

Koo Strengthens Leadership, Appoints Sunil Kamath as Chief Business Officer

National, July 11, 2022 - India's multi-lingual social media platform - Koo - announces the appointment of Sunil Kamath as Chief Business Officer. Sunil will lead growth strategies, marketing, business partnerships, monetization and expansion at Koo - which is poised to empower over a billion voices with the freedom to share thoughts and opinions in a native language.

Sunil brings in a wealth of experience to Koo, having spent over two decades across various verticals of business development at high-growth companies. Prior to Koo, Sunil has worked in leadership capacities with ShareChat, Opera, OnMobile and Obopay, and was recently the Regional Vice President –APAC at Play Magnus As. An Angel Investor and advisor to several start-ups, Sunil has been instrumental in building sustainable businesses and has domain expertise in consumer internet startups.

Welcoming Sunil, Aprameya Radhakrishna, Co-Founder & CEO, Koo, said, "We are pleased to welcome Sunil Kamath as our Chief Business Officer. Having taken businesses from India to global markets, Sunil has the right experience and proven expertise in scaling and consolidating platforms. With our aligned vision, we will continue to grow Koo as a multi-lingual platform from India to the world."

Speaking of his appointment, **Sunil Kamath, Chief Business Officer, Koo, said,** "I am excited to be a part of the Leadership at Koo, at this phase of hyper growth as more users join to express themselves in a native language, create hyperlocal content and discover language communities. I look forward to contributing in Koo's journey to become the multi-lingual platform-of-choice for language speakers from across the world."

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 30 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.