

PRESS RELEASE

A Virtuous Retail signature, the iconic 'I Love Punjab' installation that is an ode to the state of Punjab was unveiled by legendary athlete Smt. Man Kaur at VR Punjab.

Mohali, January 14, 2018: VR Punjab celebrated its first Lohri with a nine-day festival 'Lohri Shagna Di' culminating with the unveiling of the iconic I Love Punjab installation. VR Punjab just as any Virtuous Retail Centre, propagates the philosophy of Connecting Communities© by creating a vibrant multi-use community centre, an urban oasis for families and safe spaces for children and celebrating the local culture and traditions.

The iconic installation was unveiled by **the legendary Punjabi Athlete Mrs. Man Kaur, who** holds world records in the Over-100 years old categories for a variety of sporting events.

Speaking on this momentous occasion, Jonathan Yach, Director Operations, Virtuous Retail said, "The unveiling was a perfect way to culminate our first Lohri festival -'Lohri Shagna Di'. The festival as well as the unveiling of the 'I Love Punjab' installation are in line with Virtuous Retail's Connecting Communities© initiatives.

The nine-day Lohri festival showcased had all the traditional elements of the festival and celebrated the rituals that Lohri comprises of. During the festival, the Centre was decorated with numerous elements that represent Punjabis and their way of life, including a Truck installation, a majestic red tractor, the traditional swing and rickshaw. Each of these interactive installations were highly enjoyed and appreciated by visitors to the shopping centre.

Lohri Shagna Di was packed with an impressive lineup of traditional events that included 'Boli & Dhol Competition', folk dance performances, workshops, food counters, live performances, kite flying and most importantly the sacred Lohri bonfire amongst others.

VR Punjab invites the people of Punjab to visit installation, click pictures, and express their love for their state.

Come experience a place inspired by the state of Punjab, inspired by the communities that make it unique, inspired by the heritage that gives it character and inspired by the people of Punjab!

We are Punjab. VR Punjab.

About VR Punjab

VR Punjab, located at Chandigarh - Kharar Road NH 21 in the Chandigarh Capital Region, is built on a sprawling 22-acre campus. It is anchored by top national and international brands across key retail and lifestyle segments. This 2



million sq. ft. development, a Virtuous Retail flagship, is the center of community for residents of the Chandigarh Capital region, and a regional lifestyle destination for the residents of surrounding cities like Ludhiana and Jalandhar. Please visit www.vrpunjab.com for more information.

About Virtuous Retail South Asia Pte. Ltd (VRSA)

VRSA is India's only institutionally backed retail platform, developing and managing community oriented lifestyle centres across the country. Over the last ten years, VRSA has redefined the spatial retail experience for consumers by delivering innovative centers that seamlessly integrate shopping, hospitality, food, leisure and entertainment. These award-winning lifestyle centres are designed and operated by VRSA as social hubs that are 'Connecting Communities[®]' and celebrate local heritage and culture while enhancing the overall brand image of the city they are located in.

Please visit www.vrpunjab.com for more information.

For further information, please contact: