

**VR BENGALURU AND
THE WHITEFIELD LITERARY SOCIETY HOSTS THE 2nd CHAPTER OF SALON WITH SHREE**

The monthly chat series with the Best-selling author took place over a special brunch

Bengaluru, August 10, 2019: VR Bengaluru continues to engage the literary and arts communities in meaningful and socially relevant discussions with the second chapter of 'Salon with Shree' on 10th of August, where best-selling novelist Sreemoyee Piu Kundu hosted six powerful female community members and thought leaders for a special session where they shared their learnings and understandings of their own journey to establish a safe, empowering and nourishing forum for all women.

Whitefield Literary Society is conceptualized by VR Bengaluru to congregate literary and art enthusiasts of Bangalore every month for discussions on art, culture and books. After the success of the previous session with leading transgender activist, columnist & TV personality Apsara Reddy, Sreemoyee brought together successful women of substance who have made a mark in their fields over a special brunch hosted at The Whitefield Arms.

The theme of the session was 'Women leaders who build communities' and featured incredible women who are thought and community leaders like Anju Mudgal Kadam- Founder & Chief Nurturer #100SAREEPACT, Vandana Suri- Founder of TAXSHE, Asha Kilaru- Public Health Researcher & Co-Founder of Bangalore Birth Network (BBN), Dipika Trehan- Founder of The Health of Women Forum and Moya Caddy- Founder of Super Mums of India.

As a special guest, the event hosted Rajshri Deshpande Actor and Humanitarian, popular for her roles in 'SacredGames', 'Angry Indian Goddesses' and 'Sexy Durga'. Rajshri is dedicated towards humanitarian causes like rebuilding efforts in one of the epicenter villages of earthquake stricken Nepal, rainwater harvesting project in drought-prone village in Maharashtra -Pandhri Pimpalgaon. She spoke about her journey of balancing acting and her humanitarian activities for the cause of education in rural Maharashtra. Apart from the discussions and knowledge-sharing session, the agenda included discussions on how to feel and foster a sense of shared solidarity for one another as women.

Speaking of the session, Pankaj Renjhen, COO, Virtuous Retail said "After the success of the previous session, Sreemoyee took on the task to bring together phenomenal women community leaders for meaningful discussions. They have been raising the bar while having found success despite the challenges they faced. The objective was to discuss building and standing for the community from a societal, familial and gender perspective. We are happy that this platform allows like-minded, inspiring individuals to instil a feeling of community and strength".

Host of the session & Author Sreemoyee Piu Kundu said, "As natural nurturers and caregivers, women have always held together communities as pillars of knowledge and strength and solidarity. Today, more than ever and in the light of the recent #MeToo campaign, we have witnessed the sheer power of women standing by one another and owning their own truth and stories. It is to celebrate and honour this primordial power invested in women as growers of tribes and leaders of a cause that the second episode of 'Salon With Shree,' in association with VR Bengaluru brings five inspiring women community leaders, and our special guest, actor and humanitarian, Rajshri Deshpande, from Mumbai. Together we shall share our blueprint for the future of feminism and our growth model. To encourage and support one another. And create sustainable models of moving forward. As one."

About VR Bengaluru

VR Bengaluru is Virtuous Retail South Asia's flagship centre in Bengaluru and a first-of-its-kind community centric, integrated lifestyle destination in India. VR Bengaluru plays host to award-winning luxury boutique hotel & residences, collaborative work spaces for companies and entrepreneurs, and a multi-level premium retail arcade. The lifestyle offerings at the centre includes a nine-screen multiplex with an IMAX, several pubs, cafes and restaurants along with an upscale food court, community event spaces, public art, multiple children's play areas including a vintage outdoor carousel, a fitness club, spa and salon, and a rooftop pool, alongside a unique banqueting space equipped with a large-scale LED screen.

The nickname 'Black Box on Whitefield Road' is inspired by the striking black façade, which makes VR Bengaluru stand out from the generic building landscape on Whitefield Main Road. Equally distinctive is the unique mix of experiences and the integrated, free flowing design of the development that enables customers to move seamlessly among different uses.

ABOUT VIRTUOUS RETAIL

Headquartered in Singapore, Virtuous Retail South Asia Pvt. Ltd. (Virtuous Retail) develops, owns and manages community-oriented retail and lifestyle centres. Over the last decade, Virtuous Retail has redefined the spatial retail experience for consumers in India by delivering innovative centres that seamlessly integrate shopping, hospitality, food, leisure and entertainment, including current flagships VR Surat, VR Bengaluru, VR Punjab and now VR Chennai. These award-winning developments, designed and operated by VRSA as social hubs that are "Connecting Communities©" and also celebrate local culture & enhance the overall brand image of the cities they are located in. Through the art of place-making and by focusing on programming that draws on the heritage and aspirations of the community they serve, VR Centres create a virtuous cycle by delivering value to the three primary stakeholders – consumers, retailers and investors. With recent new investments in Delhi and East Bengaluru, the India retail portfolio is now 8.3 million sq. ft.

For more information and updates please visit www.virtuousretail.com.

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