



NEWS & TRENDS

Shiva Immersive: India's First Cultural-Tech Experience | Immersive Mythology Franchise

August 21, 2026

New Delhi [India], December 18: **E-Factor Experiences Limited** launches Shiva Immersive, India's first large-format, multi-sensory immersive experience that establishes a new category: cultural-tech—where mythology

meets motherboard and becomes a global exportable IP.

This is not a temple. Not a theme park. Not Bollywood with better SFX but India's First Immersive Mythology Franchise- crafted for a global audience.

Shiva Immersive is a \$2 million, made-in-India production that fuses timeless narrative with 360° projection mapping, spatial audio, kinetic scenography, and AI-powered dramaturgy to create a cosmos where audiences experience consciousness, creation, and destruction—not through devotion, but through cinematic technology.

THE CATEGORY SHIFT

While Japan exports anime and Korea exports K-dramas, India has owned the civilizational raw material of mythology but never learned to tell it in a future-ready language. Shiva Immersive changes that.

The show runs 45 minutes with Sharad Kelkar's voice anchoring audiences through a philosophical exploration of Shiva's essence—abstract, immersive, designed to move the audience.

The technology- India's first deployment at this scale for cultural storytelling:

- * 360° seamless projection mapping
- * Spatial audio that moves through 3D space
- * AI-assisted narrative sequencing
- * Real-time kinetic scenography
- * Multi-sensory integration (light, sound, temperature, spatial disorientation)

The franchise: Delhi (3 months), Mumbai (3 months), replicable model across metros, pilgrimage circuits, and diaspora hubs (London, Dubai, Singapore).

The economy: Competing with Netflix, multiplexes, and escape rooms for experiential spending. A recurring revenue engine with 3-5 shows daily.

- * Replicable across metros (Varanasi, Bangalore, Tirupati) and global diaspora centers (London, Dubai, Singapore)
- * Anchor attraction for urban cultural tourism (cultural tourism = 40%+ of

global tourism revenue)

- * Aligns with Make in India, Creative Economy, and Digital India priorities

Samit Garg, Co-Founder & MD, E-Factor Experiences Limited: “**Shiva Immersive** is years of R & D bringing together artists, designers, technologists, and storytellers to create an immersive format that is both culturally rooted and globally relevant. This is our vision to build world-class experiential entertainment from India for global audiences.”

WHY THIS MATTERS

This demonstrates what “Make in India” can mean for the creative economy:

- * **New jobs:** Experience architects, mythology-technologists, projection engineers, spatial sound designers—disciplines barely exist in India today
- * **Policy precedent:** If successful, becomes the argument for capital subsidies in immersive cultural infrastructure
- * **IP scalability:** Mythology as exportable asset, like TeamLab Borderless became Japan’s top tourist attraction
- * **Tourism value-add:** Establishes anchor attractions that reshape urban entertainment ecosystems across the global audience
- * India’s New Category of ‘cultural technology story-telling’ – in terms of India’s First Immersive Mythology Franchise

DETAILS

- * Premiere: 21 December, 6:30 PM
- * Public Opening: 22 December
- * Venue: E-Factor Arena, DLF Avenue, Saket, New Delhi

Tickets: BookMyShow

With Shiva Immersive, India is telling its own stories in the language of the future—and building a global franchise around it.

Source- <https://www.business-standard.com/content/press-releases->

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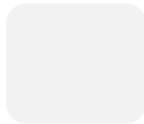
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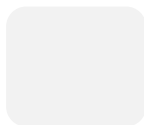
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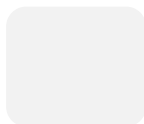
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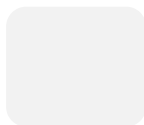
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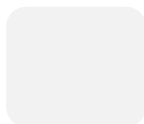
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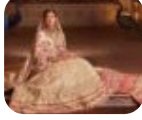


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