



**REALITY
IGNORED?**

Content languages for websites [\[edit\]](#)

W3Techs estimated percentages of the top 10 million websites on the World Wide Web u

Rank ↕	Language ↕	Percentage ↕
1	English	57.7%
2	Russian	5.3%
3	Spanish	4.5%
4	French	3.9%
5	German	3.9%
6	Japanese	3.2%
7	Turkish	2.6%
8	Persian	2.2%
9	Portuguese	1.8%
10	Italian	1.7%

Foreign Languages Hold the lion's share Online!

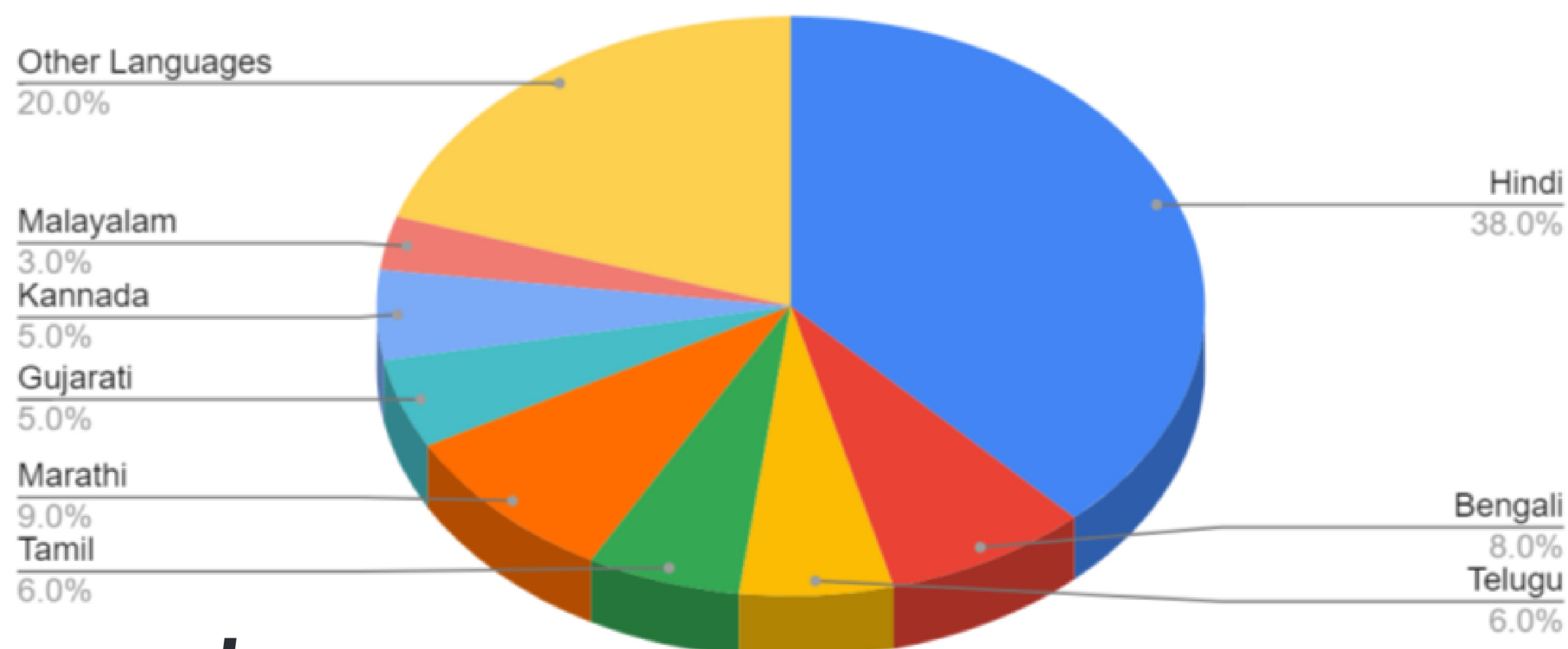
W3Techs estimated percentages of the top 10 million websites on the World Wide Web using various content languages as of January 1, 2023.

Source: Wiki

How do Indian Customers Respond?

■ Indian Internet User Language Preference - 2021

Percentage



Demand

- **9/10** online users prefer native languages over English.

- Indian Internet Users Grow Faster than Language Preferences are being met online.
- India sees over **1008 MM** Internet Users in **2023**
- Rural Internet Users (**48%**) Catch up with Urban Users (**52%**)





Solution - Digital Content Localisation

- Website
- App



Tool

Powered by NMT + Manual Translation



Anuvadak

Multilingual Website Localisation & Management

Why Deploy Anuvadak?



Anuvadak - Features & Benefits

Anuvadak - Your One-Stop Shop for
Website & App Localization



Quick Integration + No Coding + NMT
Achieve **5X** faster go to market

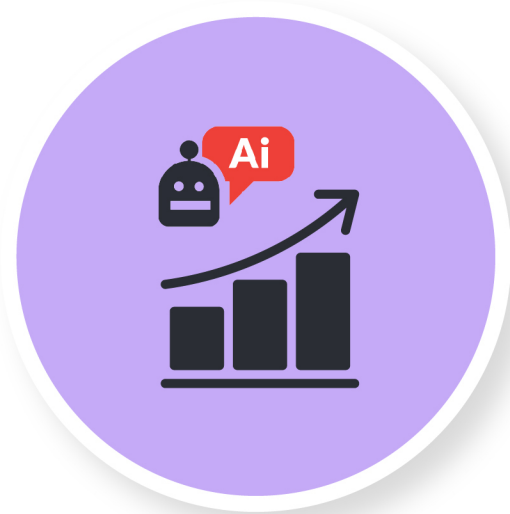
Real-Time & Continuous Localization

Save -

- Money
- Time
- Effort



Anuvadak - Features & Benefits



AI-powered localization tech to scale up your business

- Neural Machine Translation + Machine learning + Human-Assisted Translation
- Real-Time Transliteration API
Indic Typing Tool

Efficient & Accurate Localisation

- Website localization with both Machine & Human Translations
- Enhanced accuracy & efficiency with features such as NMT & Post-edit
- Retain cultural nuances using human-assisted translations & quality analysis
- Realtime translation of static & dynamic content using Reverie's NMT
- Realtime transliteration of Brand, Product, Movie or Song names, addresses, song lyrics, numbers, and more.



Anuvadak - Features & Benefits



Search-Engine-Friendly Localisation:

- Leverage the advantage of multilingual SEO using native language metatags, keywords, and meta descriptions.
- Create customized URLs for native language webpages

Content Management & User Metrics

- Single domain management for multiple Indian language websites
- Analyze website engagement & traffic to native language
- URLs to make well-informed decisions
- Manage and maintain repository content on Anuvadak or reserve the right to user confidentiality and sensitive information on in-house servers



Hands-on Localisation Team

- Get quick & direct access to a large number of translators with expertise in more than 22 Indian languages
- On-board dedicated Project Managers & Localisation Tech experts





Contact Us

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