

## BigAdda.com speaks your language

Following its recent milestone achievement of gaining a user base of over 1.5 million users in a short span of 6 months, BigAdda now goes a step further and gives its users an opportunity to type in 8 Indian regional languages - Hindi, Marathi, Gujarati, Bengali, Tamil, Telugu, Malayalam and Kannada. Not only will this help bring more personalization to many communities across the country, but will also take BigAdda's services to a much larger segment.

Communication is the key to every society and network and being able to express yourself in a language you are most comfortable with is an important factor too. The use of our mother-tongue, blended with English is a common communication practice all individuals engage in. Being able to use a various languages on a platform that binds people with their friends will not only enhance a user's experience of messaging but will also add the element of comfort.

Speaking on the occasion, Siddhartha Roy, COO - BigAdda.com said, "Friends in a group converse in a language they're most comfortable with where even a single English sentence is interspersed with colloquial terms and vice versa. This holds true not only for tier II cities but also for metros where the use of the English language becomes a class-defining factor. However even the most eloquent among the youth use their mother-tongue and colloquial terms while conversing with friends as being comfortable is the most essential factor when you're with friends. Providing a service like this not only adds the element of fun to the messaging shared between friends, but also facilitates online physical behavior.'

Unlike older transliteration systems used by other websites, users on BigAdda are not expected to type their regional language messages by following rigid, predefined mappings. The technology used by BigAdda.com allows users to type intuitively, where the phonetic inputs from the user is automatically converted to the desired Indian language output. The users can type English words which get transliterated accurately to the target language, without converting the actual spelling of a word to its phonetic spelling. This is extremely important as the English vocabulary used in our regular content is significant.

BigAdda.com enables networking and self-expression by creating, uploading and sharing of videos, photos in a public, yet private, space. Some of the features of this Youth destination include blogs and scribbles, which help the users express, comment and connect, **Addas** (communities) and forums "all of these catering to one of the most important needs of the youth today **Self Expression**.

## WELCOME TO PLANET BIGADDA

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