

#HINDUSTANHAMARA



# TIPS ON BUILDING FOR VERNACULAR INDIA

SWIPE



1.

## **Search has become voice first:**

40% or more Google searches in India are in audio and in regional languages as opposed to being English led.

## 2.

### **Understand your audience:**

When building for the vernacular audience, understand what the people in that region talk about and how they talk. The more reasonable and contextual you become, the more adoption you will receive.

3.

## **Start one language at a time:**

Build for one language before scaling to others. Learn as much as you can and replicate the model for other languages

4.

## **Build for now:**

Start by building what users love and what is needed now. Evolve with the user as they grow. It is our responsibility to grow with them.



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