



# Agenda

1



**About Us**

2



**Our Offerings**

3



**Our Workfolio**



# ***ABOUT US***

It's simple, our DNA is Gaming  
and Metaverse is an extension of Gaming!

We are  
**XR Central**  
and we are building

**MetaQube™**

**Zero Code & DIY Metaverse Builder for  
the Creators in the Web 3.0**

Legal Name: XRC Studios Pvt. Ltd  
Headquartered in: Gurugram, HR, India



About Us\\

# Founded By



## Anshul Agarwal

Founder & Business Strategist

Spearheads business development and strategy. His 12+ years experience with Infosys, Siemens, HCL, and more in sales transformation & corporate portfolio management has driven the progression of the brand. Anshul holds an MBA from a public Ivy League school (USA) and a Mechanical Engineering degree from India.



## Shrey Mishra

Founder & Technologist

Spearheads product development and fundraise mandate. He has previous experiences with Gaming Central, CarKart, Iffort, and more. His flair for innovation motivates the team to implement unique ideas with Metaverse, AR/VR, and Interactive technology. Shrey holds a PGPX diploma from UCLA (USA), and Computer Science degree from India.

About Us\\

# We Are Backed By



**Amitabh Vira**

Tech Entrepreneur



**Tarun Tahiliani**

India's Foremost Fashion Designer

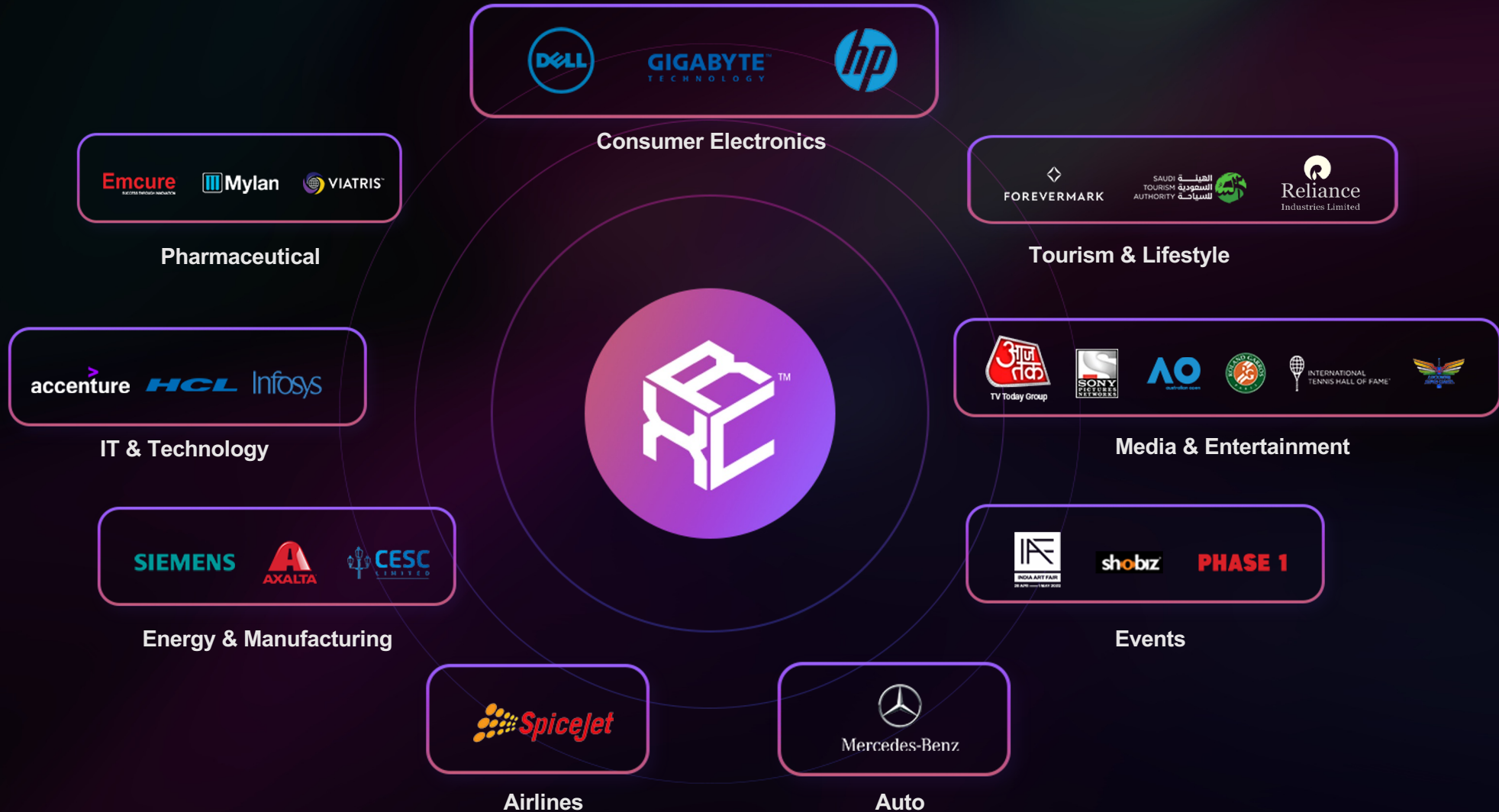


**Nitin Sethi**

Chief Digital Officer, Adani Group

About Us \

# Our Client Partners







# ***OUR OFFERINGS***

Have the potential to shape the  
Metaverse ecosystem



Our Offerings\\

# XRC Offerings



**MetaQube  
Experience Builder**



**Custom VR  
Experiences**



**Custom AR  
Experiences**



**2D & 3D Games  
Web | App**

Supported Headsets



# Introducing



# METAQUBE™

## DIY & No Code Metaverse Builder for the Decentralized Web

Enabling rapid immersive content creation and monetization



Our Solution\\

# Our Value Proposition

Anyone can build and share their  
own Metaverses in

**less than 2 mins**



Accessibility across



Smart Devices



VR Headsets



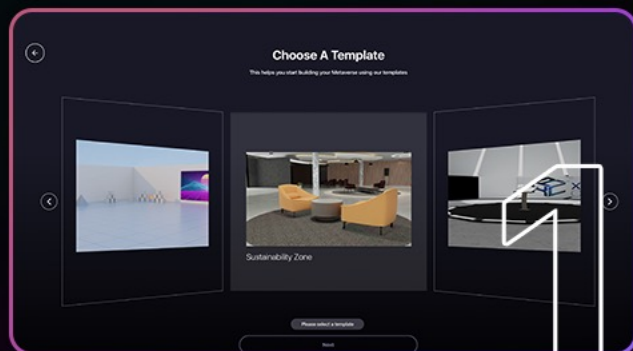
Web Browsers



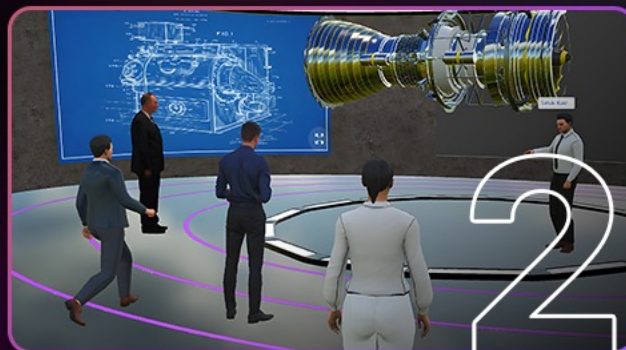
Build and Share your own Metaverse in

**just 3 steps**

with **METAQUBE™**



Select Template &  
Your Identity



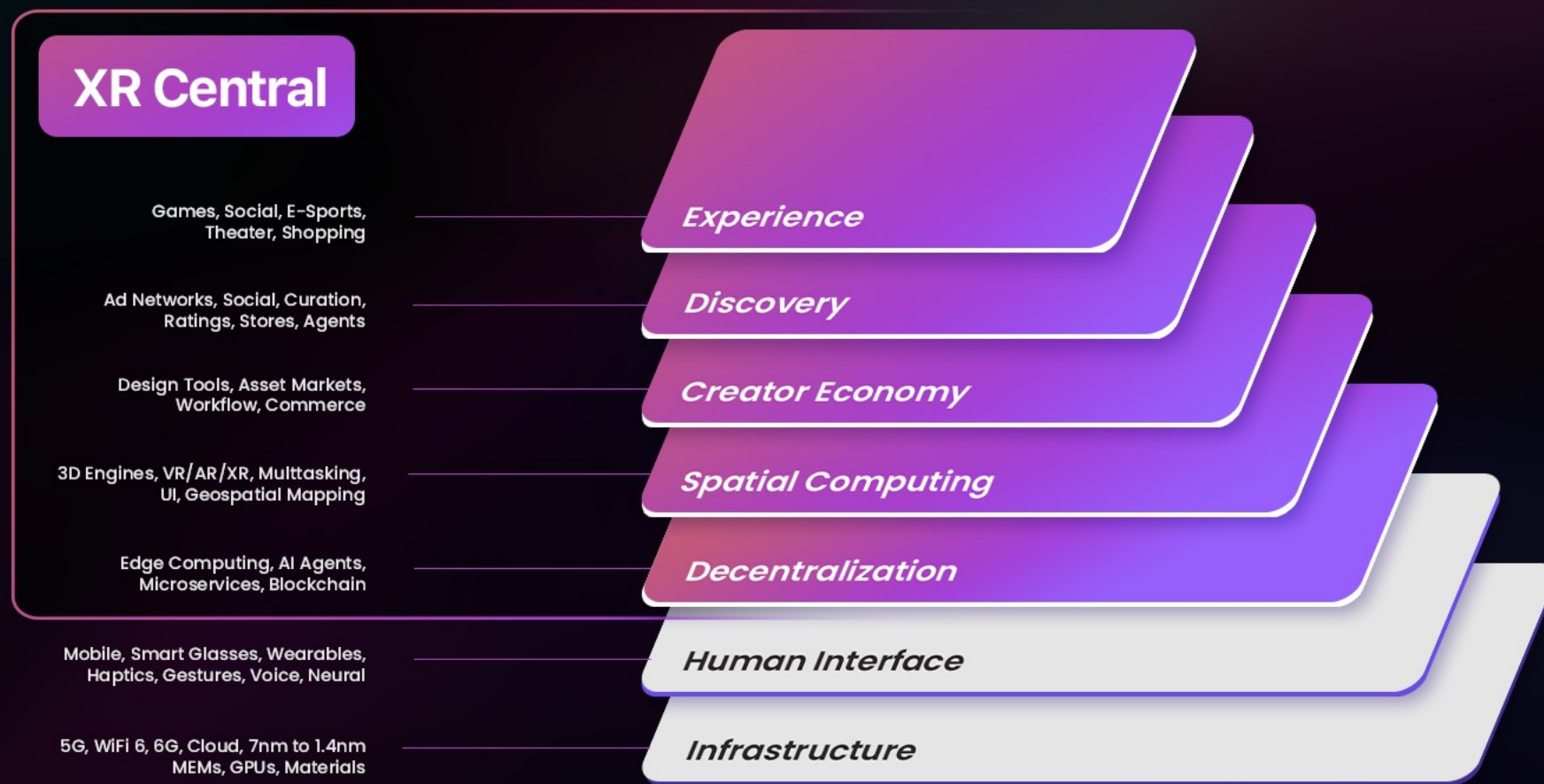
Personalize Experience &  
Collaborate



Share, Scale & Monetize

Get Started on **metaqube.ai** Today!

# Value-Chain of the Metaverse Ecosystem





# ***WORK SHOWCASE***

Is real, and based on our true journey  
in the immersive technology space



Work Showcase\\

# Meeting in the Metaverse



**Client Name:** Ericsson India

**Engine & Platform Used:**

MetaQube

**About Application:**

This was done as a proof-of-concept for Ericsson India.

The main goal of this project was to reimagine the way the board meetings happen, i.e. move away from MS Teams and Zooms of the world to a much more immersive setting.

[Experience Link](#)

Work Showcase\\

# CESC Utility Metaverse



[Experience Link](#)

**Client Name: CESC Metaverse**

**Engine & Platform Used:**

MetaQube

**About Application:**

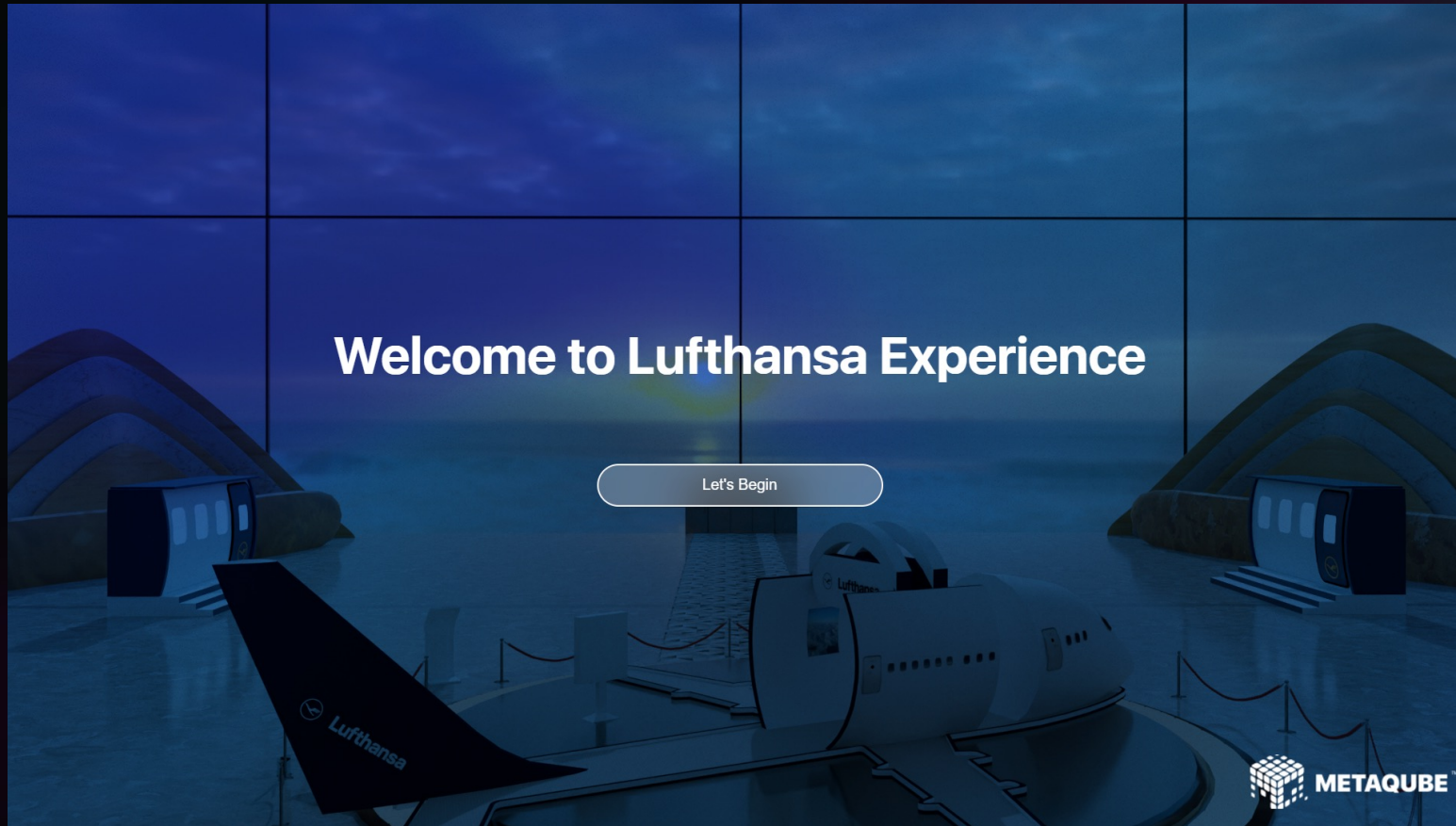
Our client to showcase their metaverse office and engage users.

Customers can pay bills, engage with support agents, brand based content and also play games.



Work Showcase\\

# Lufthansa- Loyalty Metaverse



**Client Name: Lufthansa  
(Airlines)**

**Engine & Platform Used:**  
MetaQube

## **About Application:**

This was done as a proof-of-concept for Lufthansa Airlines.

The main goal of this project was to demonstrate the power of Metaverse as a visualisation layer to influence decision making while interacting with the brand in the new metaverse experience.

[Experience Link](#)



Work Showcase\\

# Metaverse Bank



**Client Name: NA**

**Engine & Platform Used:**

MetaQube

**About Application:**

This was done as a proof-of-concept for an international bank.

The main goal of this project was to demonstrate the power of Metaverse as a visualisation layer to influence decision making while interacting with the brand in the new metaverse experience.

[Experience Link](#)

Work Showcase\\

# IPL 2022 Metaverse



**Client Name:** GIGABYTE & IPL team- Lucknow Super Giant

**Engine & Platform Used:**  
MetaQube

## About Application:

GIGABYTE and Lucknow Super Giants wanted an immersive experience for sports fans to celebrate LSG's inaugural year in the IPL tournament as well as showcase GIGABYTE's latest products in an exclusive Metaverse experience lounge

[Experience Link](#) [Video LINK](#)



Work Showcase\\

# SpiceJet Metaverse Training



**Client Name:** Spicejet

**Engine & Platform Used:**  
MetaQube

## About Application:

SpiceJet is one of the leading airlines, they showcase and use our platform along with our immersive learning offering SpiceLearn.

Users can engage with trainers with 3D models of the aircraft and do their process trainings.

[Experience Link](#)



Work Showcase\\

# Infosys Living Labs



**Client Name:** Infosys Living Labs

**Engine & Platform Used:**  
MetaQube

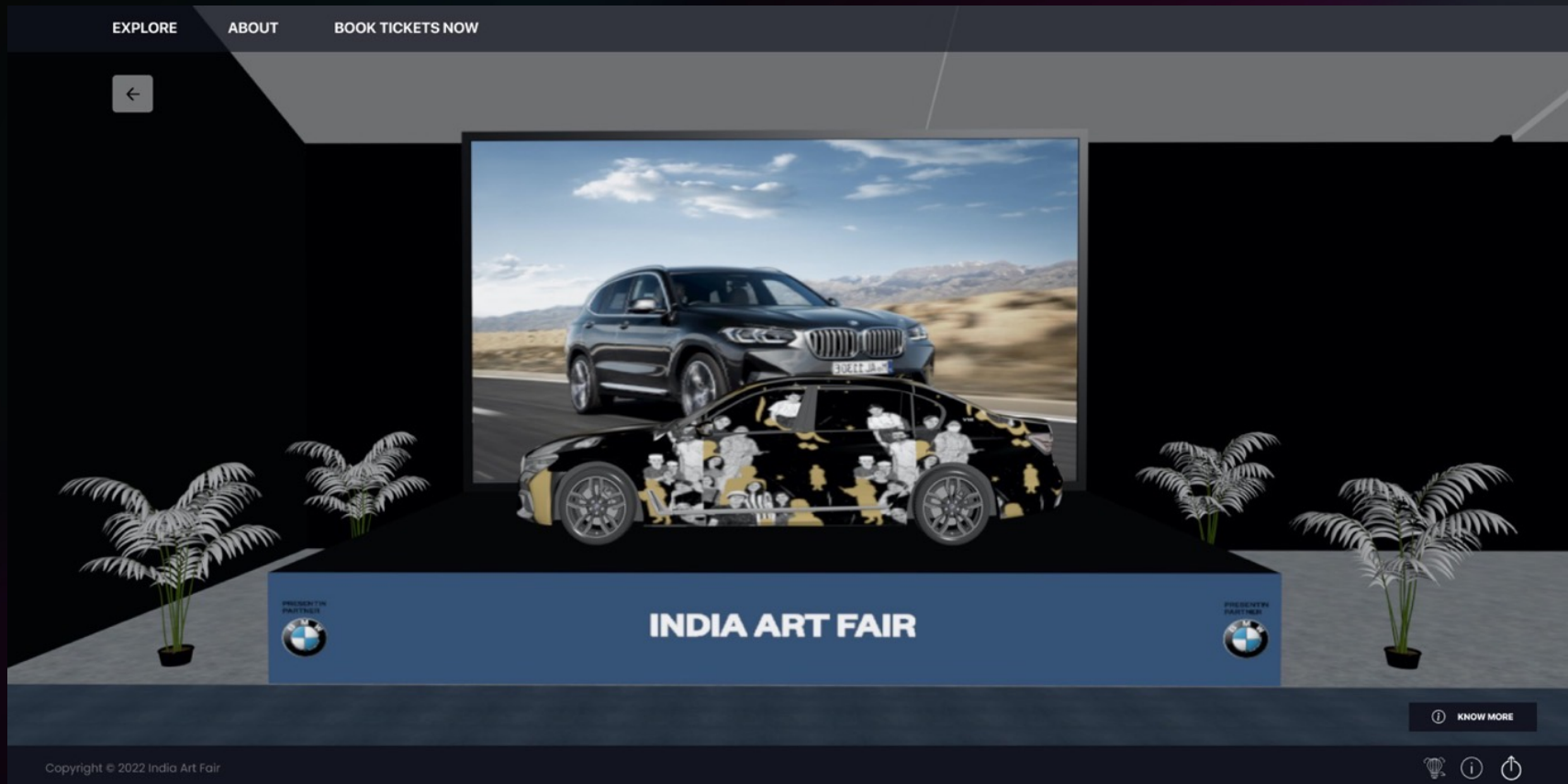
## **About Application:**

We partnered with Infosys to create a Digital twin in the metaverse for their Client Experience Center. Users can whiteboard, watch livestreams and engaged with SMEs on the go.

[Experience Link](#)

Work Showcase\\

# India Art Fair Metaverse



**Client Name:** India Art Fair

**Engine & Platform Used:**

MetaQube

**About Application:**

The India Art Fair was suspended for two years because of the COVID 19 pandemic. To encourage people to attend the 2022 fair in person and help them feel comfortable, IAF wanted a metaverse solution to act as an aid.

[Experience Link](#) [Video LINK](#)

Work Showcase\\

# Infosys Global Leadership Meet



**Client Name:** Infosys North America

**Engine & Platform Used:**  
MetaQube

## About Application:

Our client wanted to translate their annual conference into a virtual meet and greet experience for employees, clients, and stakeholders to join in from all over the world. The experience had to have a distinct corporate identity coupled with interactive communicative features at scale.

[Video](#)



Work Showcase\\

# HCL Metaverse Experience Center



**Client Name:** HCL Technologies

**Engine & Platform Used:**  
MetaQube

**About Application:**

Client wanted to create a new medium for hosting client visits for high value deals. Designing virtual 3D customer experience center to reach more customers and incorporate new features to heighten customer experience for clients and prospects.

# In the News

## Khaleej Times

TUESDAY | October 11, 2022 • RABI AL AWVAL 15, 1444

VOL XLIV NO. 179 • Established 1978 — www.khaleejtimes.com

### XR Central powers personalised Metaverse experiences in minutes

Joydeep Sen Gupta  
joydeep@khaleejtimes.com

XR Central, founded by Anshul Agarwal and Shrey Mishra, is one of the 200 Indian companies participating in the ongoing Gitex Global 2022. The start-up, based out of Gurugram, Haryana, India, was incorporated in 2020 to democratise the extended reality space.

The company specialises in Metaverse creation for a diverse array of industries, as well as creating interactive design content using immersive technologies such as virtual and augmented reality.

It focuses on developing its flagship product, a game-engine-based Metaverse builder called MetaQube. With MetaQube, a person can build and share his/her personalised Metaverse experiences in less than two minutes.



Anshu Agarwal and Shrey Mishra are the brains behind XR Central.

The company has been in the gaming space since 2014 with its brand Gaming Central, one of India's largest gaming communities with over 12 million followers.

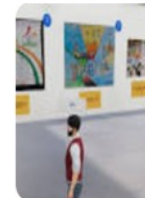
Anshul Agarwal, founder and

director, XR Central, spearheads sales, marketing and strategy development for the company. Shrey Mishra, founder and director, XR Central, spearheads technology, operations and product development.

FE The Financial Express

### STEM Metaverse launches Virtual Art Gallery to showcase artwork on 'My Vision for India in 2030s'

... the release mentioned that the Virtual Art Gallery will be live on January 31 and February 1, 2023 in collaboration with XR Central.



[LINK](#)



YOURSTORY



LOGIN

NEWSLETTER

"Ultimately, it is all about how good they are to people and how highly their team regards them, looks up to them, and is willing to put in that extra mile for them," says **Anshul Agarwal**, Founder of Metaqube and XR Central.

### ArabianBusiness

### Indian metaverse ventures firming up UAE entry plans amid Dubai's high-decibel campaign to make it a sector hub

Delhi-based XR Central, specialising in metaverse creation for various industries, is the latest one deciding to enter the UAE, with long-term growth plans in the region

[LINK](#)

### #theburningquestion

### How can metaverse enable brand communication?

A blend of the virtual and physical world, metaverse is no longer trotting, but galloping towards redefining the future of virtual experiences, retailing, servicing, consumption and communication. Though there are numerous challenges to identify and overcome, in terms of large-scale adoption of the technology, the metaverse, in all probability, will determine brand relevance.

The number of enormously successful brands racing to be leaders in this virtual universe is truly astonishing. The metaverse offers brands the opportunity to further improve brand communication by resonating with customers at their level on their terms. This can be credited to the ability of the metaverse to enable things like Hyper-Personalisation, Real-Time Relevance, Enhanced Sensory Experiences, Community Building, Unique Storytelling and access to Deep Customer Data.

The combination of all these results in an extremely personalised experience for each individual, thus communicating your brand message more intimately and effectively. This approach will also improve the way a brand is perceived in the real-world market.

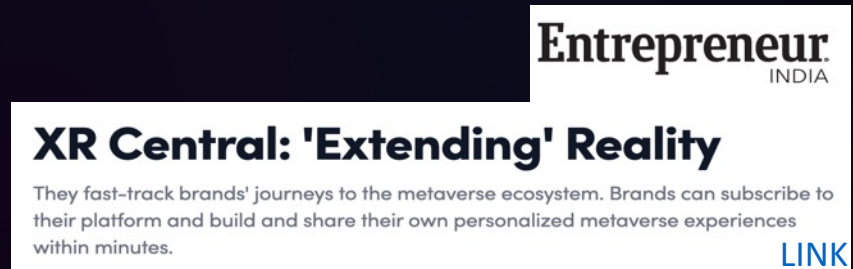
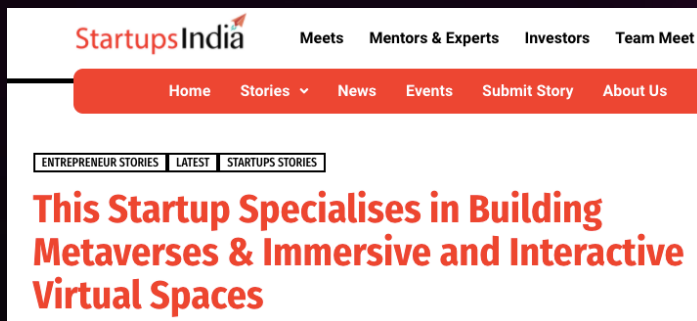
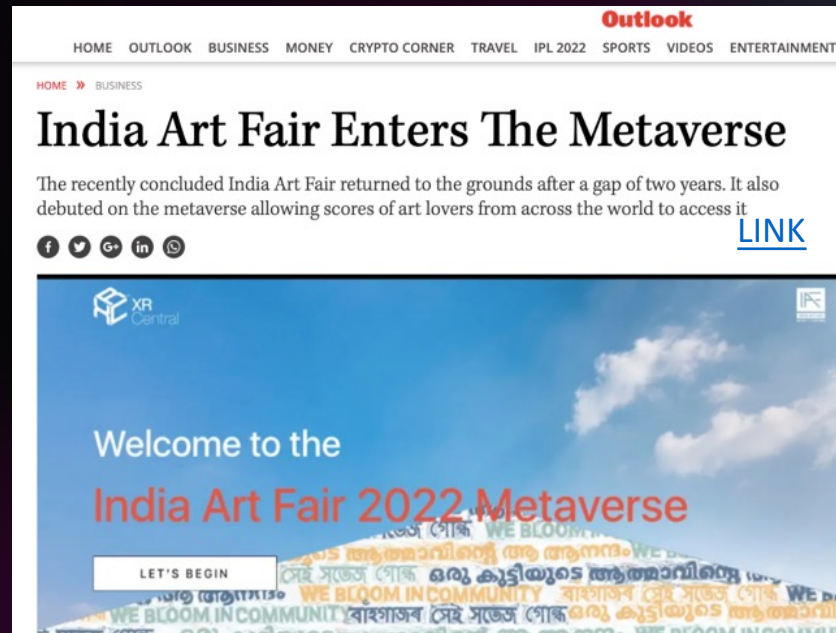
The metaverse is being termed the fourth most significant invention since the industrial revolution, and all things considered, it isn't difficult to see why.



Anshul Agarwal, Founder and director, XR Central



# In the News





# In the News On National TV



The graphic features a dark blue background with a subtle grid pattern. At the top, the text 'TEAM XR CENTRAL' is written in large, bold, white capital letters. Below it, a red banner contains the text 'THE META TECH COMPANY DECODED' in white capital letters. To the right of the banner, the word 'news' is written in red. In the center, there are two circular video thumbnails. The left thumbnail shows a man in a suit and purple tie, with a white play button icon overlaid. The right thumbnail shows a man in a dark shirt, also with a white play button icon overlaid. Below the left thumbnail, the text 'Shrey Mishra' is written in yellow, followed by 'Founder & Director XRC' in white. Below the right thumbnail, the text 'Anshul' is written in yellow, followed by 'Founder & Director XRC' in white. To the right of the right thumbnail, the YouTube logo is visible, with the word 'YouTube' in white.

Decoding The Meta Tech Company |  
Team XR Central On NewsX | NewsX

Decoding The Meta Tech Company | Team XR  
[youtube.com](https://youtube.com)

[Exclusive Interview](#)

# Thank you!

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Get Started on [metaqube.ai](https://metaqube.ai) Today!



[www.xrcentral.tech](https://www.xrcentral.tech)


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