



## Customers in India used voice like never before- interactions with Alexa increased 67% in 2020

February 9, 2021

- *Alexa celebrates three years in India, customers enjoy interacting in English, Hindi and Hinglish*
- *Millions of Indians fell in love with Alexa: In 2020 alone, customers said "I love you" to Alexa 19000 times a day, up 1200% from 2019*
- *Country wide reach: More customers in non-metro cities brought home an Echo device accounting for over 50% of India's Alexa users*
- *Millions of customers accessed Alexa on over a hundred smart devices – speakers, smartphones, headphones, laptops, fitness trackers and more*
- *Customers preferred using voice to control their smart home gadgets asking Alexa 8.6 Lakh times every day to do all the hard work*

**Bangalore, February 8, 2020:** Amazon India announced the 3<sup>rd</sup> anniversary of Alexa in India. In just three years, Alexa has grown to being the most loved voice service. Customers in India have adopted the use of voice and made it part of their daily lives asking Alexa to do everything from simple tasks to "shayarī".

On the 3<sup>rd</sup> year anniversary, Amazon will make Alexa affordable, more accessible for customers looking to welcome the voice service in their homes. Starting 12 midnight on February 15, for 24 hours sellers on Amazon.in will have blockbuster offers on best-selling Echo Devices, attractive smart home bundles and more. Customers can also shop from a curation of smart-home accessories from some of India's biggest consumer electronic brands.

*"Be it the Echo device in the living room, 100+ Alexa built-in devices or your favourite smartphone, it is heart-warming to see users across the length and breadth of the country across age groups find value and adopt Alexa in their daily lives", said Puneesh Kumar, Country Leader for Alexa, Amazon India. "For us it's always Day 1 as we learn from our customers and continue to add new features, improving Alexa's understanding on topics that matter to users locally."*

### **Love Aaj Kal - Alexa became the darling of millions of customers**

Alexa won the heart of users across generations. Many customers shared that their Echo device at home is enjoyed by all family members, from senior citizens to children. No wonder diverse music such as *Shree Hanuman Chalisa*, *Shaitan Ka Saala*, and *Baby Shark* are amongst the top five most requested songs. Every day was a day to be loved as customers said "Alexa, I love you" close to 19000 times a day, up 1200% from 2019. Alexa users spanned the corners of the country and came in equal numbers from metros like Delhi, Mumbai, Bangalore as well as smaller cities like Spiti, Bundi, and Gadchiroli. Customers from over 85% pin codes purchased Echo smart speakers in 2020.

### **Suniye Toh - Voice found favour - Usage of Alexa increased by 67%**

Customers spoke with Alexa throughout the day, from playing music, managing to-do lists, setting alarms, telling kids' stories, controlling smart lights and appliances, to playing their Kindle and Audible audiobooks to asking for weather, cricket scores, and other real time information. Hundreds of millions of Hindi speaking customers used Alexa. Customers in India like talking to Alexa and are interacting millions of times each week in English, Hindi and *Hinglish*. They interacted with Alexa 67% more in 2020 as compared to 2019.

### **Yeh Dosti Hum Nahi Todenge - Alexa becomes a trusted companion**

Customers are now spending more time at home and remotely managing professional lives as well as adopting to virtual learning for kids. As a trusted companion, Alexa kept pace and many customers discovered the ease of voice requests to stay on track for their fitness goals, start new hobbies and seek entertainment at home. There was a significant increase in Alexa interactions in last year, especially for guided meditation, workout music, games and learning skills, and content such as mythology, devotional music, stories and *shayari*.

### **Ek Duuje Ke Liye - Alexa Everywhere**

Millions of customers accessed Alexa on a variety of smart devices besides Echo smart speakers. These include headphones, smart speakers, fitness trackers, vacuum cleaners, Smart TVs, laptops and much more. Customers were thrilled as they got the Alexa experience in over 100+ Alexa built-in devices from popular Indian and international brands such as boAt, Hero electronics, Dish, LG, Samsung, Bose, Sony, HP, Fitbit and more

### **Hum Saath Saath Hai - Hands-free Alexa on smartphones too**

Screen loving generations can now experience Alexa hands-free on their most favourite gadget – their smartphones! Leading brands in India now offer Alexa built-in phones that let you activate Alexa by saying the wake word, even when the phone is locked. Currently there are 6 smartphones including Redmi Note 9 Pro and OnePlus Nord to choose from

### **Tera Jadoo Chal Gaya – Voice Shopping, Bill Payments and more India-first features**

In 2020, Alexa debuted on the Amazon Shopping App (*Android only*) and responded to over 5.8 Lakh requests every day to search for products, best deals, and music. Customers were also delighted with new Alexa features which made bills payments across categories such as electricity, water, post-paid mobile, cooking gas, broadband, DTH recharges and even book a gas cylinder- faster by just asking Alexa!

### ***Baton Baton Mein - Customers preferred voice to control their Smart Homes***

Customers loved the convenience of voice controlling their smart home gadgets such as smart lights, fans, ACs, security cameras, air purifiers, TVs and more with Alexa over using multiple apps associated with different smart home brands. In 2020, customers asked Alexa to control a smart home gadget 8.6 Lakh times every day. There are thousands of smart home devices compatible with Alexa from brands like Philips, Wipro, Syska, Xiaomi, TP-Link, Bajaj, Crompton and Havells.

### ***Ain't nobody like this desi girl - Alexa got smarter***

Amazon continues to add many new features to make Alexa more useful and relevant for users in India. Some of these include the soon to be launched Macmillan skill to help learn English, news in 12 regional languages, access to the world's largest collection of *shayari* in Urdu via the *Rekhta* skill, as well as hundreds of hours of audio entertainment narrated by celebrities and renowned storytellers from Audible Suno.

To know more about Alexa visit [Amazon.in/meetalexa](https://amazon.in/meetalexa) and check out the Echo range of smart speakers and smart displays at [Amazon.in/echo](https://amazon.in/echo).

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, personalised recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire TV Stick, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.aboutamazon.in](https://www.aboutamazon.in) and follow [@AmazonNews\\_IN](https://twitter.com/AmazonNews_IN).

For more information, contact: [devicepr-in@amazon.com](mailto:devicepr-in@amazon.com)