

JAYPEE UNIVERSITY OF ENGINEERING AND TECHNOLOGY, GUNA

Team EMO Shines at XR Creator Hackathon 2025, Wins in E-commerce & Retail Category

In a remarkable testament to innovation and technical excellence, Team EMO from Jaypee University of Engineering & Technology has brought pride to the institution by emerging as a winner in the E-commerce & Retail category at the prestigious XR Creator Hackathon 2025, organized internationally by the Government of India in collaboration with WaveLabs and BharatXR.

The team impressed judges, industry mentors, and fellow participants alike with their groundbreaking product, Ambio — a next-generation XR platform that reimagines the home décor experience. Ambio empowers users to browse design inspirations, visualize interiors in Augmented Reality (AR), and even connect directly with interior designers and decorators, all within one seamless and immersive digital environment. It goes far beyond traditional tools by integrating discovery, visualization, and professional collaboration into a single intuitive platform, making home transformation smarter, more personalized, and accessible.

The core team behind Ambio includes:

Utkarsh Rai (Team Lead, Alumni – 2024 Batch)

Himanshu Mahto (2025 Batch)

Ashutosh Mishra (2025 Batch)

Ishita Gaur (2025 Batch)

Throughout the multi-phase hackathon, Team EMO demonstrated not only their technical prowess but also their deep understanding of user-centric design. By continuously gathering feedback, iterating on their prototype, and validating their ideas through real-world interaction, they shaped Ambio into a powerful solution with real potential for industry impact.

As Ambio moves forward in its development journey, the team has welcomed two new members - Vansh Verma (2026 Batch) and Ayush Singh (Alumini, 2024 Batch) - who bring fresh perspectives, dynamic skills, and a shared passion for innovation. While they joined post-hackathon, their contributions are now an essential part of Ambio's evolving story.

Team EMO's victory is not just a win in a competition - it's a celebration of collaboration, creativity, and the power of student-led innovation. Their journey continues to inspire and set new standards for what young innovators can achieve. The entire university community stands proud of their accomplishment and looks forward to seeing Ambio reach even greater heights.