

## **Mahindra launches XUV400Verse: Metaverse platform for its first e-SUV, XUV400**

*Auto*

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**Aims to strengthen its outreach with millennial and Gen-Z audiences to provide an immersive brand experience**

**Mumbai, December 21, 2022** Mahindra & Mahindra, India's leading SUV manufacturer, today unveiled XUV400verse, the metaverse platform for Mahindra's All-Electric XUV400 in the virtual world, powered by Metadome.ai. The platform will act as a universe that combines the brand's virtual spaces to offer a unique customer experience, replete with photorealistic graphics. The XUV400verse will enable Mahindra enthusiasts and customers to engage, collaborate, socialize and have an immersive product interaction.

**Veejay Nakra, President - Automotive Sector, Mahindra & Mahindra Ltd.** said, *"The XUV400verse will enable us to create a superior customer experience. We invite our community of young SUV buyers and enthusiasts to plug into this experience with their friends and family from the comfort of their homes. We are providing an environment that resonates with our next generation of tech-savvy customers, offering them an innovative and immersive experience."*

For customers to explore their creativity in the XUV400verse, the brand will provide unique experiences such as:

- **Virtual Brand Showroom:** The immersive virtual showroom bears a strong resemblance to Mahindra's identity. The showroom has a futuristic design with guided and free-roam journeys, LED wall showcasing with spatial sound interactive avatars (Live and Non-Player Characters - NPCs) and zones with brand-led merchandise and accessories.
- **Customise your own avatar:** Visitors in the XUV400verse can create and join with their own avatars and also invite their friends and family for a shared experience.
- **Hyper-realistic 3D car configurator:** Users can engage with the hyper-realistic 3D car configurator, which enables real-time customization, switch colours and explore the SUV's features in an immersive format.
- **Virtual test-drive:** The XUV400verse also hosts a first-of-its-kind virtual test drive, with multiple modes and camera views where the user can learn about the salient features of the SUV in a gamified manner, while the environment also comes with brand billboards and captivating cinematics.

This platform establishes superior product interaction and reflects Mahindra's commitment to a customer-first approach.

**Click to visit Mahindra XUV400verse:**

<https://mahindraelectricautomobile.com/xuv400/400verse>

### **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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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