



## Dear Partner,

August 2025 at VR Punjab was a celebration of freedom, festivity, and heartfelt moments. From soul-stirring performances to grand cultural installations, the Centre pulsed with festive energy, vibrant visuals, and the spirit of togetherness. Every activation this month was thoughtfully curated to reflect the values we stand for – unity, community and creative expression – and each one found its place in the hearts of our patrons.

Our Independence Day celebrations brought together music, movement and meaning – from a powerful Bagpiper Band to live painting and expressive mime performances. Ganesh Chaturthi was marked with reverence and visual splendour through an intricately designed installation that welcomed festive families throughout the week. And every Saturday, VR Weekender turned the Centre into a stage for connection, where melodies met memories under open skies.

These efforts are a testament to what VR Punjab strives to be, a space that doesn't just offer great retail, but also fosters culture, creativity, and community. As we now step into a milestone month with our 8th anniversary just around the corner, we carry forward this momentum with gratitude and renewed purpose.

Warm regards,  
Team VR Punjab

## HIGHLIGHTS OF THE MONTH

### INDEPENDENCE DAY

11<sup>th</sup> – 17<sup>th</sup> August, 2025

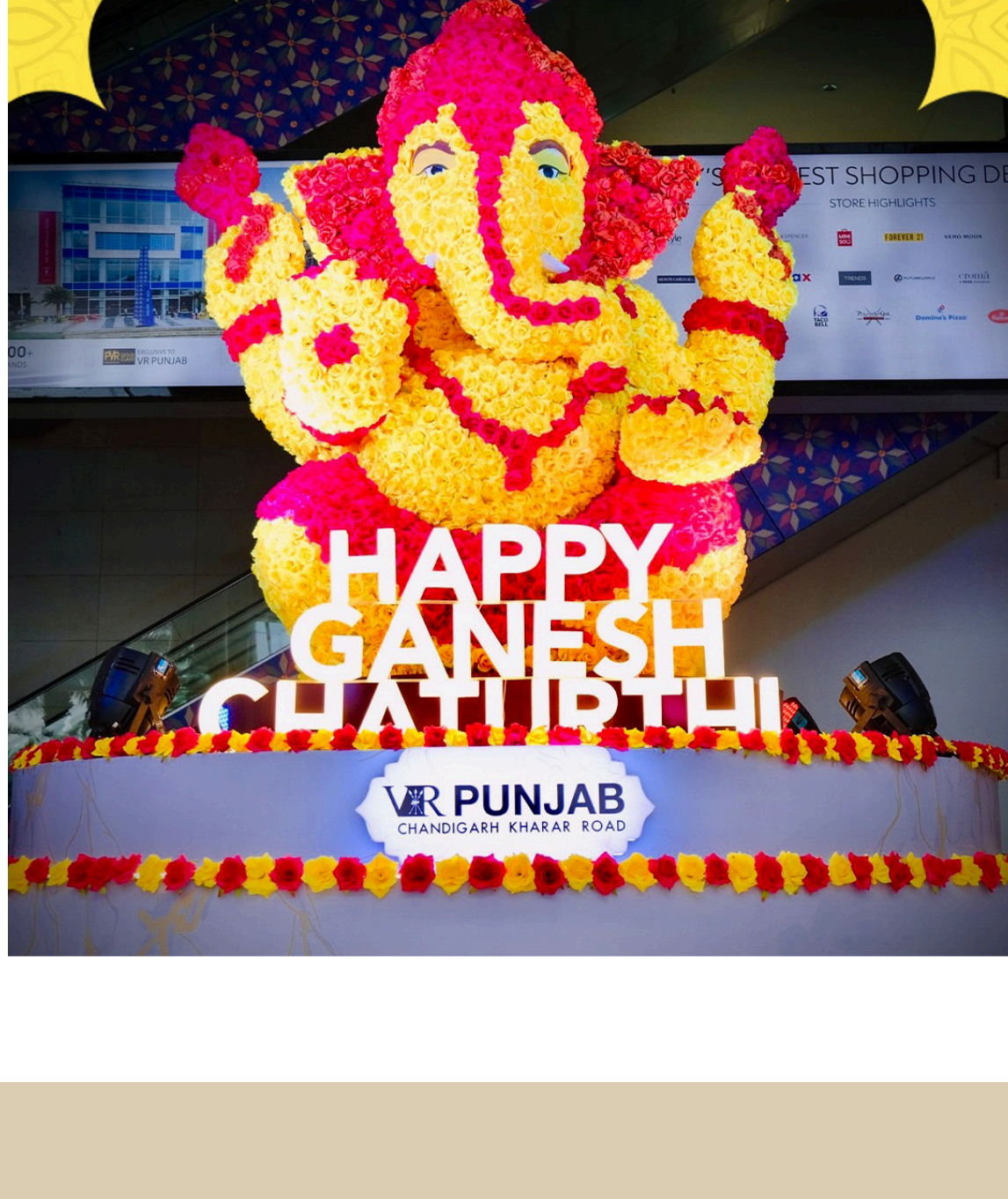
VR Punjab commemorated India's 79<sup>th</sup> Independence Day with a week-long celebration that blended patriotism and participation. Shoppers who spent INR 3,999 received assured gift vouchers, while lucky winners enjoyed couple's movie passes sponsored by PVR. The grand celebration on 15<sup>th</sup> August featured a Bagpiper Band performance, a live painting workshop in collaboration with Chandigarh University, a poignant mime act on the theme of freedom and a musical performance dedicated to unity and national pride. Together, these activities transformed the Centre into a hub of cultural connection and civic spirit.



### GANESH CHATURTHI

27<sup>th</sup> August, 2025

This year's Ganesh Chaturthi celebrations at VR Punjab featured the unveiling of a breathtaking installation that paid tribute to tradition with creative grandeur. Intricately designed and visually stunning, the idol became a sacred and photogenic centrepiece – drawing visitors for moments of reflection and celebration. To make the festivities even more interactive, we also launched a Selfie Contest, encouraging patrons to capture their special moments with the installation and share them online. This blend of tradition and engagement added a joyful, social layer to the celebration, strengthening our festive connection with the community.



### VR WEEKENDER

9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> & 30<sup>th</sup> August, 2025

Every Saturday in August, VR Weekender brought a fresh dose of music and magic to the Centre. Featuring local artists, live acoustic sets and crowd-favourite performances, these weekends offered patrons the perfect space to unwind, celebrate and soak in the rhythms of community and culture.



## UPCOMING EVENT

### VR Punjab 8<sup>th</sup> Anniversary Shop & Win

12<sup>th</sup> – 28<sup>th</sup> September, 2025

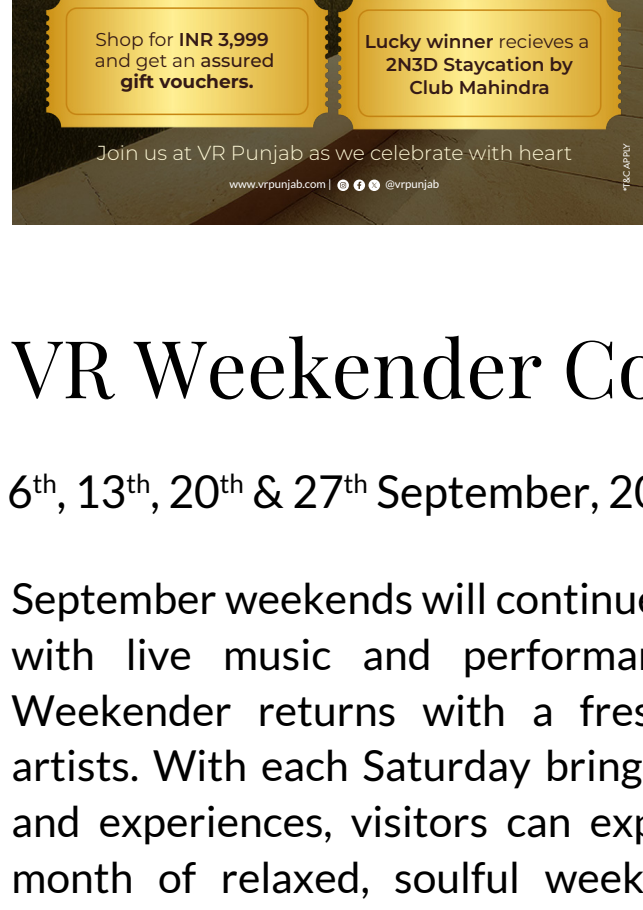
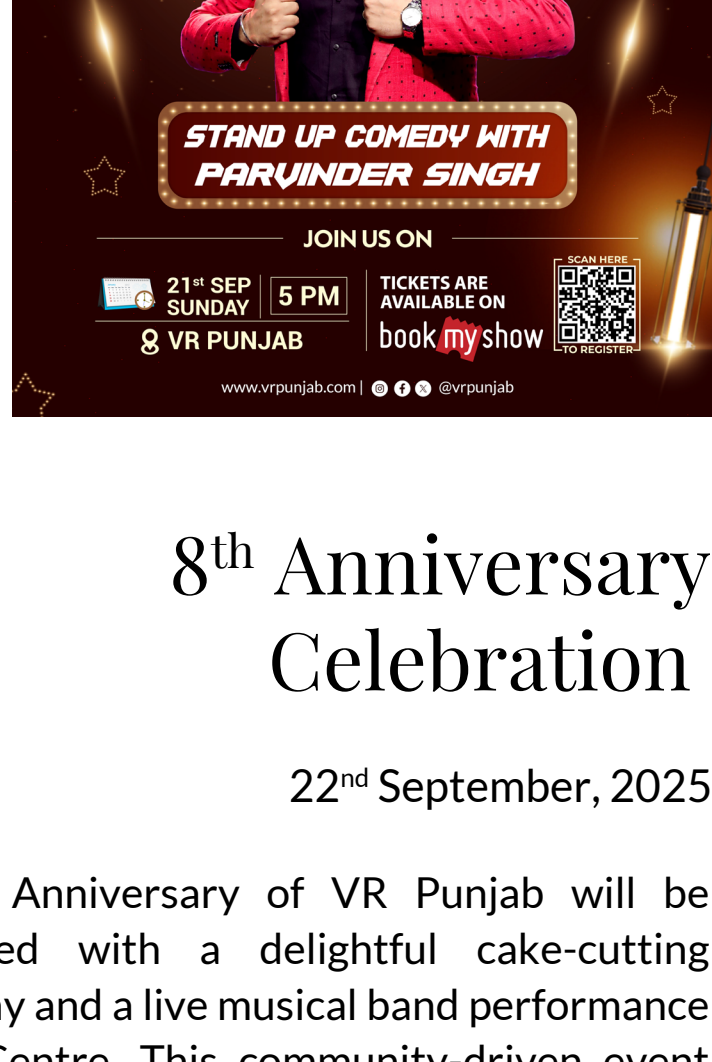
To mark this milestone, we're launching a celebratory Shop & Win campaign where customers who shop for INR 3,999 will receive assured gift vouchers. One lucky winner will take home an exclusive Club Mahindra staycation, making the occasion even more rewarding for our patrons.



### Stand-Up Comedy Night with Parvinder Singh

21<sup>st</sup> September, 2025

Get ready for an evening of laughter as VR Punjab presents a stand-up comedy show featuring the widely loved comedian Parvinder Singh. This high-energy performance promises witty punchlines, observational humour, and a fantastic crowd experience – a fitting prelude to our anniversary celebrations.



### 8<sup>th</sup> Anniversary Celebration

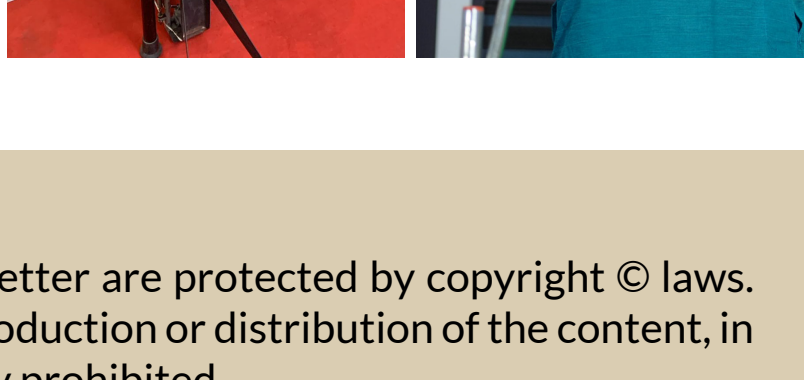
22<sup>nd</sup> September, 2025

The 8<sup>th</sup> Anniversary of VR Punjab will be celebrated with a delightful cake-cutting ceremony and a live musical band performance at the Centre. This community-driven event will be a moment to pause, celebrate the journey and express gratitude to everyone who's been part of it.

### VR Weekender Continues

6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> & 27<sup>th</sup> September, 2025

September weekends will continue to resonate with live music and performances as VR Weekender returns with a fresh lineup of artists. With each Saturday bringing new acts and experiences, visitors can expect another month of relaxed, soulful weekends at the Centre.



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