



Koo Signs MoU with Telangana Government, To Open Development Center in Hyderabad

The Development Center will tap into local talent and promote synergies with stakeholders in the state

National, July 20, 2022: India's much loved multi-lingual social media platform - Koo - has signed a Memorandum of Understanding (MoU) with the Telangana Government to open a Development Center in Hyderabad. With Hyderabad being an IT hub, boasting access to a robust technology ecosystem and a large pool of IT talent, Koo envisions its presence in the region to grow in a significant manner. As an independent and inclusive platform which empowers users to express in 10 languages, Koo boasts of a sizable community of users from the region.

As part of this MoU, the Government of Telangana will work jointly with Koo on the use of Telugu to increase reach among non-English speakers in the state. The collaboration will also promote the rich legacy and heritage of Telugu as a language, in addition to the unique culture of Telangana.

Speaking at the signing ceremony, KT Rama Rao, Minister for ITE&C, Municipal Administration & Urban Development, and Industries & Commerce, Telangana said, "We strongly believe that social media is an important mechanism for advancing government effectiveness. By collaborating with Koo, we are hopeful that our efforts to connect and engage with citizens for disseminating information and services of Telangana Government will be augmented further."

Sharing his thoughts on the MoU, Aprameya Radhakrishna, Co-founder and CEO, Koo, said, "Language-based social media is the need of the hour, especially in a multi-lingual country like India. Being neutral and independent, Koo is the platform-of-choice for Indians. We are truly honored and privileged to collaborate with the Government of Telangana to further our cause of empowering voices with digital freedom of expression. The Development Center in Hyderabad will be a key enabler in this mission."

About Koo

Koo, a multi-lingual, micro-blogging platform was launched in March 2020. The objective was to enable users across the World to express themselves online in their mother tongue. An innovator of language-based micro-blogging, currently Koo is available in 10 languages – Hindi, Marathi, Gujarati, Punjabi, Kannada, Tamil, Telugu, Assamese, Bengali and English. The platform's unique features include a translation feature which enables real-time translation of a post across the slew of languages, while retaining the sentiment and context of the original text. This enhances reach and garners greater traction for a user. The app has over 40 million downloads and is actively leveraged by over 7,000 people of eminence across politics, sports, media, entertainment, spirituality, and art & culture to connect with their followers in multiple languages.



Koo