



ABOUT US

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

We are
XR Central

And we are building
MetaQubeTM

**A DIY, No Code/Low Code
Metaverse Builder for the Web 3.0**

Legal Name: XRC Studios Pvt. Ltd.
Headquartered in: Gurgaon, 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.



OUR OFFERINGS

Have the potential to shape the
Metaverse ecosystem

Introducing



No Code Metaverse Builder for the Decentralized Web

Enabling rapid immersive content creation and monetization



Characteristics of MetaQube™

Platform Characteristics

Structure	Community Governed Native Tokens Created	Accessibility	Web Browser VR/Mobile/PC /Laptop/Tablets
Data Storage	Decentralized (EVM Blockchain) Private Blockchain Public Blockchain Cross Chain Pollination	Transactions	Token Based Crypto Wallets Option of Real Money Gateway

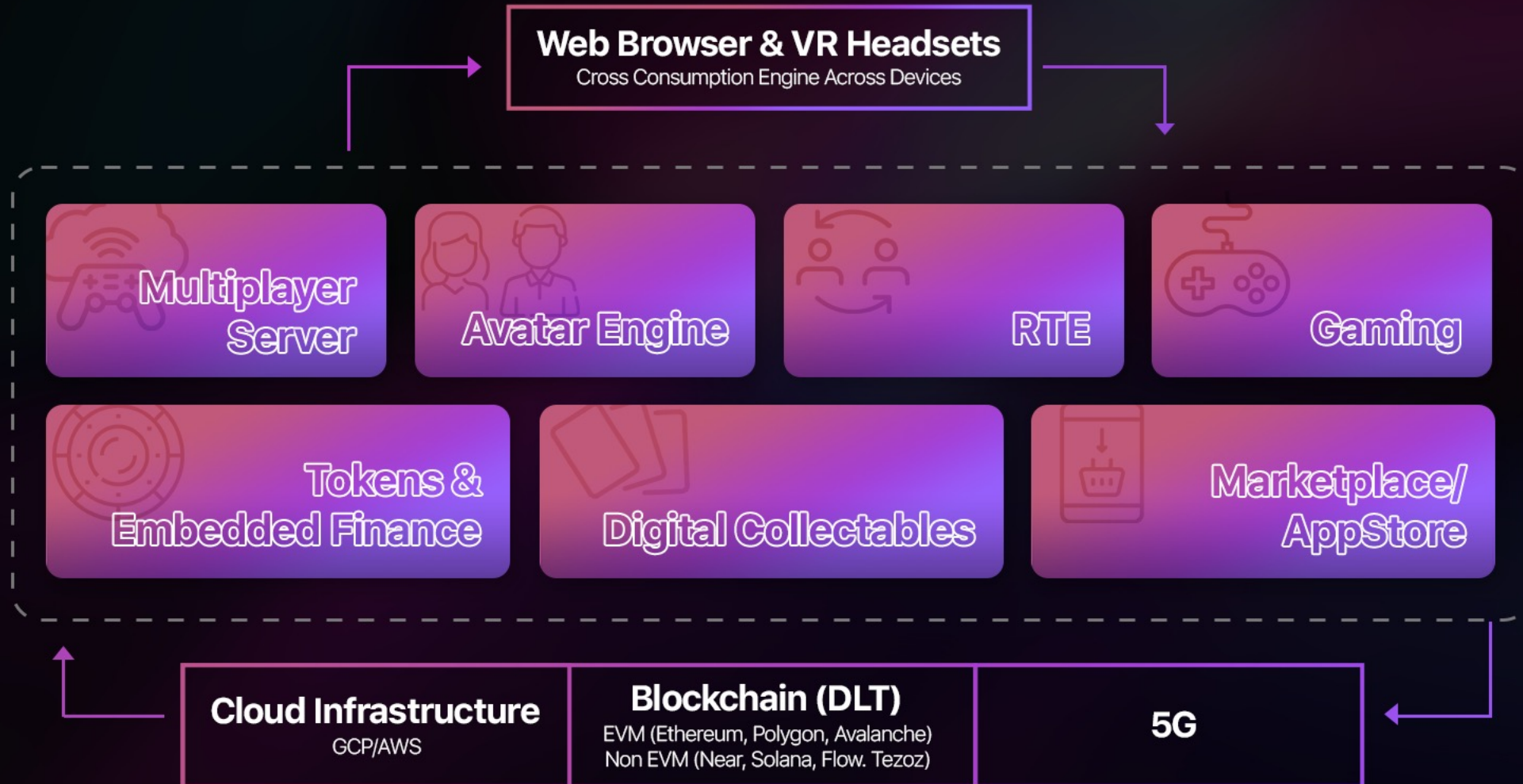
User Interaction

Digital Assets Ownership	NFTs	Gamification	Unlockables Socialization (Emotes, Streaming) Multiplayer Build Personalized Experience Play to Earn
Digital Assets Portability	Transferable	Avatar (Digital Identity)	Realistic Avatars In-house Built Avatar Engine Infinite Combinations Interoperable & Private Key Based
Content Creators	Community Brands, Studios, Agencies, Developers, Designers		

Commercials

Payments	Crypto and Tokens Community Payouts Royalties on NFT Trades (Smart Contract)
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Platform Architecture



Value-Chain of the Metaverse Ecosystem



In the News



Khaleej Times
 TUESDAY | October 11, 2022 • RABIA ALAWWAL 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.

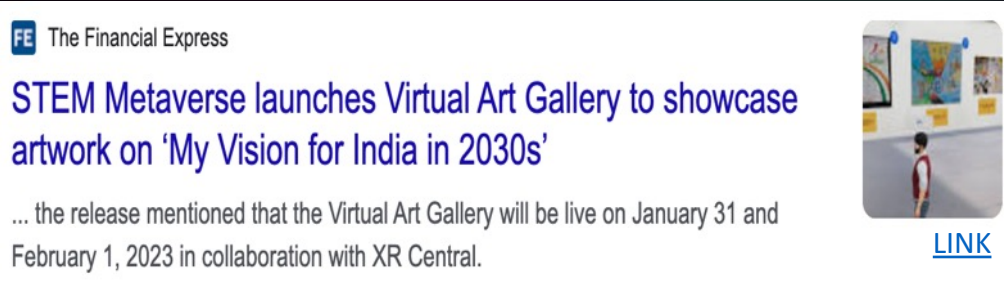


Anshul Agarwal and Shrey Mishra are the brains behind XR Central.

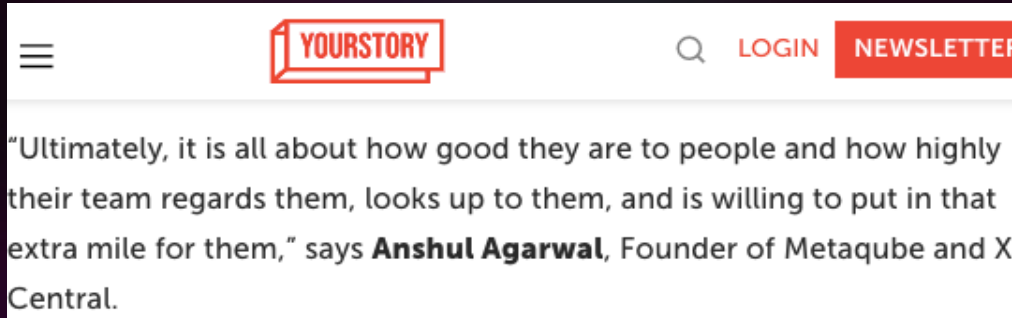
The company has been in the gaming space since 2014 with its brand Gaming Central, one of India's largest gaming communities with over 12 million followers.

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

The Daily Guardian

NEWS PLUS 5

META-FI: CRACKING THE MOULD WITH PLAY-TO-EARN AND CREATE-TO-EARN

The global gaming industry is projected to grow at a phenomenal pace to \$216.7 billion by 2024 and gaming is seen to be a key use for 5G technological advancements.

Arjun Kapoor shares his fitness journey in Scitron video

Outlook

HOME OUTLOOK BUSINESS MONEY CRYPTO CORNER TRAVEL IPL 2022 SPORTS VIDEOS ENTERTAINMENT

HOME » BUSINESS

India Art Fair Enters The Metaverse

The recently concluded India Art Fair returned to the grounds after a gap of two years. It also debuted on the metaverse allowing scores of art lovers from across the world to access it.

[LINK](#)

Welcome to the **India Art Fair 2022 Metaverse**

LET'S BEGIN

GIGABYTE™
X
XR Central

Explore esports in a new way by creating your own fan zones and sports universe on MetaQube

XR Central Partners with Taiwanese PC Giant GIGABYTE for IPL Metaverse Debut

GURGAON: XR Central is partnering with Taiwanese dhunt.in

XR Central Partners with Taiwanese PC Giant GIGABYTE for IPL Metaverse Debut

[LINK](#)

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ENTREPRENEUR STORIES LATEST STARTUPS STORIES

This Startup Specialises in Building Metaverses & Immersive and Interactive Virtual Spaces

NATIONAL NEWS

XR Central Creates India's First Metaverse Tribute Honoring Legendary Singer Lata Mangeshkar

An experience bringing the great singer's legacy into the metaverse

Entrepreneur INDIA

XR Central: 'Extending' Reality

They fast-track brands' journeys to the metaverse ecosystem. Brands can subscribe to their platform and build and share their own personalized metaverse experiences within minutes.

[LINK](#)

Thank you!


Get Started on metaqube.ai Today!




www.xrcentral.tech


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