Hon'ble Chief Minister of Punjab Shri. Charanjit Singh Channi officially launches Punjabi on Koo App

With the launch, Punjabi is the 10th language to be made available to users on the Koo App

Delhi, December 14, 2021: Hon'ble Chief Minister of Punjab Shri. Charanjit Singh Channi, during the Cabinet Meeting on December 9, 2021, officially launched the Punjabi language on the Made-in-India micro-blogging platform - Koo. With the launch, Punjabi is the 10th language available to the users of the Koo App.

Using his official handle @CMOPb, the Hon'ble Chief Minister Kooed "Chief Minister Charanjit Singh Channi launches Punjabi language version of Koo App; a micro-blog in Indian languages."

<blockquote class="koo-media" data-koo-permalink="https://embed.kooapp.com/embedKoo?kooId=6a17b5fd-89e4-46a4-8bf0-925b808fe6e0" style="background:transparent;border: medium none;padding: 0;margin: 25px auto; max-width: 550px;"> <div style="padding: 5px;"><div style="background: #ffffff; box-shadow: 0 0 0 1.5pt #e8e8e3; border-radius: 12px; font-family: 'Roboto', arial, sans-serif; color: #424242 !important; overflow: hidden; position: relative; " > Koo App <div style="padding: 10px"> ਮੁੱਖ ਮੰਤਰੀ ਚਰਨਜੀਤ ਸਿੰਘ ਚੰਨੀ ਨੇ 'ਕੂ ਐਪ; ਭਾਰਤੀ ਭਾਸ਼ਾਵਾਂ ਵਾਲੇ ਮਾਈਕ੍ਰੋ-ਬਲੌਗਾ ਦੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਪ੍ਰਤੀਰੂਪ ਨੂੰ ਜਾਰੀ ਕੀਤਾ। ... Chief Minister Charanjit Singh Channi launches Punjabi language version of Koo App; a micro-blog in Indian languages. <div style="margin:15px 0"> View attached media content </div> - CMO Punjab (@CMOPb) 10 Dec 2021 </div> </div> </div> </blockquote><img style="display: none; height: 0; width: 0" src="https://embed.kooapp.com/dolon.png?id=6a17b5fd-89e4-46a4-8bf0-925b808fe6e0"> <script src="https://embed.kooapp.com/embedLoader.js"></script>

During the launch of Punjabi on Koo, the Chief Minister reiterated that the Punjabi language must have a place of prominence on Social Media platforms, thereby enabling the people of Punjab to participate in online discussions in their mother tongue.

People from across the world can now be a part of a unique language-based community to express themselves in Punjabi.

Speaking on the launch, Mr. Aprameya Radhakrishna, Co-founder & CEO, Koo, said, "We are both humbled and delighted that the Honorable Chief Minister of Punjab, Shri Charanjit Singh Channi, has launched the Punjabi language on the Koo App. The App aims to enable Indians to connect and express themselves in their mother tongue. We take pride in promoting conversations in Indian languages. We believe that the Honorable Chief Minister's presence on Koo will help people stay connected and hear his thoughts on various topics, in their mother tongue."

About Koo

Koo was founded in March 2020 as a multi-lingual, micro-blogging platform in Indian languages and now boasts over 15 million users, including people of eminence. Available in multiple Indian languages, people from across different regions in India can express themselves in their mother tongue. In a country where just 10% of India speaks English, there's a deep need for a social media platform that can deliver immersive language experiences to Indian users and help them connect. Koo provides a stage for the voices of Indians who prefer Indian languages.