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Actor Shiva Inaugurates the Third Branch of Nassaa Uth Hub at CDR Mall in Madurai



MADURAI – 16 Nov, 2026 Expanding its footprint beyond Chennai, Nassaa Uth Hub brings an exciting gaming and entertainment experience to Madurai.

Nassaa Uth Hub, a vibrant destination for gaming, entertainment and interactive experiences, has marked another significant milestone with the grand inauguration of its third branch at CDR Mall in Madurai. Actor Shiva graced the occasion as the chief guest and officially inaugurated the new outlet, marking the brand's expansion into one of Tamil Nadu's most prominent cities.

The inauguration witnessed an enthusiastic gathering of gaming enthusiasts, youngsters, social media personalities and Instagram influencers, who came together to celebrate the launch and experience the exciting attractions at the new gaming destination. Several popular social media influencers also graced the occasion, capturing and sharing glimpses of the event while exploring the diverse gaming activities and entertainment offerings at the venue.

With two successful branches already operating in Chennai — one at Besant Nagar and another at Kanathur, ECR — Nassaa Uth Hub has now extended its presence to Madurai with its third outlet at CDR Mall. This expansion marks an important step in the brand's journey towards reaching a wider audience and bringing immersive gaming experiences closer to youngsters and families across Tamil Nadu.

The newly inaugurated Madurai branch promises an engaging environment where visitors can come together to explore gaming, enjoy friendly competition and create memorable experiences. The event offered attendees an opportunity to experience the various gaming zone activities firsthand, with actor Shiva and the visiting influencers actively exploring the attractions and adding to the excitement of the launch.

The presence of actor Shiva brought further prominence to the occasion, while the participation of social media influencers helped create considerable buzz around the new destination. The inauguration also reflected the growing popularity of interactive gaming and experiential entertainment among today's younger generation.

With its third branch now open in Madurai, Nassaa Uth Hub continues its growth journey, strengthening its presence in Tamil Nadu's entertainment and gaming landscape. Building on its Chennai establishments, the brand looks forward to welcoming gaming enthusiasts in Madurai and offering them an exciting space to play, connect and make unforgettable memories.