



## Karbonn partners with SwiftKey to bring faster, easier typing in 22 Indian languages

~ Association aimed at connecting the next 100m non-English Speaking Indian users under the Smartphone fold by offering easy typing experience in 22 local languages~

~ Exclusive "Karbonn Material Light" theme developed for Karbonn users~

**New Delhi, July 15th, 2015** – Karbonn, the leading smartphone player in India and SwiftKey, the market-leading keyboard app entered into an exclusive partnership to bring intuitive language typing to their smartphones with the launch of Titanium Mach One Plus. The partnership aims to bring SwiftKey's most innovative features to Karbonn customers in up to 22 local languages, including: Hindi, Malayalam, Assamese, Bengali, Bodo, Dogri, Gujarati, Kannada, Kashmiri, Konkani, Tamil, Telugu, and Urdu, spoken by over 70% of the Indian population.

Powered by artificial intelligence, SwiftKey Keyboard provides personalized predictions and auto corrections, learning and adapting to the unique typing style of each user.

"SwiftKey remains committed to innovating and improving our product for the Indian market and tailoring it for each individual user, their writing style and the languages they use", says Eric Collins, Chief Revenue and Distribution Officer. This year we are putting even greater effort into ensuring that SwiftKey is the keyboard app of choice for people in India."

Speaking on the collaboration with SwiftKey, Mr. Shashin Devsare, Executive Director of Karbonn Mobiles said "India is currently the second largest smartphone market in the world expected to touch over 650 million smartphones over the next four years. This growth is expected to be driven primarily by Socio Economic Segments B, C and D with limited digital skills and English language fluency. Vernacularising the smartphone experience would play a pivotal role in connecting the next 100 million users under the smartphone fold. Our exclusive partnership with SwiftKey is aimed at empowering Indian smartphone users with the choice to type and share their thoughts in their local language by bringing the most advanced keyboard solution on Mach One Plus. Extending the benefit to existing users, Karbonn customers would receive an exclusive over-the-air update with the latest SwiftKey Keyboard."

The keyboard layouts have recently been redesigned to make them even more intuitive and adaptive, making it easier to communicate for speakers of these Indian languages. In addition to a row of contextually relevant word predictions, as present in all languages on SwiftKey, these layouts also include a set of contextually aware keys.

The layout of these contextually aware keys maintains the structure of the active language, mimicking how Hindi speakers would have been taught the language at school to make the experience more intuitive.

The SwiftKey team worked hard to provide as valuable an experience as possible for its Indian users, enlisting the support of language expert Dr. Jha of Jawaharlal Nehru and his students, who worked very closely with the team to develop Indian language models. The collaboration between SwiftKey and Karbonn is a milestone for both companies in their ongoing mission to bring easier, faster communication to their Indian-speaking users.

### **About SwiftKey**

SwiftKey makes the leading keyboard apps for smartphones. Founded in England in 2008 by friends Jon Reynolds and Ben Medlock, the company's technology features on more than 250 million devices worldwide. An essential download, SwiftKey transforms the part of your smartphone you use most - your keyboard. The company's free SwiftKey Keyboard app for Android, iPhone and iPad spells the end for typos. It learns from each user - from their quirkiest family nickname to the sports team their support. It understands the way they write, from their soliloquies to their c u l8rs. SwiftKey is a leader in multilingual typing, supporting more than 80 languages from Chinese to Urdu. An award-winning chart-topper, SwiftKey Keyboard was named one of the best apps of 2014 by Apple and Google.

### **About Karbonn Mobiles:**

Karbonn is an Indian smartphone brand that offers a range of user-centric Smart devices to complement the modern consumer's daily needs. Committed to Simplifying Technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has a presence across India with over 85,000+ retail partners and 900+ service centres. Internationally, Karbonn is present in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the Top 5 Most Trusted mobile brands in India by Brand Trust Report 2015.



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