

Tech Mahindra Partners with Union Bank of India to Launch India's first PSU Metaverse Lounge "Uni-Verse"

Technology

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*To deliver a complete interactive and immersive experience across banking services (**retail banking and SME banking**)*

New Delhi – August 1st, 2022: [Tech Mahindra](#), a leading provider of digital transformation, consulting and business re-engineering services and solutions announced a partnership with Union Bank of India (UBI). As a part of the partnership, for enabling Union Bank of India to be on Metaverse, Tech Mahindra worked with Union Bank of India to launch India's first PSU Metaverse Lounge, "Uni-Verse".

In the first phase, Tech Mahindra's Research & Development (R&D) arm, Makers Lab, has built Metaverse 'Virtual lounge' for the bank to deliver an interactive and immersive customer experience. The lounge will help Union Bank of India to illustrate its digital & tech savvy image especially to its GenZ customers and enable them to explore the bank's products and services in the Metaverse ecosystem.

Anuj Bhalla, Digital and Cloud Transformation Leader President & SBU Head, APJI Enterprise, Tech Mahindra, said, *"Metaverse is going to define the future for digital ecosystems, transforming the way we will work, connect and interact. While digital banking is in itself independent, inclusive, and immersive, the introduction of Metaverse will further deepen customer relations and offer personalized experiences. Our partnership with Union Bank of India is yet another milestone in our journey of catalyzing future-readiness and transforming customer experiences. We are proud to collaborate with the Union Bank of India team to launch India's first-ever PSU metaverse lounge, Uni-Verse."*

Uni-verse, the Metaverse Virtual Lounge of the bank, will deliver a unique experience of banking to the customers. The customers will be able to move around in the lounge, get information about deposits, loans, government welfare schemes, digital initiatives, etc.

Through this collaboration, 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) to transform customer experience and deliver real business outcomes. This partnership is in line with Tech Mahindra's NXT.NOWTM framework, which aims to enhance 'Human Centric Experience', and focuses on investing in emerging technologies and solutions that enables 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.

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