

## **Koo's Inspiring Campaign - #BejihhakBol - Encourages Unbridled Self-Expression By Women**

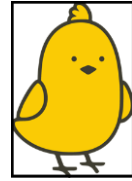
*Featuring women from everyday life, the stimulating campaign reiterates the need to break gender stereotypes and promote free-spirited conversations among women*

**National, March 8, 2022:** Koo - the largest platform for self-expression in native languages - has launched a refreshing campaign - #BejihhakBol - through a stirring [video](#) which inspires self-expression among women, without fear or hesitation. A series of stellar performances by women from all walks of life emphasizes the need to open up and unleash emotions through self-expression. Released on International Women's Day, the campaign leverages the theme for 2022 - Gender Equality for a Sustainable Tomorrow - underscoring the need to foster gender equality in the interconnected world by enabling and encouraging unfettered expression.

Taking Koo's core proposition of language based self-expression to a new level, the campaign, through the tagline - *aur dil mein jo bhi ho, Koo par bejihhak bol* - calls on women to let go of inhibitions and to indulge in animated conversations. It reiterates Koo's philosophy that like language, gender barriers too need to be erased to ensure freedom of expression in the digital world. Koo was built with a vision to empower every Indian by enabling native language expression online. The video reflects this sentiment by depicting regular women (not celebrities) from across cities, cultures and societies going about their daily lives, empowered with the ability to express and engage in conversations of their choice.

As a safe, trusted platform which spearheads inclusivity, Koo witnesses active participation from women users who comprise almost 40 percent of the user base that has revealed their gender. Comprising doctors, lawyers, professionals, entrepreneurs, athletes, politicians, actors, writers, poets and homemakers, women are known to express themselves across the 10 languages operational on the platform on multiple topics of interests, in addition to engaging in healthy discussions and free-wheeling conversations with like-minded people, including people of eminence. #BejihhakBol is an invitation to every woman out there, including those who are yet to experience social media, to freely express themselves in their native language on a platform like Koo, and connect with others in a meaningful way.

Said a Koo Spokesperson, "Koo champions freedom of expression on the open internet for anyone who wants to share their thoughts and opinions. Alongside bridging language barriers by enabling a multi-lingual interface, we empower women who seek to break the glass ceiling when it comes to self-expression on the open internet. #BejihhakBol will motivate more and more women to harness the power of social media to share their thoughts in an unconstrained manner and in a language of their comfort. Neither language nor gender should be a barrier in a digitally transformative world. This



campaign will help accelerate Koo's journey as we make our platform an integral aspect of people's digital lives."

### **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. The Koo App's smart features are currently available in 10 languages – Hindi, Marathi, Gujarati, Punjabi, Kannada, Tamil, Telugu, Assamese, Bengali and English. In India, where not more than 10% of people converse in English, the Koo App 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 20 million downloads and is actively leveraged by people of eminence across politics, sports, media, entertainment, spirituality, and art & culture to connect with their target audience in their native language.