

Yahoo! India- goes 'desi' with 7 Indian languages

Yahoo! India portal now available in 7 Indian languages - Hindi, Kannada, Tamil, Telugu, Malayalam, Punjabi and Gujarati; Yahoo! Messenger 8.0 now allows users to chat in 9 Indian languages - Hindi, Kannada, Tamil, Telugu, Malayalam, Punjabi, Bengali, Marathi and Gujarati

Bangalore, Karnataka, February 1, 2007 /[India PRwire](#)/ -- Yahoo! India the largest internet brand in India, today offers a completely Indian web experience in 7 Indian languages. Now you can access your favourite content-related features in Hindi, Kannada, Tamil, Telugu, Malayalam, Punjabi and Gujarati.

Putting consumers at the center of the Web experience, the new yahoo.co.in lets you stay up-to-date on the latest news, trends and buzz about what's going on in the world with just a click of the language tab of your choice.

"Innovation is the key driver for our product development, in order to make Yahoo relevant to the next 200 million Indians that will come online in the next few years. This will add value and excitement for our users and advertisers." said George Zacharias, Managing Director, Yahoo! India.

Yahoo! India's diverse content offering to its language users...

The latest NEWS in the following categories

- National
- International
- Regional
- Sports
- Business
- Sensex updates
- Financial services
- Features & Articles
- Daily horoscopes & Astrology, find out what your favourite
- Celebrities' stars fortell and find a dedicated section on Vastu for better living
- Extensive cookery section - an exciting journey for the gourmet with recipes covering Continental, Indian, Regional, Sweets and Fast Food
- Health & Wellness sections covering Therapies, Health Issues and News
- Infotainment - latest Bollywood and region specific News, Previews, Reviews and for the couch potatoes- daily TV. Schedules
- A dedicated "Literature" section with Stories, Poems, Book Reviews and Autobiographies

This localization of the Yahoo! India portal will revolutionize user experience and invite more users to access information on a daily basis for news, reviews and events happening around them.

Users can visit the main www.yahoo.co.in website and use the regional language buttons on the top navigation bar of the site to access this site in their favourite Indian language. They can also access their site using the following link and by replacing the language that they wish to view the site in.

Ex: in.hindi.yahoo.com, in.kannada.yahoo.com etc.

Yahoo! India also announced an update on their popular Yahoo! Messenger Indichat module which can now facilitate chatting in 9 regional languages from 3 languages earlier. The Yahoo! Indichat plug-in enables users to chat in Hindi, Kannada, Tamil, Telugu, Malayalam, Punjabi, Bengali, Marathi and Gujarati without any need for a language keyboard. The user can just load the Side Panel plug-in at <http://in.gallery.yahoo.com/apps/2047> and start chatting in any of these languages.

Notes to Editor

About Yahoo! India

Yahoo! India (www.yahoo.co.in), launched in June 2000, has established itself as the pioneering and leading Internet portal providing value added services for Web users in India and users abroad with special interest in India.

Yahoo! India seeks to provide online products and services essential to users' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users globally. It presents a deep array of communications, commerce and content services that include Yahoo! India Mail, Yahoo! India Search, Yahoo! India Messenger, Yahoo! India Finance, Yahoo! India Chat, Yahoo! India Photos, Yahoo! India Answers, Yahoo! India News and Yahoo! India Search Marketing.

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