

EXPAND REALITY



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Problem Statement

01

Understanding the Problem

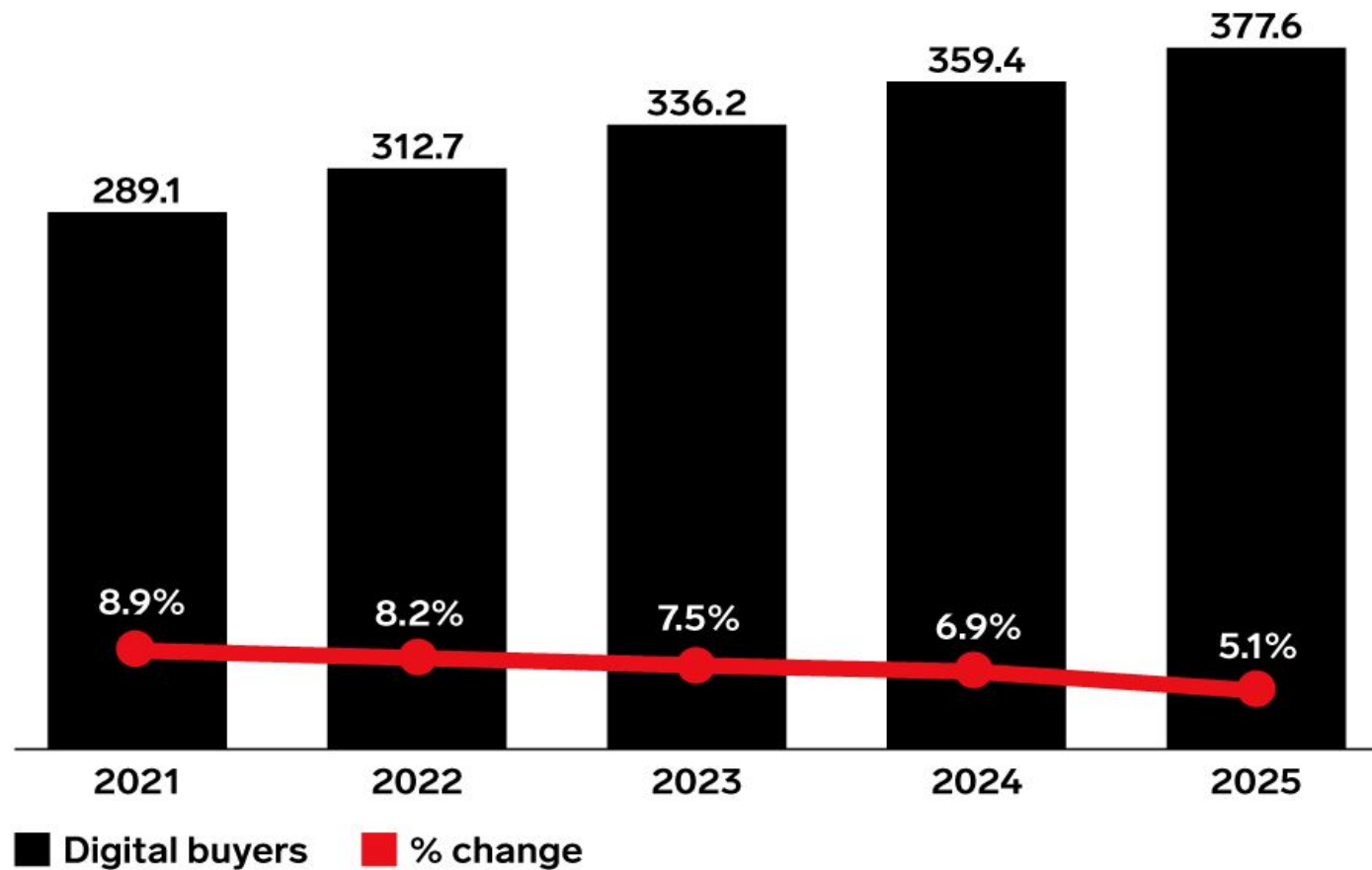
Myntra has few offline stores limited to a few brands. Many people want to experience the products before shopping. However, setting up an offline store for all brands in many locations is capital intensive and 3D models are not available on the current myntra platform.

Online shoppers make up just 30.3% of the total population (15 % points lower than Asia Pacific Average) leaving a huge headroom for growth



Digital Buyers in India, 2021-2025

millions and % change



Note: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, including desktop/laptop, mobile, and tablet purchases

Source: eMarketer, Dec 2021



Barriers to online shopping

Barriers	% Customers
Delivery charges	45%
Can't physically experience a product	45%
Product return policy	39%
Can't try things	38%
Delivery time	33%
Concerns about personal information and data security	32%
Uncertainty of delivery	25%
Payment methods	17%
Internet access issues	5%



Our Solution

02

Create a Virtual Reality in which customers can experience 3-D fashions



Create VR stores on hotspots where people can walk in and experience in Myntra Fashion





Myntra

Mall

*Your one-stop destination
for the world's favourite brands*



4000+ BRANDS

lilas	puma	adidas	redtape	4000+ BRANDS
globaldesi	arora	adidas	adidas	adidas
ONLY	denim	vero moda	vero moda	vero moda
spykar	spykar	spykar	spykar	spykar
spykar	spykar	spykar	spykar	spykar



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Tools



01

Unreal Engine 5



02

Blender



03

Marvelous Designer



Business Motivations & Stats

Global revenue from virtual and augmented reality is expected to increase from more than \$13 billion this year to more than \$67 billion by 2024.

Other Ecommerce players who are taking a closer look at VR :

1. Amazon
2. Walmart

Some well-known VR startups :

1. Magic Leap - \$6 billion
2. Niantic (Pokemon Go) - \$4 billion
3. Lightricks - \$1 billion
4. Surgical Theater

On paper, virtual reality startups are worth more than \$36 billion.



Demo



Future Plans

Interaction with other users
inside VR world

Jumping into a avatar body
and try different fashion
with that avatar and take
size and fit experience to a
whole new level.

Have an AI who can actually
walk with you on explaining
the products.

Integrate with meta-verse
and support VR purchases
using digital currencies of
that world.



Questions?

