Amazon.in Expands Regional Language Offering with Marathi & Bengali; Will Soon Launch Voice Shopping in Hindi

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- *In 2021, more than 5 million customers shopped on Amazon.in in Indian languages*
- *Customers can now shop on Amazon.in in 8 languages including Hindi, English, Kannada, Malayalam, Tamil, Telugu and the newly launched Marathi and Bengali*
- *Customers using voice shopping experience in English has grown by 2X YoY*

BANGALORE, 20 September 2021: Ahead of the festive season, Amazon India today announced that customers can now access Amazon.in in Marathi and Bengali in addition to the five previously available languages – Hindi, English, Kannada, Malayalam, Tamil, and Telugu. In the coming weeks, Amazon.in will expand its regional language offering further with the launch of voice shopping experience in Hindi. These launches break the language barrier and make ecommerce more accessible and convenient for millions of customers across India.

For the launch of Amazon.in in Marathi and Bengali, Amazon worked with expert linguists to develop an accurate and comprehensible user experience in each of the languages. The team has chosen commonly used terms over perfectly translated words to make the shopping experience authentic, easy to understand and delightful for customers. Amazon customers can select their preferred language in a few simple steps across Android and iOS apps, mobile and desktop sites. Once selected, the language preference will be recorded and remembered for future visits. Customers can now enjoy an end to end shopping experience in these languages – they can discover great deals & discounts, place and pay for their orders, read detailed product information, manage their account information, track their orders and view order history in the language of their preference during the festive season.

The upcoming launch of the voice shopping experience in Hindi follows the launch of Voice shopping in English in 2020. With this launch, customers will simply be able to use their voice in Hindi to search for products or check their order status. For example, customers can tap the mic icon and say "joote dikhao" to search for shoes or "mera samaan kahan hain" to track orders. To access the voice shopping experience in Hindi, customers will need to update their Amazon app via Play Store. Post update, customers can open the app, set their preferred app language to Hindi and click on the mic icon displayed beside the search bar. The voice offering will be available only for Android devices. With this launch, customers will be able to navigate to various touchpoints on Amazon.in android app, search for products and add items to cart among many more using their voice in Hindi or English.

"Our aim with regional language shopping experience is to make ecommerce accessible, relevant and convenient for customers. Every month, tens of millions of customers visit Amazon.in in regional languages and 90% of the customers are from tier 2 and below cities. This festive season we are happy to expand the Amazon.in experience for our customers in Marathi and Bengali." **said Kishore Thota, Director, Customer Experience & Marketing, Amazon India.** *"Since the launch of voice shopping in 2020, we are humbled to see by the adoption of voice by Amazon.in customers to fulfil their shopping needs has grown by 2X year-on-year. We will continue to focus on bringing new features for our customers on voice to make their shopping experience exciting and fulfilling,"* **added Kishore Thota.**

Amazon India has been innovating to expand the digital opportunity to both customers and businesses by localizing various offerings in the areas of regional language, Voice and Video. Since June 2020, Amazon.in has introduced seller registration and account management services in languages such as Hindi, Tamil, Kannada, Marathi, Telugu, Malayalam and Bengali. In voice, Amazon Alexa, a cloud-based voice service that powers the Echo range of smart speaker, is available in English and Hindi and also understands proper nouns in various languages such as Hindi, Marathi, Gujarati, Kannada, Bengali, Tamil, Telugu etc. In video, Amazon Prime Video makes titles available in Hindi, English, Marathi, Telugu, Tamil, Malayalam, Kannada, Marathi, Gujarati, Punjabi and Bengali. Users can browse through Prime Video experience in Hindi, Tamil and Telugu in addition to English. Besides, in the Amazon.in shopping app, Amazon.in product pages have video summaries of products in English to simplify customer purchase decisions. In addition, through Kindle Direct Publishing, authors can self-publish their work in five Indian languages including Hindi, Tamil, Malayalam, Marathi and Gujarati in addition to English.

Amazon will continue to evolve the experience to add more features to the regional language shopping experience, helping hundreds of millions of customers to enjoy the benefits of shopping online this festive season.

About Amazon.in
The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

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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, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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