

Scope of Virtual Reality Center

Introduction

In the era of rapid digital transformation, running a **Virtual Reality (VR) Experience Center** stands out as an innovative and future-ready business opportunity. With minimal technical expertise and a relatively low initial investment, entrepreneurs can tap into a high-potential market that is still largely untapped in many regions.

Compared to traditional businesses with similar investment levels, VR centers offer a significantly higher **Return on Investment (ROI)**. The immersive experiences offered through **Virtual Reality (VR)**, **Augmented Reality (AR)**, and **Holographic Display Technologies** are increasingly in demand across sectors like entertainment, education, tourism, and marketing.

The Indian and global markets are witnessing a surge in interest and adoption of immersive tech, but the availability of accessible VR experiences remains limited—creating a wide gap and a ripe opportunity for early movers. This project report explores the potential, viability, and scalability of setting up a VR experience center, highlighting key business metrics, ROI projections, and strategic considerations.



Key Sectors

Tourism: Enables virtual heritage site tours and adventure previews—enhancing accessibility and enticing real visits.

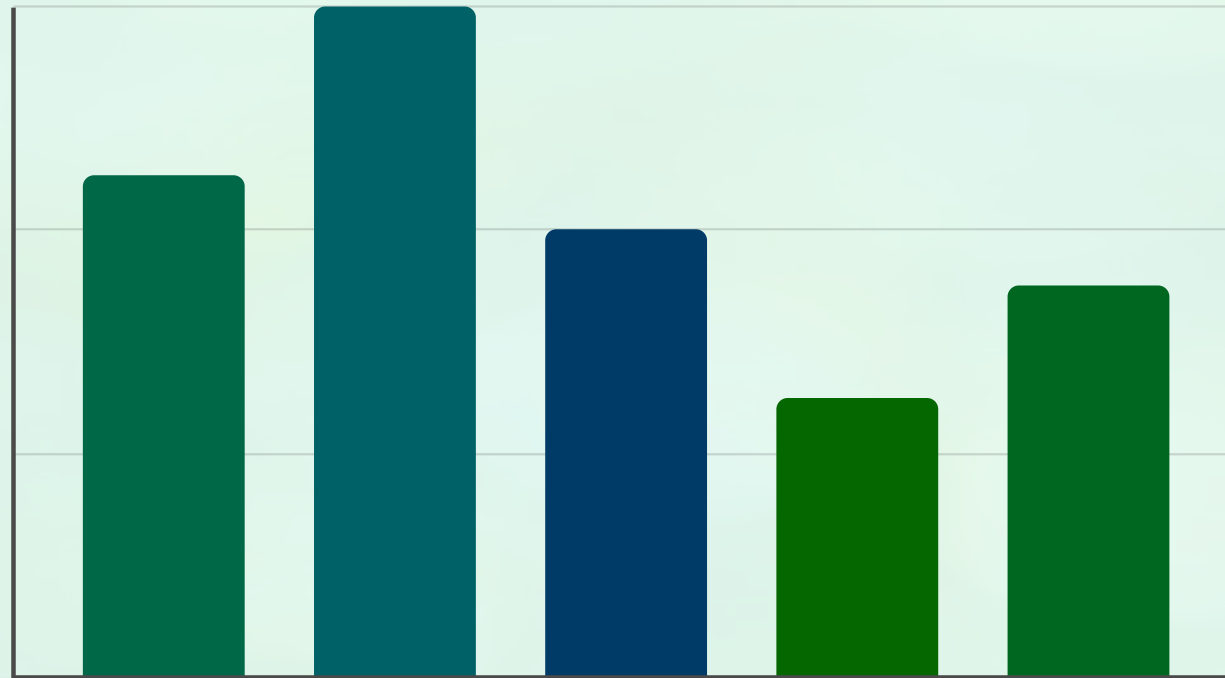
Education: Immersive labs, historical reenactments, STEM training; boosts retention and engagement.

Gaming & Entertainment: Core sector—arcade setups, multiplayer arenas, fitness VR.

Enterprise & Other: Training simulations in healthcare, defense, manufacturing; property walkthroughs; marketing showrooms.



Market Statistics – India & Global



India

- **AR & VR combined:** Estimated revenue US \$917.5 M in 2025; projected to grow at a CAGR of 8.2% to reach US \$1.3 B by 2029
- **VR alone:** Market worth US \$524.7 M in 2024, forecasted to soar to US \$3.51 B by 2033 at a CAGR of 23.4%
- **VR Headsets:** Generates US \$129.6 M in 2025; growing at ~7% CAGR through 2030
- **VR Hardware:** Includes headsets, sensors—valued at US \$225.8 M in 2025; will reach US \$316 M by 2029 at ~8.8% CAGR
- **Mixed Reality hardware growth:** USD 75.8 M in 2023, projected at USD 585.6 M by 2030 (CAGR ~33.9%)

Global

- Meta's Reality Labs earned ~\$2.1 B in 2024, VR headset shipments globally: ~7.3 M units in 2024,

ROI Estimates

- **5 units** investment breakeven in 3–4 months after operating costs.

Net profit potential: ₹25 lakh to –36 Lakh per year after expenses

Extra Revenue via Hologram Display Ads

- Holographic units (lobby/entrance): showcase local ads, travel info, promos.
- Conservative estimate: ₹50k–150k/month per unit (~₹600k–1.8 M/year).
- Combined with session revenue, ads can boost profits by ~20–40%.





Cost & Profitability

This presentation outlines costs, revenue potential, and profit sharing for a VR experience center in high-footfall locations.

Location and Space Requirements

Placement

Theme parks, malls, and tourist spots with high visitor traffic.

Space

Compact setup requiring only 100 sq ft for optimal operation.

Target Audience

Families, school students, and tourists with diverse interests.



Initial Investment Breakdown

VR Headsets (5 units)	500,000 Rs
Hologram Display Unit (1 unit)	58,000 Rs
Revolving VR Chairs (4 units)	20,000 Rs
Salary & Overhead (2 months buffer)	40,000 Rs
High Speed Internet	10,000 Rs
Total Investment	628,000 Rs



Revenue and Visitors



Minimum VR Fee

Rs. 100 per visitor



Daily Footfall Target

Conservative estimate of 100
visitors per day



Monthly Revenue Estimate

Rs. 300,000 assuming 30
operating days

Operating Costs & Profit

Monthly Running Expenses

Rs. 40,000 including staff and utilities

Investment Write-Off

Rs. 26,166 amortized over 2 years

Estimated Monthly Profit

Rs. 233,834 after expenses



Revenue Sharing Structure

1

Virtuo

20% of revenue (Rs. 46,767)

2

Space Provider

40% of revenue (Rs. 93,534)

3

Investor

40% of revenue (Rs. 93,534)

Investment Returns & Capacity Utilization

182

Return at 100% Capacity

91

Return at 50% Capacity

18%

GST Applicable





Growth Opportunities

Hologram Expansion

Multiple units combined for enhanced, larger views.

Additional Revenue

3D movie theatre as a complementary income source.



Some of our activities & clients

VR Experience Centers

Railway Stations

- **Indian Railways** – Running VR Experience Centers at prominent railway stations across Kerala

Tourism & Theme Parks

- **Mango Meadows** – World's first bio-diversified agriculture theme park; VR Experience Center operational inside the park
- **Silver Storm Water Theme Park** – One of the largest leisure parks in Kerala; VR Experience Center operational within the park

Educational Institutions

- **CMS College, Kottayam** – One of the oldest and top arts colleges in Kerala; VR Experience Center running on campus

Hospitality Sector

- **Windsor Castle Hotel, Kottayam** – No.1 Resort Hotel in Kottayam; VR Experience Center running in the premises

Entertainment Sector

- **Ladder Cinemas, Palakkad** – Largest multiplex in Palakkad; VR Experience Center operational in the complex

AR/VR Labs in Schools (Kerala/CBSE Syllabus)

- **CMS College, Kottayam**
- **Paramabhattara Higher Secondary School, Ernakulam**
- **St. Thomas College High School, Kottayam**
- **UP School, Pulasserikkara, Palakkad**

Action Plan

- The Indian VR market is booming—VR alone growing ~23% annually.
- A small investment can break even in under 6 months.
- Additional ad revenue adds significant incremental income.
- Ideal to start at travel hubs, tourist spots, or entertainment venues.



Steps:

- 1. Site surveys: Validate footfall and consumer interest.
- 2. Cost breakdown: Rent, staffing, marketing, maintenance.
- 3. Ad partnerships: Engage local hotels, restaurants, brands.
- 4. Pilot launch: Run 5-headset center + hologram; refine operations.
- 5. Scale-up: Add 5 more headsets and additional ad units after success



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