



## Koo App undergoes a makeover, Introduces superior browsing experience

*The move aims to encourage users to spend more time on the app*

**National, April 27, 2022:** In a move to offer greater value and an edge to creators, the multi-lingual micro-blogging platform - Koo - has introduced an immersive browsing experience for its users across both iOS and Android. The new design has been crafted with a user-centric approach and is visually appealing, intuitive and engaging. In a significant upgrade on its predecessor, the new interface is smooth and easy-to-navigate. It is designed to provide a sleek and contemporary experience for users..

The new browsing experience amplifies the overall user interface. By removing the left gutter space, content is now spread edge-to-edge, making it easier for users to scan for relevant information. It also reduces unnecessary noise and clutter, making the app look cleaner. The user experience is seamless and frictionless. The experience is centered around maximizing usability and the time spent by users on the app.

*Priyank Sharma, Head of Design, Koo, said, "User delight is at the core of our brand philosophy. We constantly iterate, especially when it comes to our user interface, to provide our users with the best possible experience.. The introduction of an immersive browsing experience is the first step towards building the best multi-lingual micro-blogging platform in the world. We have already received great feedback from the community and this is just the beginning towards introducing superior browsing experiences on Koo."*

Koo is the largest platform for self-expression in native languages in India. It currently empowers users to share their thoughts and opinions in Hindi, Marathi, Gujarati, Kannada, Tamil, Bengali, Assamese, Telugu, Punjabi and English. The platform works continuously to launch smart features which elevate user experience and increase gratification on the platform. Dark mode, Talk-to-Type, Chat Rooms, Live are a few prominent features that were launched recently.

**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 mother tongue. Koo has been the innovator of language-based micro-blogging. Koo App is currently available in 10 languages – Hindi, Marathi, Gujarati, Punjabi, Kannada, Tamil, Telugu, Assamese, Bengali and English. Koo democratizes the voice of Indians by empowering them to share thoughts and express freely in a language of their choice. Among its innovative features, the platform's translation feature enables the real-time translation of a post across the slew of Indian languages, while retaining the sentiment and context of the original text. This enhances reach and garners greater traction for a user. The Koo App has over 30 million downloads and is actively leveraged by over 7000 people of eminence across politics, sports, media, entertainment, spirituality, and art & culture to connect with their followers in multiple languages.