MAKING INDIA, INDIC FIRST

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Thanks to the availability of low-priced smartphones, cheaper internet plans and new internet users, Indian Internet traffic has been growing at the fastest pace globally. With over 500 million internet users, India is all set to see further acceleration in years to come. India also ranks among top 5 countries with the highest number of Indic languages. Indian language users already far exceed the number of English language users in the country. Even though the figures indicate a positive graph, the internet penetration has still not reached half its potential in India.

Over 60% of Indian population belong to tier 2/3 cities or are from the rural areas who prefer end to end Indic language support on their mobile devices. Sadly, a lot of smartphones and most online platforms do not have end to end Indic language support. If a brand wants to penetrate the real India, the only way to drive successful engagement is- if they localize their content according to popular language sentiments. Online transactions, news, digital ads and ecommerce- all can see 100% better engagements and returns with the integration of local-language device support and localization of content.

Indic language is going to be the key driver to accelerate internet penetration and encourage the large chunk of native language users to come online, engage and stay connected. This can be driven by- localized app and web content, multilingual keyboards and chatbots, or software localization. This phenomenon has forced the international brands to consider the multilingual angle for Indian market. Any platform that enable users to interact in their preferred language is going to be a hit.