

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202511100971 A

(19) INDIA

(22) Date of filing of Application :18/10/2025

(43) Publication Date : 05/12/2025

(54) Title of the invention : A VIRTUAL REALITY PLATFORM FOR SMART RETAIL SHOPPING EXPERIENCES

(51) International classification	:G06F0003010000, G06Q0020200000, G06Q0020380000, G06Q0020020000, G06Q0030060100	(71) <b>Name of Applicant :</b> <b>1)NOIDA INSTITUTE OF ENGINEERING &amp; TECHNOLOGY</b> Address of Applicant :19, Knowledge Park-II, Institutional Area, Greater Noida – 201306, Uttar Pradesh, India. Uttar Pradesh India
(31) Priority Document No	:NA	(72) <b>Name of Inventor :</b>
(32) Priority Date	:NA	<b>1)Dr. PREM SAGAR SHARMA</b>
(33) Name of priority country	:NA	<b>2)NEETU KUMARI RAJPUT</b>
(86) International Application No	:	
Filing Date	:01/01/1900	
(87) International Publication No	: NA	
(61) Patent of Addition to Application Number	:NA	
Filing Date	:NA	
(62) Divisional to Application Number	:NA	
Filing Date	:NA	

(57) Abstract :

The invention discloses a Virtual Reality Retail Platform (101) designed to provide immersive shopping experiences. The system includes a product visualization unit (102), AI recommendation engine (103), cloud database (104), multi-user interaction module (105), inventory management system (106), and secure payment gateway (107). The platform enables interactive 3D visualization, personalized recommendations, social shopping, and seamless purchase transactions. By integrating VR with intelligent analytics, the invention enhances customer satisfaction, improves sales conversions, and provides retailers with valuable insights. This invention bridges the gap between physical and digital retail through immersive innovation.

No. of Pages : 15 No. of Claims : 6