

**Abstract:** Abstract: Major tech corporations are vying to dominate in XR (AR/VR/MR and Haptics) domain, each seeks to establish primacy over the others. These industry giants forge alliances to uphold their leadership positions, driven by their aspirations to shape the future of XR realms. Where would India stand in these war among giants, what are its opportunities and challenges. What are its strategies to protect its interests. India has a bright future to lead XR.

**Brief Bio:** Dr. M. Manivannan, currently a professor of Biomedical Engineering at IIT Madras, established India's first Touchlab at IITM in 2005, a distinction it still holds nationwide. Recently, he established Experiential Technology Innovation Center (XTIC), the country's premier multidisciplinary research center for VR/AR/MR and Haptics, and India's first Industrial Consortium for XR known as CAVE which has more than 270 startups and industries. Prior to his tenure at IIT Madras, he served as a visiting scientist at Massachusetts Institute of Technology (MIT), Massachusetts General Hospital (MGH) of Harvard Medical School (HMS), and National Institute of Standards and Technology (NIST) Maryland. Additionally, he held visiting faculty positions at CMC Vellore and IISc Bengaluru.