Tech Mahindra and Mahindra Lifespaces Partner to Drive Innovation in PropTech

Technology

Platform to provide first-of-its-kind photo realism & fully immersive experiences to home buyers using Epic Games' Unreal Engine 5

New Delhi – April 7th, 2023: Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions, and Mahindra Lifespace Developers Ltd., the real estate and infrastructure development arm of the Mahindra Group, today, announced the launch of a platform to provide 3D immersive experiences to customers, that will redefine their home-buying experience. This platform is built with the aim to generate images of homes and a complete home environment, in near real manner using photo realism features and capabilities provided by Epic Games' Unreal Engine 5.

Tech Mahindra's platform will provide customers with an immersive 3D experience of Mahindra Lifespaces' newly designed real estate properties. The platform will allow several hundreds of concurrent users to experience the projects in the Metaverse, where they will be able to teleport themselves into their future homes, collaborate remotely with family members and communicate with them to speed up their purchase decisions.

Rajesh Dhuddu, Global Head, Emerging Technologies, Tech Mahindra, said, *"For buying new apartment homes, the traditional process has been that customers will visit the project site, look at models of the project and visit/show apartments. With the advancements in Prop Tech, it's time we disrupted these traditional buying approaches. Metaverse offers an opportunity where potential home buyers can be teleported to their future homes, experience their homes and surroundings fully, even before they are built in the physical world. This makes customers completely sense and experience their new homes, without leaving anything to imagination. The platform built by Tech Mahindra for Mahindra Lifespaces, will provide a first-of-its-kind near-real experience of apartments to end customers, using Epic Games' Unreal Engine capabilities."*

To support over several hundreds of concurrent users experiencing this remotely and that too in a multiparty environment, Tech Mahindra will leverage its extensive network and infrastructure to build high-fidelity 3D environments using Epic Games' Unreal Engine 5. This will further be combined with cutting-edge technologies such as Conversational AI (Artificial Intelligence), and NFTs (Non-Fungible Tokens) to enable buying of digital artifacts pertaining to homes.

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 satisfy the underserviced and unaddressed needs of customers.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6+ billion organization with 157,000+ professionals across 90 countries helping 1290

global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is 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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