcase their talent. It also brings out the storytelling power of Indian dance, creating an engaging experience for visitors at the Centre.

**Maharashtra Day**  
27<sup>th</sup> May, 2026

VR Nagpur will celebrate Maharashtra Day with a tribute to the state's rich heritage and traditions. The Centre will come alive with a show inspired by Maharashtra's artistic legacy, including Pattachitra saree installations and traditional songs.

A curated line-up of performances will add to the experience. Visitors can enjoy a Vindana dance, folk performances, and a show inspired by the state's culture and rituals. The celebration aims to create a strong cultural connection and an immersive festive atmosphere at the Centre.

## TESLA AT VR NAGPUR

### ARRIVING SOON

VR Nagpur is set to host a special showcase by Tesla, bringing one of the world's most iconic electric vehicle brands to the Centre. This exclusive display will feature Tesla's cutting-edge cars, giving visitors a closer look at its futuristic design and advanced technology.

This showcase is part of a broader portfolio-level collaboration with Tesla across VR Centres, marking a significant initiative. It reflects VR's growing focus on bringing globally renowned brands and next-generation experiences to its visitors.

The showcase is expected to create strong buzz, attract high footfall, and position VR Nagpur as a destination for innovation-led experiences.



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