



## **Virtuous Retail South Asia wins awards at Retail and Shopping Centre Congress & Awards**

Wins three awards for its lifestyle centres in Bengaluru and Surat

**Bengaluru, 13 February 2017:** Virtuous Retail South Asia (VRSA), developer of integrated community-oriented lifestyle centres has been recognised at the Retail and Shopping Centre Congress & Awards organised at Taj Lands End, Mumbai. VRSA has won three awards for its lifestyle centres in Bengaluru and Surat. These awards are conferred to honour the industry's best shopping centres and their consumer engagement initiatives through their innovative architecture, design, marketing and service programmes.

VR Bengaluru, awarded the 'Best Retail & Leisure Development', is India's first integrated lifestyle destination that brings together state-of-the-art retail, hospitality, co-working, entertainment and F&B services for its patrons. VR Bengaluru is also a platform for artistes to showcase their work in an engaging environment. The events and activities celebrate local art, food, music, theatre and entertainment, providing an immersive experience to all its visitors.

VR Surat took home the 'Retailer of the Year (Mall)' and the 'Most Admired Shopping Centre of the Year (Marketing & Consumer Promotions)' awards. VR Surat, since its inception has been recognized as a leading lifestyle destination in the country, with several brands making their regional debut here.

Rajiv Raichand, Director at VRSA said, "Both our centres are benchmarked against international design standards, have an enviable portfolio of leading global and national brands and are a host to exceptional lifestyle services. It is encouraging that our efforts continue to be appreciated by the industry and our consumers' alike."

### **About Virtuous Retail South Asia**

VRSA is India's only institutionally backed retail platform, developing and managing community oriented lifestyle centres across the country. VRSA is aggressively expanding its pan-India portfolio which currently includes flagship centres VR Surat, VR Bengaluru and VR Chennai. Over the last 9 years, VR 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<sup>®</sup>' and celebrate local culture while enhancing the overall brand image of the city they are located in.

Please visit [www.virtuousretail.com](http://www.virtuousretail.com) for more information.