

Yahoo! launches mail services in Hindi

Yahoo! India Tuesday announced its free mail services are now available in Hindi. Users can read and write e-mails in Hindi without losing out on any of the features available in English.

'Yahoo! is the first Internet company to introduce Hindi language services in the country,' John Kremer, vice president, Yahoo! Mail, Yahoo! Inc, told IANS.

'We have always been focussed on making it easy for people to connect to those who matter most to them. Now, with Yahoo! Mail Classic, we're creating a more local e-mail experience. Our product and engineering teams in India have played a crucial role in this localisation,' he added.

'Yahoo! Mail in Hindi is relevant to the 200 million Indians who are expected to come online in the next few years. This will also be an attractive product for a large section of our advertisers, who want to reach out to the non-English speaking Indian population,' added Pranesh Anthapur, chief administrative officer, Yahoo! India.

Arathi Vedantam, communications head, Yahoo! India, told IANS: 'We will soon make all our products available to Hindi users. We have already launched Yahoo! messenger service in nine regional languages including Hindi.'

Yahoo! Messenger has also introduced a new Web-based version of its leading instant messaging service. The service is ideal for travellers and office workers with firewall constraints.

Yahoo! India, launched in June 2000, presents an array of communications, commerce and content services.

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