

Mahindra Scorpio-N Launch Sets Multiple Online Sales Records

Niveus revolutionized Mahindra's buying experience by developing an e-commerce booking platform for the launch of Scorpio-N which was capable of handling upto 5 Million concurrent users with zero downtime.

The challenge

Mahindra desired to launch the newest version, the Scorpio-N summer, 2022. As in most markets, vehicle sales in India are largely done through dealerships. They were seeking for a scalable & responsive microsite that handles peak loads during the pre-booking and booking stage, catering for both customers and dealers. The expected number of concurrent users were approximately 50 lakhs in an hour.

The solution

The front-end web application was created using ReactJS as a single-page application, while the microservices were built using NodeJS and hosted on Google Kubernetes Engine. The core platform stack comprises Cloud Spanner, Cloud Memorystore (Redis), and is supported by Container Registry, Cloud Scheduler, Cloud Pub/Sub, Cloud Functions, Google Analytics, and Google Cloud's operations suite.

The results

Niveus developed a first-of-its-kind e-commerce booking platform for the launch of Scorpio-N, which created a signature moment in the automotive industry. The new launch set multiple records with 25,000 booking requests in the first minute and 100,000 booking requests in the first 30 minutes, resulting in an astonishing \$2.3B in sales.

“To help ensure smooth implementation of our requirements and needs, we worked closely with Niveus Solutions, an award-winning Google Cloud partner based in India. Cross collaboration among Mahindra, Niveus, and Google Cloud teams in terms of development, testing, deployment, and monitoring throughout the project, greatly contributed to the success of the campaign.”

Aditya Thangeda, Deputy General Manager | Group Technology Office - Digital, Mahindra Group



About Mahindra Group

Mahindra Group is an Indian multinational conglomerate, headquartered in Mumbai. The group has operations in over 100 countries, with presence in different industries. Mahindra Scorpio is the latest model of a highly popular SUV series in India and the first one built to enter the global market.

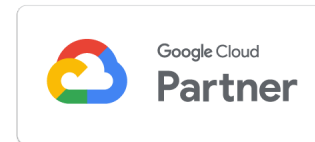
Industry: Automotive

Primary project location: India



About Niveus Solutions Pvt Ltd

Niveus Solutions, a Google Cloud Partner leverages cloud technologies to help enterprises with a range of cloud capabilities and services.



Products

Google Cloud Platform