



## From the biggest mystery of “rasodey mein kaun tha?” to professing their love, here’s everything that Indians asked Alexa in 2020!

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Three years ago, Alexa made an entry in Indian households. Today, Alexa is many things to many people. Parents and kids have found a new partner to have fun while learning. For people working from home, Alexa is that reliable assistant who can help them keep track of activities with alarms, reminders, lists, bill payments and so much more

From asking for their favourite music, to controlling their smart homes, customers in India have made

Alexa an integral part of their lives all while having fun.

Here’s a round-up of how Indians interacted with Alexa in 2020:

- The never-ending love for Alexa! Indians expressed their love around 19,000 times a day by saying “Alexa, I love you” and asking “Alexa, marry me” around 6,000 times a day.
- Indians love listening to their favourite songs on Alexa and requested for over 17 Lakh songs every day! Shaitan Ka Saala, Muqabla, and Aankh Marey were the most requested Bollywood songs in 2020.
- Smart Home appliances were the talk of almost every Alexa household. Customers used voice to control their smart lights, fans, ACs, security cameras, air purifiers and TVs, and asked Alexa to control a smart device 8.6 Lakh times every day.
- Alexa can tickle your funny bone too! She made customers laugh close to 9,000 times every day by cracking a joke. She also makes for a good laugh-along buddy, as customers asked Alexa to laugh along around 12,000 times every day.
- Bollywood buffs asked Alexa to mimic a celeb every day and asked her around 3,000 times every day to deliver a Bollywood dialogue in Alexa’s *ishtyle*.
- Have a question? Just ask Alexa! From ‘*who has scored the most runs?*’ to ‘*why do we celebrate Diwali?*’ Alexa answered more than 86,000 factual questions every day!
- Wondering how a Llama sounds? Well, you can simply ask Alexa. In 2020, Alexa answered over 43,000 animal sounds requests via the Wild Planet Skill every day.
- Users loved the convenience of interacting with Alexa on their smart phones too. On the Amazon shopping app Alexa addressed over 5.8 Lakh requests everyday by helping customers search for products, best deals, make bill payments, and even listen to music.
- Alexa is the new story-teller in town! Alexa narrated almost 19,000 stories per day, in Hindi and English.
- Did you know Alexa does poetry too? Be it about friendship or hope or even the diversity of food in India, she has a poem for them all. Customers asked Alexa for “*Kavita*” over 1000 times a day!
- Alexa is on top of the pop culture phenomenon. Her quirky answer to “*Alexa, rasodey mein kaun tha?*” was the most popular in 2020 and customers asked her this question more than 14,000 times in a day.
- Alexa started serving Urdu and Love Shayari and the works of popular poets like Mirza Ghalib. The poetry got a lot of love, with customers asking for Shayari at least 3,000 times a day.
- Alexa donned the role of a Purohit/Pandit- from reciting Bhajans to playing Aarthi songs, Alexa answered more than 4,000 requests per day during Durga Pooja, Dussehra and Navaratri festivals.

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