REVERIE

Language Technologies

WHY

Is localization important to any Indian business?

Untapped

MARKET POTENTIAL

MILLION

Indian language internet users in 2021

75% of total internet user base

2nd biggest internet market after China

90% Indians can't understand English

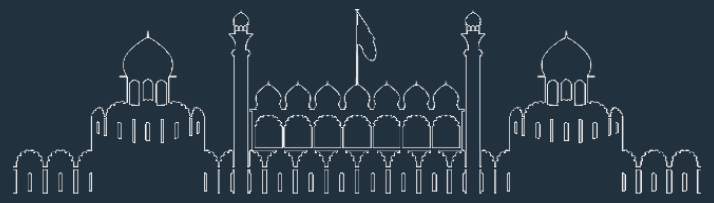
70% users face challenges with text input and keyboards in English

Mere 0.1% content on internet is in Indian Languages

DRIVING FORCES

Govt. wants to connect with all citizens to know about policies and how people can access them

Digital literacy in Indic languages to become a policy level decision



Source: Google-KPMG, **Reverie's Digital Indian Language Report**, Statista, NCPI

Indian language users face

BROKEN INTERNET EXPERIENCE

‘THERE IS AN APP FOR THAT’ holds TRUE for English internet users only

Social media, news, email, mobile banking, online shopping, booking travel tickets, cabs, movie tickets or doctor’s appointment

Indian language internet users struggle to achieve simple tasks on the internet

- Digital properties are not compatible with Indian languages
- If they are localized, products and/or content is not searchable
- User face challenges with text input and keyboards in English

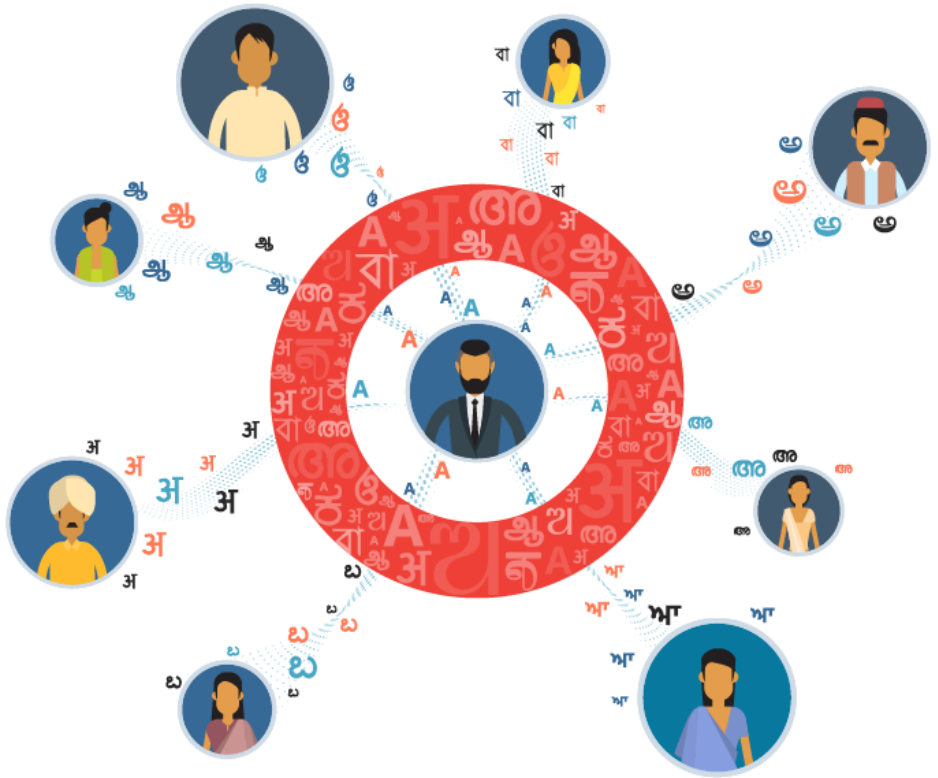
Can you ignore the 250 Mn strong non-English internet user base in India, 2017?

bit.ly/2CpdOgr

What is

LOCALIZATION

- It is not mere translation of the content in multiple languages in a monologue
- Localization facilitates free flow of conversation and dialogue with consumers



BENEFITS

Of localization

INCREASE REACH

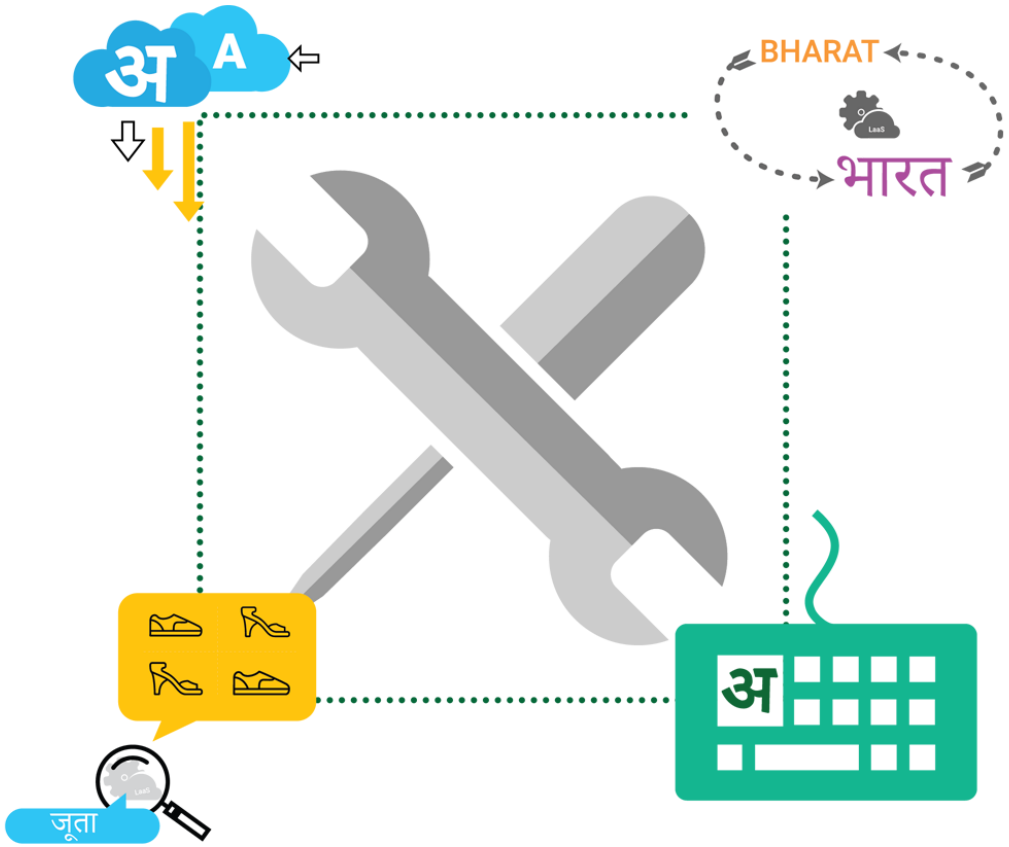
BETTER USER EXPERIENCE

BUILD CONSUMER TRUST

IMPROVE BOTTOM LINE

WHAT

solutions does Reverie have for companies looking to grow?



Localization provides

TRUE LANGUAGE EXPERIENCE

REAL-TIME CONVERSIONS

Transformation of static & dynamic content from English to local languages

SEARCH & DISCOVERY

Multilingual search capabilities for content discovery

USER INTERACTION

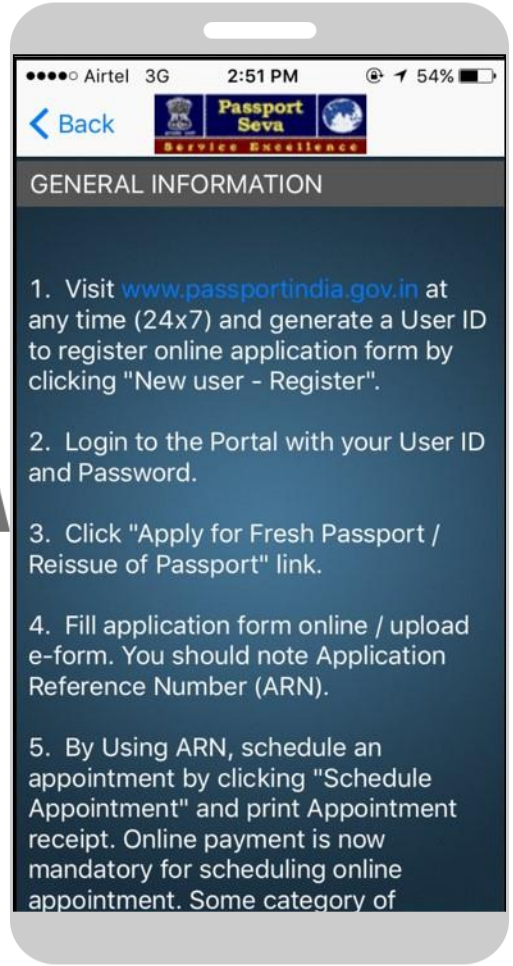
Multilingual input solutions for intuitive interaction

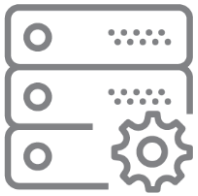
AESTHETIC DISPLAY

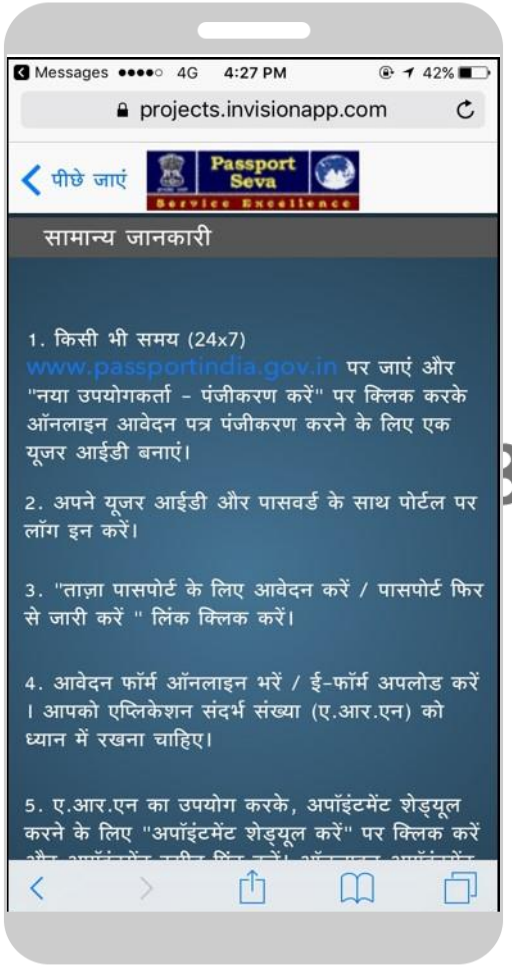
Multilingual font & display solutions for mobile & web

Localization

POSSIBILITIES





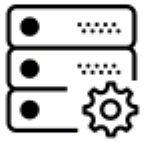


REVERIE LaaS platform

RESULTS

REAL-TIME CONVERSIONS

Transformation of static & dynamic content from English to local languages



REVERIE LaaS platform

RESULTS

SEARCH & DISCOVERY

Multilingual search capabilities for content discovery

- Multilingual search for Indexed data
- Available in 11 Indian languages + English
- Applicable on websites

REVERIE LaaS platform

RESULTS

USER INTERACTION

Multilingual input solutions for intuitive interaction

- Enable websites and app with multilingual input
- Available in 11 Indian languages
- (WEB)Available in 2 modes – Native & Phonetic
- (Mobile Application) Available in 3 modes – Native, Phonetic & English

REVERIE LaaS platform

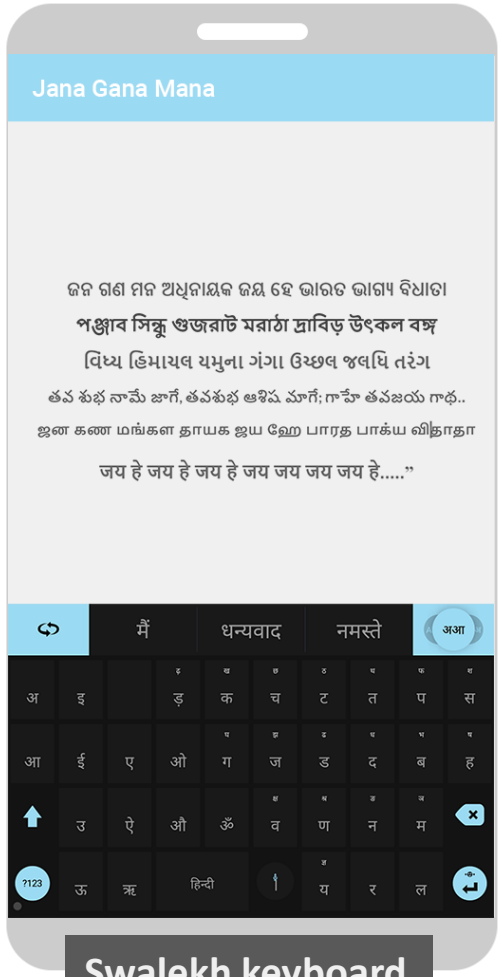
RESULTS

Superior Indic Fonts

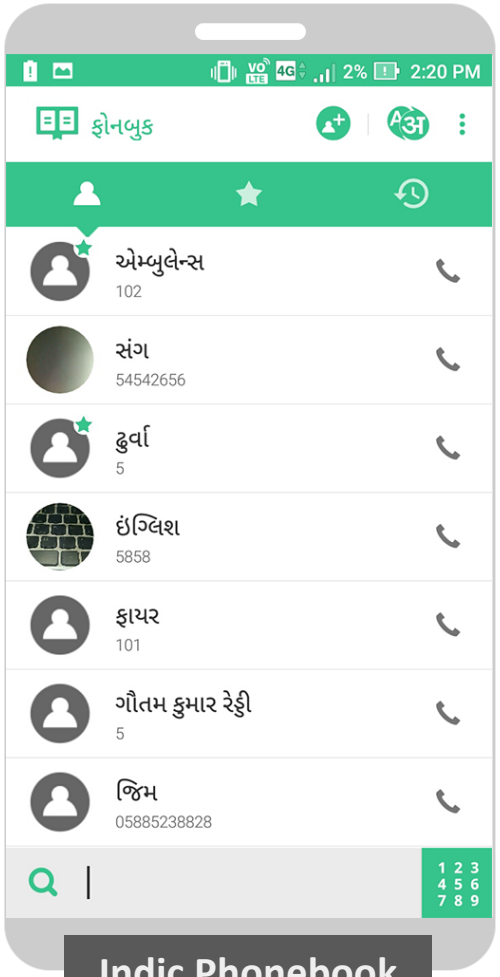
Specially crafted fonts for Indian languages that are highly legible, scalable, and follow native script conventions.

INDIC MOBILE APPS

For consumers



Swalekh keyboard



Indic Phonebook

Indic Calendar

1.5 Mn+

Downloads on Google Play

300 k +

Monthly Active Users for Swalekh and Indic Phonebook each

2 Cr+

words typed on Swalekh

Implementation

STRATEGY

Initiation

- Data elements and attributes identification
- Channel identification(web, mobile app etc.)
- Transformation approach planning.

Implementation

- Attributes training.
- Integration documentation and support
- Imparting of best practices

Go live

- Integration verification
- Attributes train gap closure
- Support go live

Post-Implementation

Announce local language availability through online as well as offline channels

Ensure ease of on-boarding for first-time users

Simplify and repeat information flow in familiarizing processes

WHY

should you choose Reverie?

REVERIE

Language Technologies

Deep expertise across

VERTICALS

Marquee

CUSTOMERS BASE

STRONG IMPACT

Of localization

2 BILLION+
Words localised on LaaS™ platform

200 MILLION+
Devices footprint

1.5 MILLION+
Downloads for consumer indic mobile apps

विजया बैंक
VIJAYA BANK
A friend you can bank upon

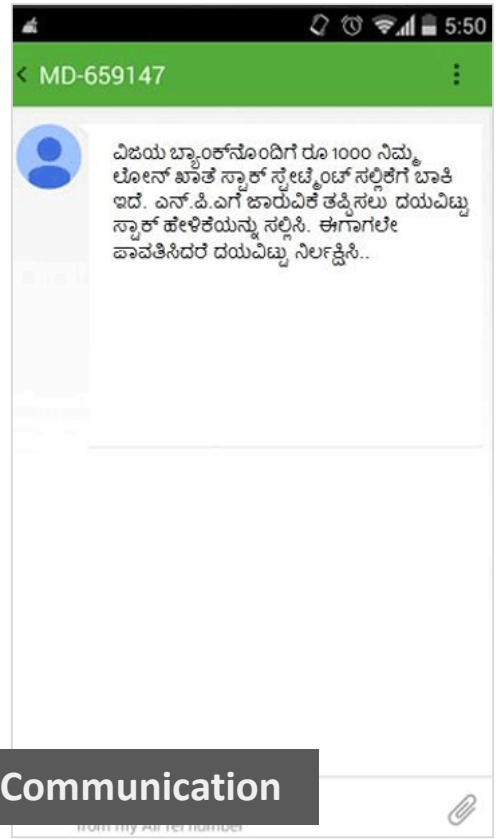
2.5 million Hindi & Kannada SMSes per month across 4 cities
PAN India in 11 Indian languages from Feb'18

OLA

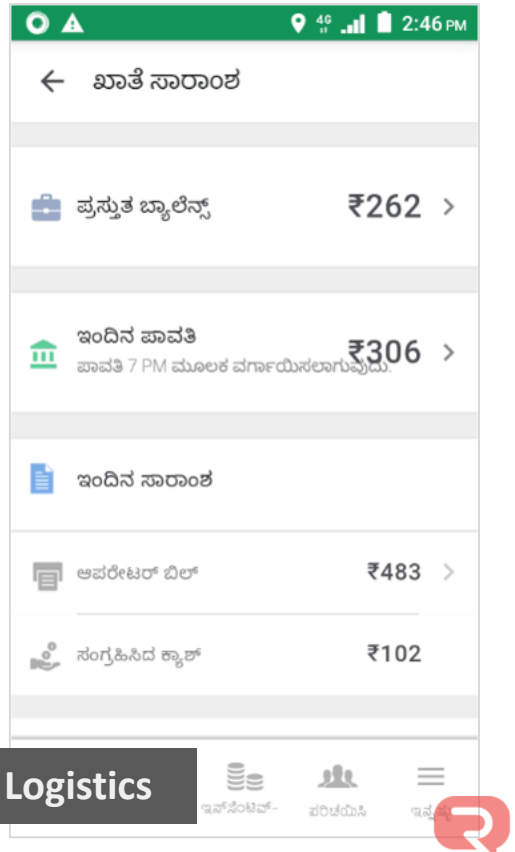
960K OLA bookings served per day
through local language app for drivers

:practo

40% of appointments
booked in 9 local languages



Communication



Logistics

Partnerships with the

GOVERNMENT BODIES

eBhoomi Project

Legacy content conversion, fonts and rendering

More than 40 million citizens in Karnataka have digitized land records

Champions of Change

Only Language technology company to participate in the NITI Aayog led initiative

Language impact recommendations presented to the Hon’ble Prime Minister.

Karnataka Citizens Data Hub

Multilingual content management, automated, real-time transliteration

Converted 50 million citizen records and created a clean database

Bhamashah Project

Multilingual text entry & publishing, multimodal entry – Native, and Phonetic, Predictions, Next-word suggestions

60 million citizens benefit via enrolment and database conversion in local languages

eNAM Project

Real-time localization including transliteration

4.5 million farmers across 471 mandis empowered by the portal to take sales decisions

BHIM UPI APP

20 Mn+ downloads to the UPI app

available in 13 Indian languages

Client

TESTIMONIALS

SHASHIN DEVSARE

Executive Director, Karbonn Mobiles

“We chose Reverie because space on a mobile phone comes at a premium and their solutions have the lightest footprint amongst similar language apps in the industry”

SUMIT KUMAR

Supply Product Head, OLA

Reverie is playing a pivotal role in our efforts to build a robust ecosystem for driver partners

VINAYAK DESAI

Product manager, Practo Ray

“Adoption of local-language SMS rose over 40% among our doctor base (5000+ doctors) in 3 months, with an adoption of over 60% in non T6 (non-metro) cities ”

धन्यवाद
THANK YOU