

Mahindra Citadel

A Bold Disruption With

**India's 1st Home-Buying Experience On The Metaverse,
Launched Via A Scannable QR Code In The Sky.**



Background

Mahindra Lifespaces sought to revolutionize the home-buying experience by **venturing into the Metaverse**, marking a significant milestone in the country's real estate sector.

With a focus on innovation and customer-centricity, Mahindra Lifespaces aimed to **disrupt traditional buying approaches** by leveraging advancements in PropTech.

The launch of Mahindra Citadel, a project which would be known for its meticulous designs and lifestyle-focused offerings, presented an opportune moment to introduce this transformative initiative.

Business Objective:

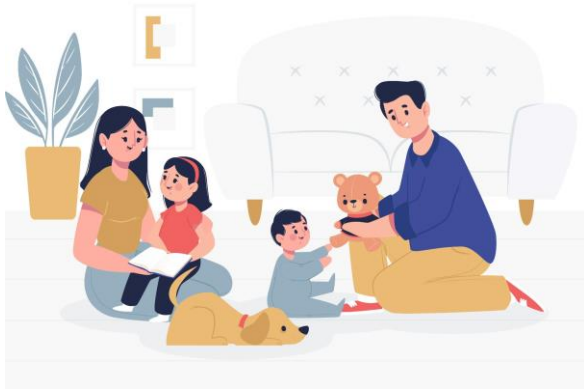
- To sell 45% of the launched inventory in the 60-day launch phase.

Marketing Objective:

- Lead the real estate category by launching India's 1st home-buying experience on the Metaverse.
- Establish Mahindra Lifespaces as a brand that constantly brings innovative and technology-driven customer experiences.
- Enable an immersive experience for potential customers beyond just Pune city.



Target Audience



35–38-year-old
Household income of around ₹25 lacs



Want to upgrade to a better neighborhood
with **modern amenities**.



They strive to live a balanced life. They want
to create an environment for their family
that is **safe, secure, and self-sufficient**.



Research Insights

According to a report by BARC India and Nielsen, QR code usage in India increased 550% in 2020 compared to 2019. As of November 2023, the report also highlights that QR codes are used in India for many purposes, including: Mobile payments, Contactless delivery, Digital menus.

The Metaverse is transforming industries worldwide. According to a report by Arthur D. Little, it is poised to present a \$13 billion opportunity globally and India's Metaverse and Web3 market is projected to reach \$200 billion by 2035.

Strategy

- The strategy revolved around orchestrating an unprecedented launch in the Pune real estate market by harnessing the power of the Metaverse to provide potential homebuyers with unparalleled immersive experiences.
- This involved **creating a virtual environment within the Metaverse** where individuals could explore Mahindra Citadel and envision their future homes, thereby transcending geographical barriers.
- The major focus of the media plan was on the digital medium. However, the overall media plan was tactfully divided between paid, earned, and owned media. By strategically leveraging these channels, we amplified the launch announcement through viral marketing campaigns, garnering organic engagement and igniting conversations across social media platforms.

Bringing the shift in PropTech

- While buying new homes, the traditional process has been that customers look at physical/scale models of the project and experience show apartments.
- With the advancements in PropTech, it's time we disrupted these traditional buying approaches to make the experience more immersive and ease customer decision-making.
- We saw this opportunity with the Metaverse – which could lend itself well for potential home buyers to be teleported to their future homes, experience the inside of their home and surroundings fully, even before they are built in the physical world.
- An experience which makes customers completely sense and experience their new homes, without leaving anything to imagination – *interiors of the home, going up to the preferred floor, views from the balconies, amenities, clubhouse and so on.*
- While 3D showcasing of projects, walkthroughs etc. have been used for a few years now, this innovation provides a first-of-its-kind, near-real experience of homes for potential buyers.

3D Metaverse

experience via the Oculus
at the project experience
centre

2D Metaverse

experience via the web on
Mobile/Laptop/Tablet



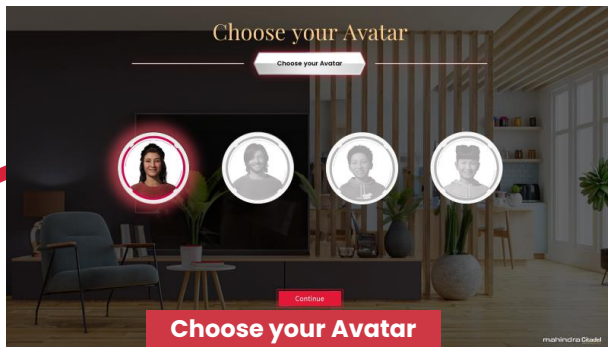
We didn't stop just at creating a powerful product. Going further in the future, we developed our homes on a platform that brings these features alive.

Taking our customers closer to reality!

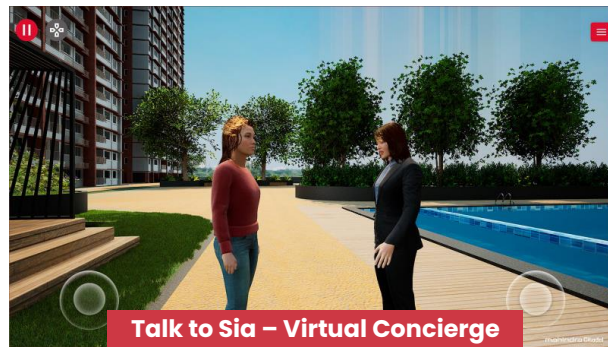
INDIA'S ^{1ST} home-buying experience on METAVERSE



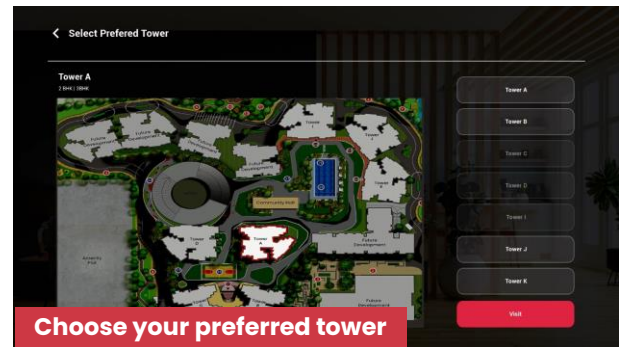
Next slide showcases the limitless home-buying experiences on the Metaverse.



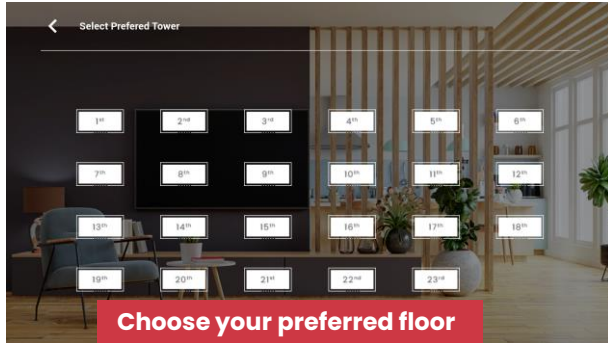
Choose your Avatar



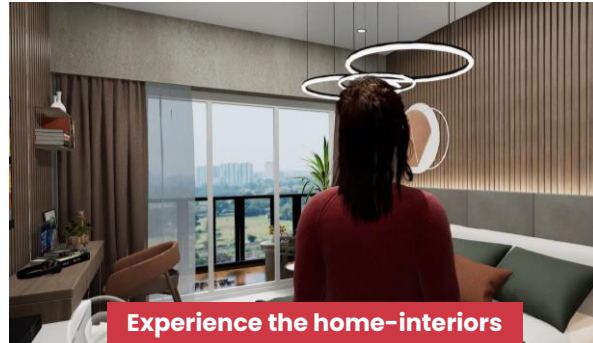
Talk to Sia - Virtual Concierge



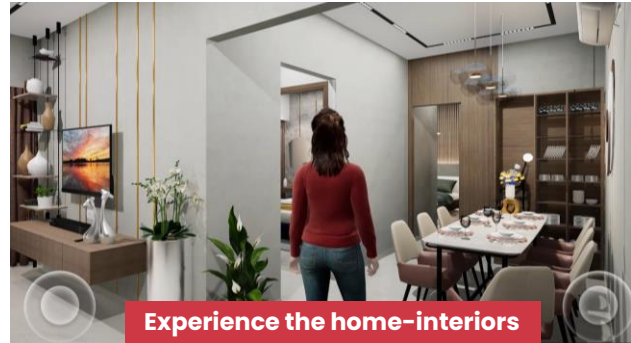
Choose your preferred tower



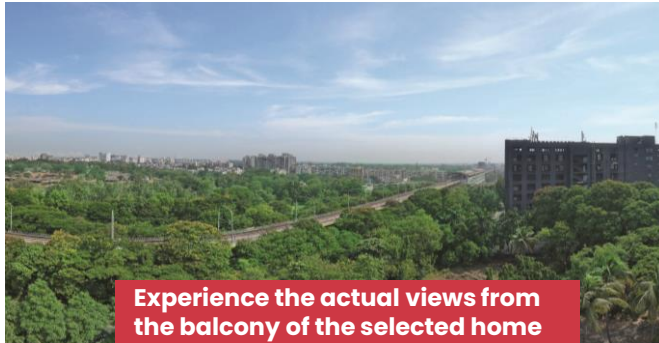
Choose your preferred floor



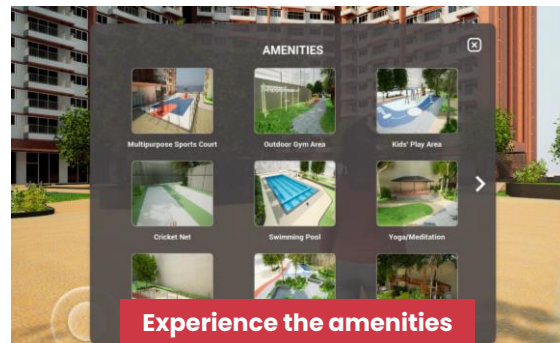
Experience the home-interiors



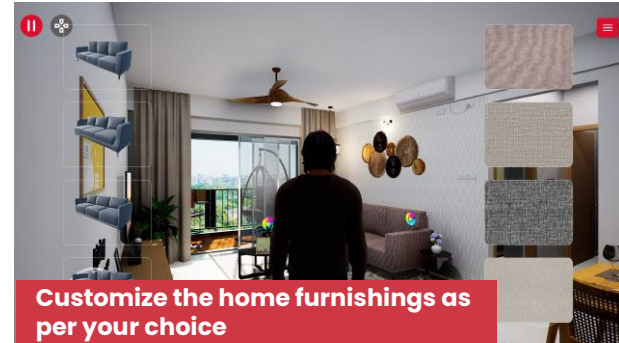
Experience the home-interiors



Experience the actual views from the balcony of the selected home



Experience the amenities



Customize the home furnishings as per your choice

3D Version

can be experienced at
Mahindra Citadel
Experience Centre



The experience was created in both 2D and 3D versions



2D Version

can be experienced by
scanning the QR Code

Execution

The Big Launch: Pune's 1st ever Drone Show with a Scannable QR Code

<https://www.youtube.com/watch?v=AJyKVlyKKgg>

- Developed an immersive experience within the Metaverse for potential homebuyers to explore Mahindra Citadel and envision their future homes.
- Over 500+ lit drones presented a spectacular show including visuals of key features of the project like the ecotone design, the home automation features and unveiling of the Metaverse experience. The drones finally formed a scannable QR code that could be scanned by the audience to enter the Metaverse experience of Mahindra Citadel.
- Deployed a media plan focused on digital channels, strategically allocating resources for maximum impact.
- Leveraged viral marketing techniques to generate buzz around the launch, sparking conversations across social media platforms.
- Engaged PR machinery to organically amplify the visibility across credible, earned media publications



Overview of media plan

- The media plan focused on creating a big bang launch, executing something that's never been done in Pune market and amplifying it with the help of viral marketing hence creating a ripple effect.
- Given the product's futuristic nature, the major focus of the media plan was on digital medium. However, the overall media plan was tactfully divided between paid, earned and owned media.

Innovative Launch Concept



The Big Launch

Pune's 1st ever Drone Show with a scannable QR code



Brand Experience

- Customer Experience Center
- Metaverse Zone
- 2D Experience of Metaverse



Brand Awareness

- Social Media
- OOH
- Website
- Media FAM Trip
- Influencer Outreach



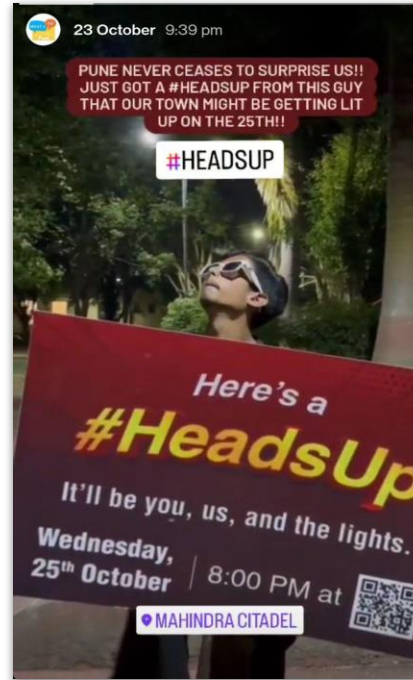
Sales/ Walk-ins

- Performance Marketing
- On-ground Sales Team
- NRI Outreach Team

Building the curiosity for **The Big Launch**

Our pre-launch strategy was to build curiosity for the **first –of-it’s-kind Drone Show in Pune with scannable QR code.**

2 days before the launch, our mascots were placed around strategic locations in Pune to give our audience a **#HeadsUp.**



https://www.instagram.com/p/CyyHmhjl0jD/?img_index=2

The Big Launch: Pune's 1st ever Drone Show with a Scannable QR Code

Answering the big question – how do you create a launch as remarkable as the novel experience. We used the biggest canvas and the most clutter-free space available with us. **THE SKY!**

600 Drones came together on the night of 25th Oct' 23 to light up Pune's sky, telling everyone the story behind Bastion at Mahindra Citadel



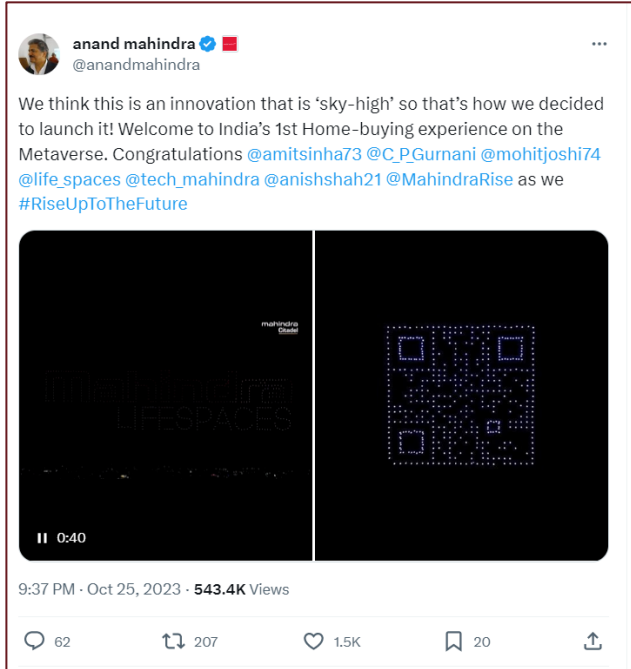
Click on image to play the film

Innovative Launch Concept

The Big Launch: The Ripple Effect

Leveraging on the organic influencer – Mr. Anand Mahindra

And the internet was equally amazed with the first-of-it's-kind innovation in real estate industry.



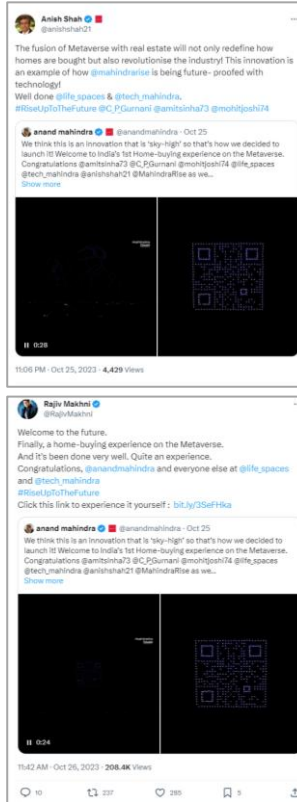
anand mahindra @anandmahindra

We think this is an innovation that is 'sky-high' so that's how we decided to launch it! Welcome to India's 1st Home-buying experience on the Metaverse. Congratulations @amitsinha73 @C.P.Gurnani @mohitjoshi74 @life_spaces @tech_mahindra @anishshah21 @MahindraRise as we #RiseUpToTheFuture

9:37 PM · Oct 25, 2023 · 543.4K Views

62 207 1.5K 20

<https://twitter.com/anandmahindra/status/1717211350076641461?s=46&t=XtPGPEL6Xku6sZ4MiYF39g>



Anish Shah @anishshah21

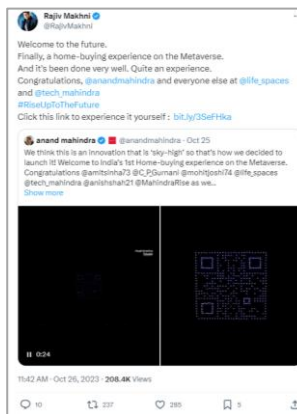
The fusion of Metaverse with real estate will not only redefine how homes are bought but also revolutionise the industry! This innovation is an example of how @mahindrarise is being future- proofed with technology.

Well done @life_spaces & @tech_mahindra. #RiseUpToTheFuture @C.P.Gurnani @amitsinha73 @mohitjoshi74

anand mahindra @anandmahindra - Oct 25

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11:06 PM · Oct 25, 2023 · 4,429 Views



Rajiv Mashni @RajivMashni

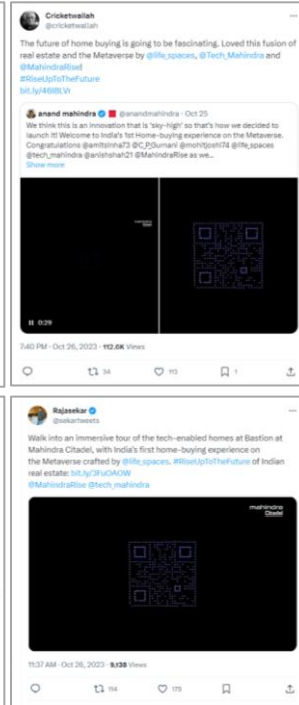
Welcome to the future. Finally, a home-buying experience on the Metaverse. And it's been done very well. Quite an experience. Congratulations, @anandmahindra and everyone else at @life_spaces and @tech_mahindra

Click this link to experience it yourself: bit.ly/3SeFhKa

anand mahindra @anandmahindra - Oct 25

We think this is an innovation that is 'sky-high' so that's how we decided to launch it! Welcome to India's 1st Home-buying experience on the Metaverse. Congratulations @amitsinha73 @C.P.Gurnani @mohitjoshi74 @life_spaces @tech_mahindra @anishshah21 @MahindraRise as we...

11:42 AM · Oct 26, 2023 · 208.4K Views



Cricketwah @cricketwah

The future of home buying is going to be fascinating. Loved this fusion of real estate and the Metaverse by @life_spaces, @Tech_Mahindra and @MahindraRise! #RiseUpToTheFuture bit.ly/4688LW

anand mahindra @anandmahindra - Oct 25

We think this is an innovation that is 'sky-high' so that's how we decided to launch it! Welcome to India's 1st Home-buying experience on the Metaverse. Congratulations @amitsinha73 @C.P.Gurnani @mohitjoshi74 @life_spaces @tech_mahindra @anishshah21 @MahindraRise as we...

1:40 PM · Oct 26, 2023 · 112.6K Views

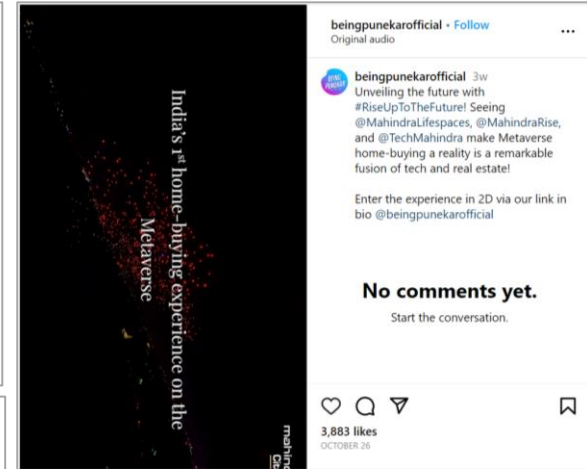


Rajeev @RajeevR

Walk into an Immersive tour of the tech-enabled homes at Bastion at Mahindra Clade, with India's first home-buying experience on the Metaverse crafted by @life_spaces. #RiseUpToTheFuture of Indian real estate: bit.ly/3PuUAKW

anand mahindra @anandmahindra

11:37 AM · Oct 26, 2023 · 8,133 Views



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Original audio

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Unveiling the future with #RiseUpToTheFuture! Seeing @MahindraLifespaces, @MahindraRise, and @TechMahindra make Metaverse home-buying a reality is a remarkable fusion of tech and real estate!

Enter the experience in 2D via our link in bio @beingpunekarofficial

No comments yet.
Start the conversation.

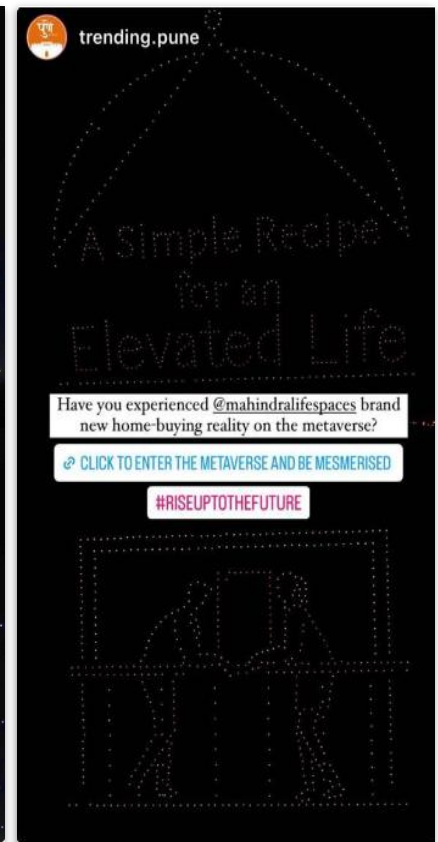
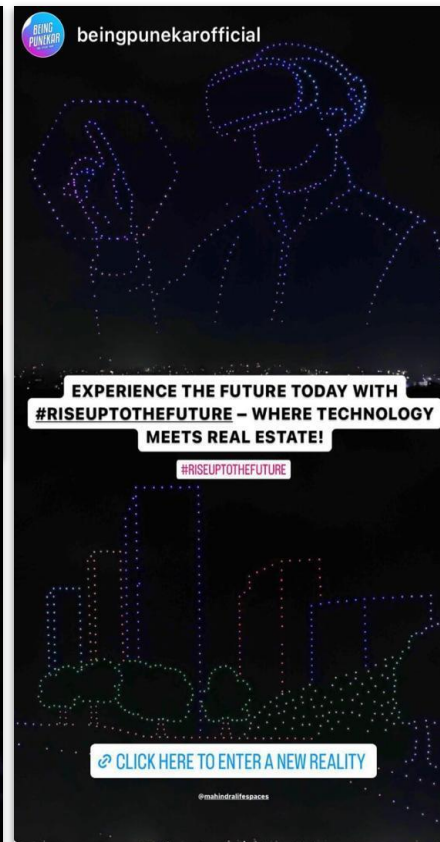
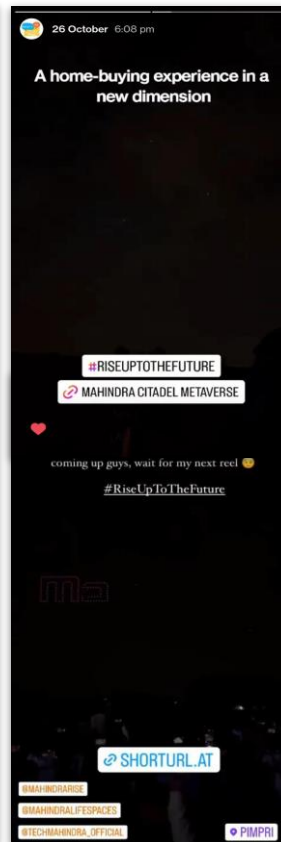
3,883 likes
OCTOBER 26

Click on images to open posts link



The Big Launch: The Ripple Effect

The internet was in awe with the Drone Show and swarmed us with share, reshares and retweets.

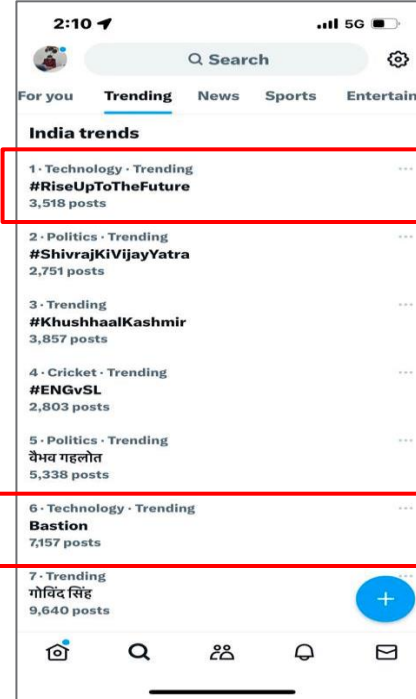
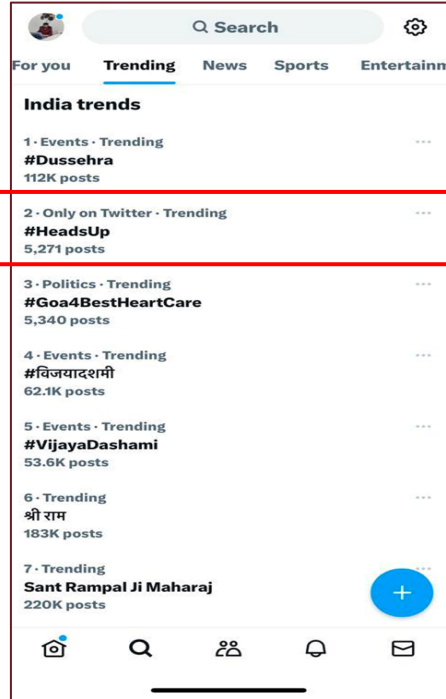


The Big Launch: The Ripple Effect

Trending as some of the topmost hashtags on Twitter

Total Tweets	5,947
Engagements	4,328
Total Reach	14,382,053
Total Impression	16,157,183

Teaser
Duration: 25th Oct – 27th Oct

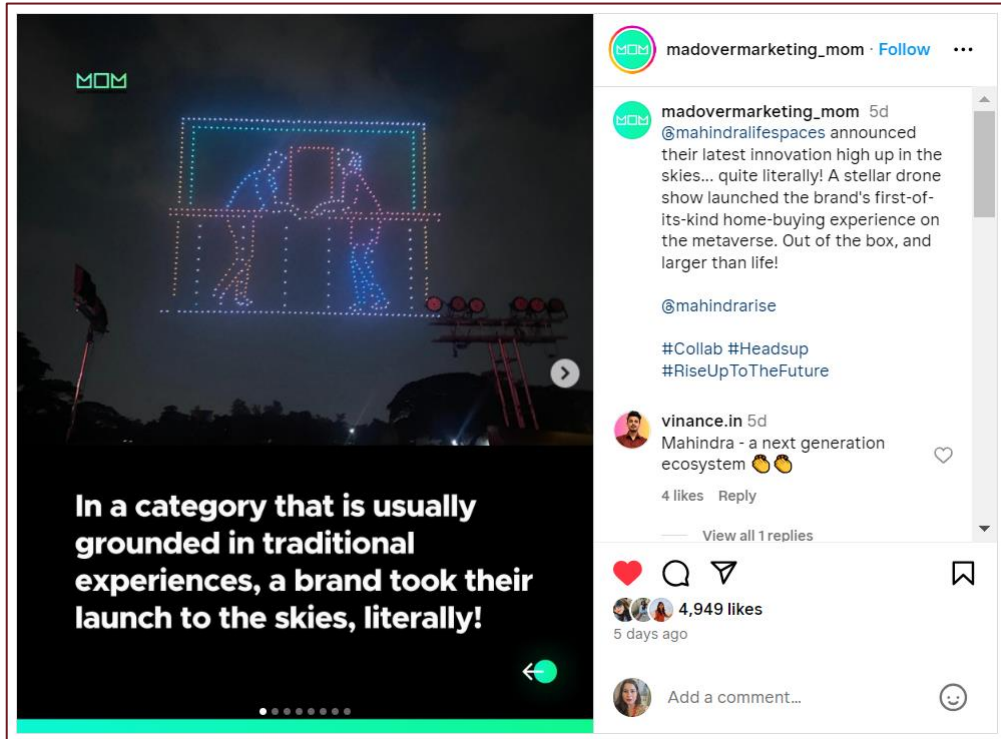


Total Tweets	3,644
Engagements	3,277
Total Reach	11,178,981
Total Impression	12,757,183

Drone Show/ Launch
Duration: 26th Oct – 1st Nov

The Big Launch: Feature in MoM

MOM featured our one-of-it's kind launch story on all their social media handles.



Post Links

https://www.instagram.com/p/C2Mkh5ISauo/?img_index=1

<https://www.facebook.com/watch/?v=762128985967346>

<https://www.linkedin.com/feed/update/urn:li:activity:7153317538506981378/>

<https://twitter.com/MadOMarketing/status/1747551292548125039>

18 Click on image to open the post link



Brand Awareness: Social Media

Who better than our social media influencers to take this initiative closer to Pune audience. Apart from reaching out to the most popular influencers of Pune, we took help of our colleagues who have their own following on social media.

S. No.	Social Media Handle/ Name of the influencer	Posts Link
1	Be that Diva	Teaser Phase: https://www.instagram.com/p/CyyHmhjI0jD/?img_index=1 Drone Show: https://www.instagram.com/p/Cy3YvblieIm/
2	Things to do in Pune	Teaser Phase: https://www.instagram.com/p/CyyB8skN4QQ Drone Show: https://www.instagram.com/p/Cy8im0Ftxkn/
3	What's Up Pune	Teaser Phase: https://www.instagram.com/p/CyyERwPveoi/ Drone Show https://www.instagram.com/reel/CzOTgxjxdBd/?igshid=bHA1ZXZsZjcxMXJl
4	Danny Pandit	https://www.instagram.com/p/Cy-MRwnP6Kl/
5	What's hot Pune	https://www.instagram.com/p/Cy8OMXur5fN/
6	Being Punekar	Teaser: https://www.instagram.com/p/Cyxuk3go-q9/ Drone Show: https://www.instagram.com/p/Cy3KcH9IZau/
7	Trending Pune	Teaser: https://www.instagram.com/p/CyyZA8IIHqt/ Drone Show: https://www.instagram.com/p/Cy3fxn5CieJ/
8	Puneri Guide	https://www.instagram.com/p/Cy3MqngoOmZ/
9	Mayank Agarwal	https://www.instagram.com/p/Cy8TuOaIQkl/

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S. No.	Social Media Handle/ Name of the influencer	Posts Link
1	Anand Mahindra	https://twitter.com/anandmahindra/status/1717211350076641461?s=46&t=XtPGPEL6Xku6sZ4MiYF39g
2	Anish Shah	https://twitter.com/anishshah21/status/1717233756401008971?s=46&t=XtPGPEL6Xku6sZ4MiYF39g https://www.linkedin.com/posts/anishdshah_riseuptothefuture-mahindrarise-realestate-activity-7124009439199703040-gycQ/?trk=public_profile_share_view
3	CP Gurnani	https://twitter.com/C_P_Gurnani/status/1717415711558213972
4	Mohit Joshi	https://twitter.com/mohitjoshi74/status/1717816767471628674
5	Lakshmanan Chidambaram	https://twitter.com/C_T_Lakshmanan/status/1717217486855143530
6	Tech Mahindra	https://twitter.com/tech_mahindra/status/1717841054836416627
7	Mahindra Rise	https://twitter.com/mahindrarise/status/1717460583703031974?s=46&t=XtPGPEL6Xku6sZ4MiYF39g

Brand Awareness: Social Media

A list of other influencers who supported us with posts, reposts and retweets across various social media channels.

Verified Users
Balram Sharma
Versha Singh
ShrishtySays
Soniyo__
nfteawala
Sandeep kishore IN
Ashisha Singh Rajput
Pandian
Saloni

Verified Users
Amrish Kumar
Rajasekar
Nikhil
Rajiv Makhni
Siddarth Srinivas
Shalini
Sanjay Sethl
DRONA

Verified Users
Vaishali Kasture
Rajan Navani
Ayaz Memon
Mahindra Group

Brand Awareness: PR

The PR strategy focused on reaching the audience through targeted channels. Since the product and launch was all about technology and innovation, we reached out to tech news channels apart from traditional media.

Mahindra Lifespaces brings India's first home-buying experience on Metaverse

TIMESOFINDIA.COM / Oct 26, 2023, 20:34 IST

158 PTS SHARE AA FOLLOW US

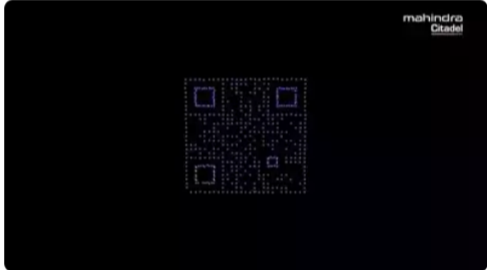
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How Ayodhya completes golden triangle of tourism in UP

Mahindra Lifespace, the real estate arm of Mahindra Group, has launched India's first home-buying experience on the Metaverse. The platform was unveiled during the launch of Bastion at Mahindra Citadel, using a drone show to reveal a QR ... [Read More](#)



Mahindra Group's real estate and infrastructure development arm, Mahindra Lifespace, has introduced India's first home-buying experience on the Metaverse. The company unveiled this platform during the launch of Bastion at Mahindra Citadel, which is Phase 2 of the project. This Metaverse experience was revealed to the audience via a drone show, which culminated in a QR code in the skies of Pune.

The Times of India

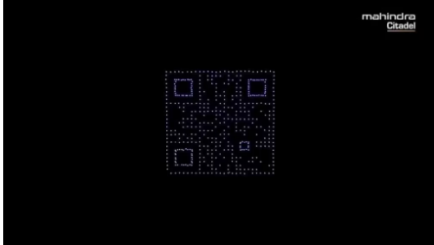
Reach: 29331020 | AVE: 372500

Mahindra Lifespaces introduces home buying experience on the Metaverse

The project was launched at Pimpri-Chinchwad

Written by FE Digital Currency
October 26, 2023 18:03 IST

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Mahindra Lifespace Developers Limited is a real estate and infrastructure development arm

According to an official release, Mahindra Lifespace Developers Limited (MLDL), a real estate and infrastructure development arm of the Mahindra Group, introduced India's first home-buying experience on the Metaverse with the launch of Bastion at Mahindra Citadel, which is Phase 2 of the project. This is expected to culminate in a QR code in the skies of Pune, which led the audience to the Metaverse experience.

The project is expected to have been launched at Pimpri-Chinchwad, with drones showing visuals of ecotone design, home automation features and unveiling of the [Metaverse Market Data](#). Believed users can also interact with elements within the homes and design interiors to their liking.

The Financial Express

Reach: 6897964 | AVE: 223600

Mahindra Lifespaces brings India's first home-buying experience on Metaverse

TIMESOFINDIA.COM / Updated: Oct 26, 2023, 08:35PM IST

FACEBOOK TWITTER LINKEDIN EMAIL

ARTICLES

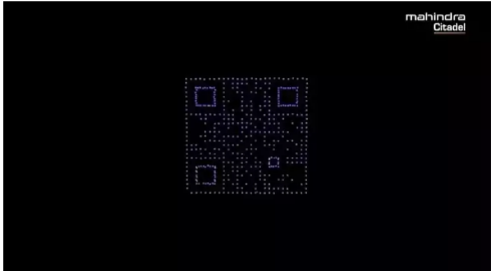
Mahindra Lifespaces brings India's first home-buying...

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The project was unveiled at the project location in Pimpri-Chinchwad, where over 500+ drones presented a show. It included visuals of the project's key features, showcasing the ecotone design, the home automation features and the

Gadgets Now

Reach: 5197704 | AVE: 210900

Brand Awareness: PR

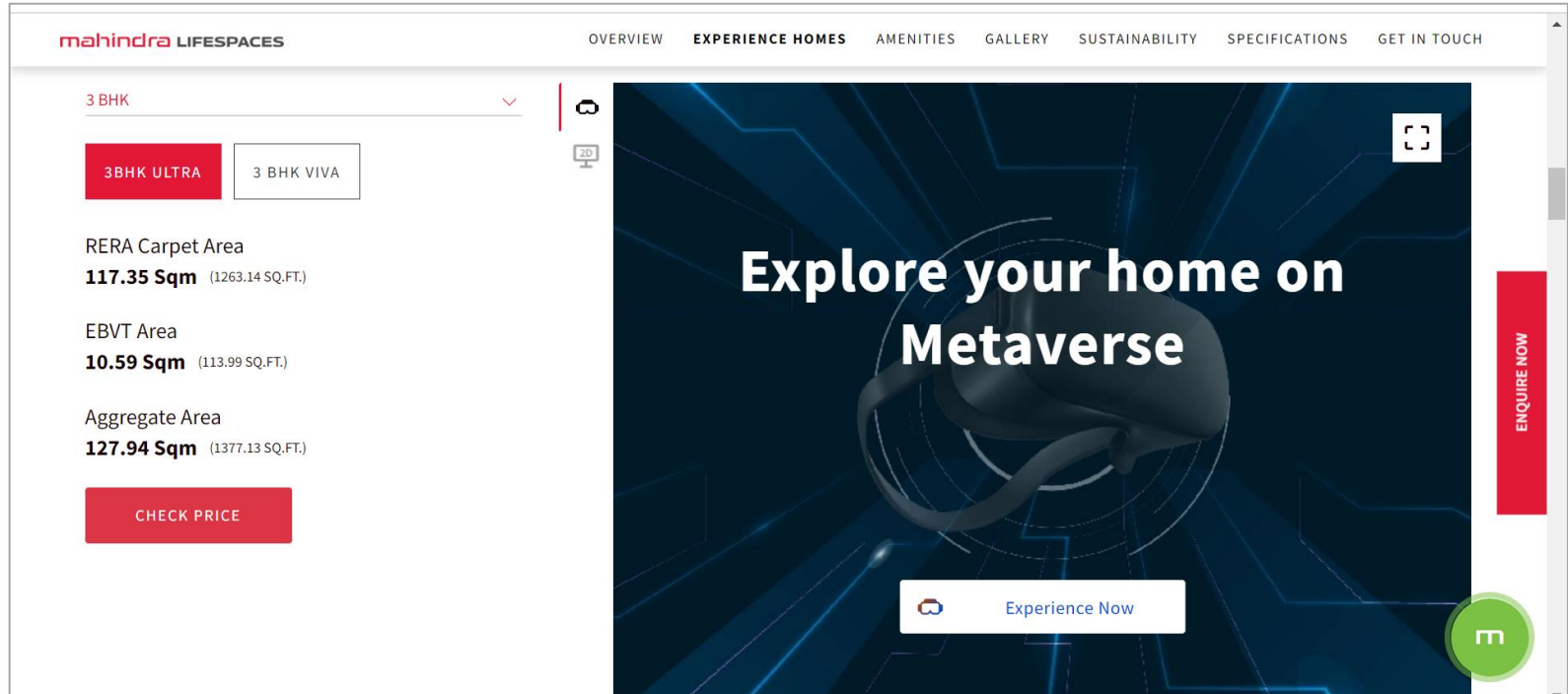
The PR strategy focused on reaching the audience through targeted channels. Since the product and launch was all about technology and innovation, we reached out to tech news channels apart from traditional media.

Date	Headline	Link of the article	Publication name	Reach	AVE
27-Oct-23	500 drones light up the night sky in Pune. Read to know more.	https://www.mypunepulse.com/500-drones-light-up-the-night-sky-in-pune-read-to-know-more/	PUNE PULSE	607849	161800
27-Oct-23	Mahindra Lifespaces Unveils Home-Buying Experience In Metaverse	https://everythingexperiential.businessworld.in/article/Mahindra-Lifespaces-Unveils-Home-Buying-Experience-In-Metaverse/27-10-2023-496477/	BW BusinessWorld	359131	118300
27-Oct-23	Mahindra Lifespaces introduces the ultimate home-buying experience in Metaverse, Details	https://www.dnpindia.in/automobile/mahindra-lifespaces-introduces-the-ultimate-home-buying-experience-in-metaverse-details/323393/	DNP INDIA	218100	108400
10-Nov-23	Mahindra Lifespaces cancels joint development of 4.8-acre land in Mumbai's Dahisar	https://realty.economictimes.indiatimes.com/news/industry/mahindra-lifespaces-cancels-joint-development-of-4-8-acre-land-in-mumbais-dahisar/105130327	ETRealty.com	160236	104600
26-Oct-23	#HeadsUp: Pimpri sky lit up by more than 500 drones	https://punemirror.com/photolist/headsup-pimpri-sky-lit-up-by-more-than-500-drones/cid1698320733.htm	Pune Times Mirror	101778	98200

and many more.....

Brand Awareness: Website

The 2D Metaverse experience was plugged in on the official landing page of the project.



www.mahindralifespaces.com/ MahindraCitadel

ROI/ Results Achieved

3.6M

Impression

248K

Video Views

120+ (~48%)

Homes booked in a few weeks from launch

1.3M

Reach

4.1K

Clicks

6Lacs+

Website visits

Overall Brand mention on social media: **4114 times** | #HeadUp trending: **5,947 tweets**
#RiseUptotheFuture trending: **3,644 tweets**

Thank You

