

Tech Mahindra Unveils TechMVerse to Drive Commerce in the Metaverse

Technology

Author : mahindraadmin Category : Technology Published : 2/28/2022

To leverage world-leading network and infrastructure capabilities in partnership with hyper-scalers and startups to build B2B use cases across sectors

Hyderabad – February 28th, 2022 – [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering services and solutions, today announced the launch of TechMVerse, its Metaverse practice to deliver interactive and immersive experiences in the Metaverse for its customers. With an aim to transform customer experience and deliver real business outcomes, Tech Mahindra will leverage its world-leading network and infrastructure capabilities along with its foundational technological capabilities including pervasive Artificial Intelligence (AI), Blockchain, 5G, Augmented Reality (AR), Virtual Reality (VR), and Quantum Computing to build B2B use cases across sectors.

In its initial phase, Tech Mahindra will leverage the opportunities presented by the Metaverse through various use cases including DealerVerse - metaverse-based car dealership, Middlemist - NFT marketplace, Meta Bank – a virtual bank, and gaming center. It will offer immersive digital and professional experience services around design, content, as well as low code plug and play Non-Fungible Tokens (NFT) and Blockchain platforms,

while also aligning the metaverse strategy with Tech Mahindra's digital and Environmental, Social, and Governance (ESG) goals. Further, Tech Mahindra has also collaborated with the Mahindra & Mahindra Ltd. to offer exclusive Digital Collectibles, starting with a series based on one of the most iconic brands from the latter's stable. These collectibles will be listed, minted, and offered for sale through Tech Mahindra's industry-leading NFT Marketplace platform.

CP Gurnani, MD & CEO, Tech Mahindra, said, *“Metaverse has the power to disrupt our reality, as well as the future, for good. At Tech Mahindra, we have always been at the forefront of 5G and our entry into the Metaverse is yet another milestone in our journey of catalyzing future readiness and disrupting and transforming customer experiences. The fundamental layers of metaverse are very well integrated within Tech Mahindra and its competencies. From infrastructure to experience, from spatial computing to now commerce, TechMahindra's platform, the TechMverse would enable a seamless integration between our known expertise in 5G with our skills in AI, AR/VR and blockchain. We would be training workforce of 1000 engineers to ensure they are ready to solve complex business challenges and imagine new worlds for our customers and society.”*

Metaverse is a fast-evolving digital environment where individuals can interact with each other in a 3D virtual space. As the global Metaverse revenue opportunity could approach \$800 billion in 2024, Tech Mahindra is geared up to harness the power of Metaverse to bring imagination to life and offer futuristic experiences NOW. Network of the future, 5G, will form the backbone to provide enhanced experience to customers in the metaverse universe. At Mobile World Congress (MWC) this year, Tech Mahindra's showcase, 'Welcome to Simplicity' reflects how the technology leader is poised to enable Communication Service Providers (CSPs) to ride this new technology wave powered by network, engineering, and

experience capabilities with a shared realistic immersive simulation of the real world or other possible worlds.

Manish Vyas, President, Communications, Media & Entertainment and CEO, Network Services, said, *“Metaverse is a disruptive opportunity to unlock the next frontier of new-age digital immersive experiences. With our foray into the Metaverse, Tech Mahindra is geared to enable limitless opportunities in the virtual world by building scalable services through foundational capabilities and device engineering expertise.”*

As part of NXT.NOWTM framework, which aims to enhance ‘Human Centric Experience’, Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.1 billion organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers. Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the ‘2021 Global 100 Most sustainable corporations in the World’ by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance ‘Human Centric Experience’ for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We aim at delivering tomorrow’s experiences today and believe that the ‘Future is Now’.

We are part of the [Mahindra Group](#), founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Connect with us on www.techmahindra.com || Our Social Media

Channels

[Facebook](#)

[Twitter](#)

[Linkedin](#)

[Youtube](#)

For more information on Tech Mahindra, please contact:

Abhilasha Gupta, Global Corporate Communications and Public Affairs

Email: media.relations@techmahindra.com;

Abhilasha.Gupta@TechMahindra.com

Tags :

Tech Mahindra Metaverse TechMVerse NFT Blockchain CP
Gurnani NXT.NOWTM ESG