



Koo Wins NASSCOM's League of 10 - Emerge 50 Awards, Recognized As A Disruptive Software Product Brand

Koo is the only social platform to enter the elite 'League of 10' for 2021

National, February 4, 2022: The Koo App - India's own multi-lingual micro-blogging platform, has won NASSCOM's prestigious 'League of 10 - Emerge 50' Awards for 2021. While NASSCOM's Emerge 50 celebrates the innovative spirit of 50 disruptive software product companies in India, the super elite 'League of 10' heralds the potential of exemplary brands that are breaking new ground, reshaping digital lives and are poised to dominate global markets. Koo is the only social media platform to make it to the League of 10 for 2021.

An inclusive multi-lingual platform, Koo enables Indians to express themselves online in 10 languages. Among Koo's novel offerings is the multi-lingual kooing feature that facilitates real-time translation of a message across languages, while retaining the core sentiment of the original text. This feature amplifies user reach and drives greater engagement.

Said Aprameya Radhakrishna, CEO and Co-founder, Koo, "We are excited and truly honored to win NASSCOM's League of 10 - Emerge 50 Awards - one of the most prestigious awards in the industry, which celebrates product innovation of startups. To join the elite and distinguished League of 10 is a remarkable achievement for us. This win bears testimony to our mission of democratizing the voice of India by empowering Indians to express themselves online in a language of their choice. We are motivated to work even harder to erase language barriers on the open internet, connect people across linguistic cultures, and build a truly world-class global tech product from India, for India, and for the world."

Said Ramkumar Narayanan, Chair - NASSCOM Product Council, "The Indian product industry is setting new benchmarks as an innovation partner in the digital transformation journey globally. Startups are utilizing deep tech in delivering world-class solutions and experiences, thus driving success for their customers. Emerge 50 has, in the last 12 years, successfully identified the most promising champions of the future, and we are glad to include the Koo App in the top 50 emerging software product startups of 2021."

Since its inception in 2009, NASSCOM's Emerge 50 Awards has seen the participation of over 4,225 companies across fintech, healthtech, SaaS, IoT, etc.; and has recognized 575 unique winners, with companies through the years raising several billion dollars in funding. Many companies that made it to the League of 10, have since grown and have become unicorns.

About Koo

The Koo App was launched in March 2020 as a multi-lingual, micro-blogging platform to enable Indians to express themselves online in their native language. The app's smart features are currently available in 10 languages – Hindi, Marathi, Gujarati, Punjabi, Kannada, Tamil, Telugu, Assamese, Bengali and English. With nearly 90% Indians being more comfortable expressing in their native language, the Koo App democratizes the voice of Indians, and empowers them to share thoughts and express freely in a language of their choice. Koo emerged as the largest Hindi micro-blogging platform, and 90% users on Koo experienced micro-blogging for the first time since the launch of the platform. The app has over 20 million downloads, and is actively used by people of eminence across politics, sports, media,



entertainment, spirituality, and art & culture to connect with their target audience in their native languages.