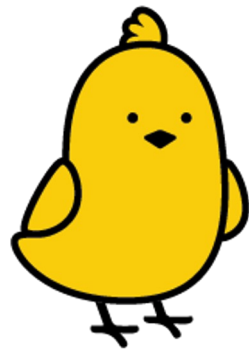




**Made in India**  
**Made for the World**

# Summary

- [About Koo](#)
- [The Product](#)
- [About Koo Users](#)
- [For Brands](#)



**Koo**

**About**

# Why Koo exists

- 80% of India doesn't speak English
- 80% of the world doesn't speak English
- But all the social media today largely connect English audiences only
- They lack depth in connecting language users
- Koo solves this problem better than anybody else in the world today
- Koo has very immersive language-first features
- An inclusive platform, built to connect everyone
- Koo is Made in India, for India and soon, for the World



# What's awesome about Koo

- Koo is language-first and hence most inclusive
- With the largest market size
- Used by some of the most powerful & eminent people in India
- Who depend on it to communicate with the masses
- Making it one of the most powerful platforms in India
- People trust what they see here
- Making it one of the most trusted platforms in India
- Reflects the pulse of what the country is thinking
- Making it a daily habit and one of the most trusted brands of the future



# Different Social Networks for Different Moods

Facebook



Friends & Family

Linkedin



Professional

Instagram /  
Reels



Lifestyle & Entertainment

Twitter



*Thoughts & Opinions*



# Koo caters to a unique audience



- Used largely by English-first users
- Not used by the masses
- Charges a monthly fee for Verified A/Cs



- Built for language users
- 7000+ eminent VIPs & Millions of creators
- Majority of Koo users aren't on Twitter
- Sharing thoughts in Indian languages
- Serious mood & audience
- Real users (OTP verified / Aadhaar verified) on Koo
- Spending 15-20 minutes everyday on average
- A platform built on social trust
- **No monthly fees for Verifying on Koo**
- **Brands get a good rub-off by being seen on Koo**



# Built for the masses

- Koo empowers people to speak in their language
- 10+ Indian Languages, including English
- Caters to VIPs, Intellectuals & the masses

English | हिन्दी | ಕನ್ನಡ | தமிழ் | मराठी  
বাংলা | অসমীয়া | ਪੰਜਾਬੀ | తెలుగు | ગુજરાતી

A voice for  
everyone

In their  
language





# Koo is used by everyone

## VIPs (Mkt size: 25k)

Celebrities & Public Figures



## Intellectual (Mkt size: 5-10 Mn)

Educated Achievers



## Masses (Mkt size: 600+ Mn)

Aspirational, language users



Most social platforms have the masses but no VIPs or Intellectuals only and no masses.

Koo is the only platform that has all segments of users.



# The only Indian platform used by 7,500+ VIPs

- 100+ Spiritual Leaders
- Top Temples



- 400+ Sportspersons
- Cricket: 120
- Kabaddi: 85
- Others: 200



- 600+ Entertainment celebs



# VIPs speak in Indian Languages on Koo

- 58 Political Parties
- 2000 Politicians



- Chief Ministers of 18 States
- 23 Union Cabinet Ministers
- 32 Union Ministers of States

- 500+ Media Houses
- 1000+ Journalists



# Creators get more traction on Koo

**Raveena Tandon** @tandonraveena • actor/producer/supermom 19 Jun

Had the honour of meeting you Sir, you will always have a special place in all our hearts ! Whenever we need to be inspired, "bhaag milkhe bhaag," will resound in our ears ! Om Shanti. 🙏



1.8K 103 135

**Raveena Tandon** @TandonR... · Jun 19

Had the honour of meeting you Sir, you will always have a special place in all our hearts ! Whenever we need to be inspired, "bhaag milkhe bhaag," will resound in our ears ! Om Shanti. 🙏

**Raveena Tandon** @T... · Jan 12, 2015  
Met the true blue son of Hindustan ! Milkha Singh #theflyingsikh #salute #respect



48 92 2K

**Anupam Kher** @anupampkher • Artist/Author/Motivational... 26 Jun

Just started reading #GlobalDesi by culturist @sundeepbhutoria!! It is an interesting book on travel food and social issues. 🙌👍



1.8K 100 112

Write Your Comment...

**Anupam Kher** @AnupamPK... · Jun 26



75 114 2.5K

1.8k Likes with 540k Followers on Koo

vs

2k Likes with 2.4Mn+ Followers on Twitter

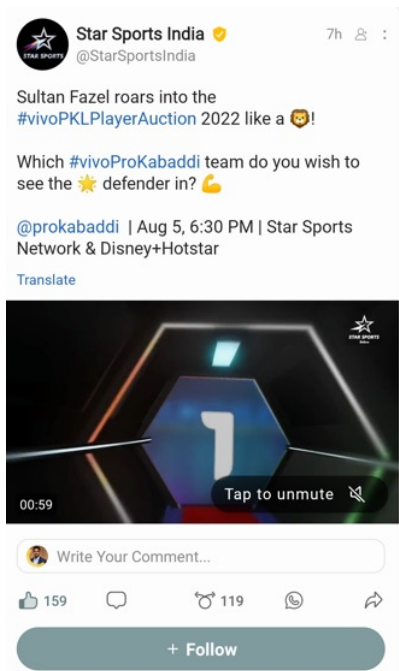
1.8k Likes with 2.6Mn Followers on Koo

vs

2.5k Likes with 19Mn+ Followers on Twitter



# Eminent A/Cs get more traction on Koo



159 Likes+119 Re-Koos with 550k Followers on Koo  
vs  
76 Likes+ 2 Re-tweets with 5.6Mn Followers on Twitter

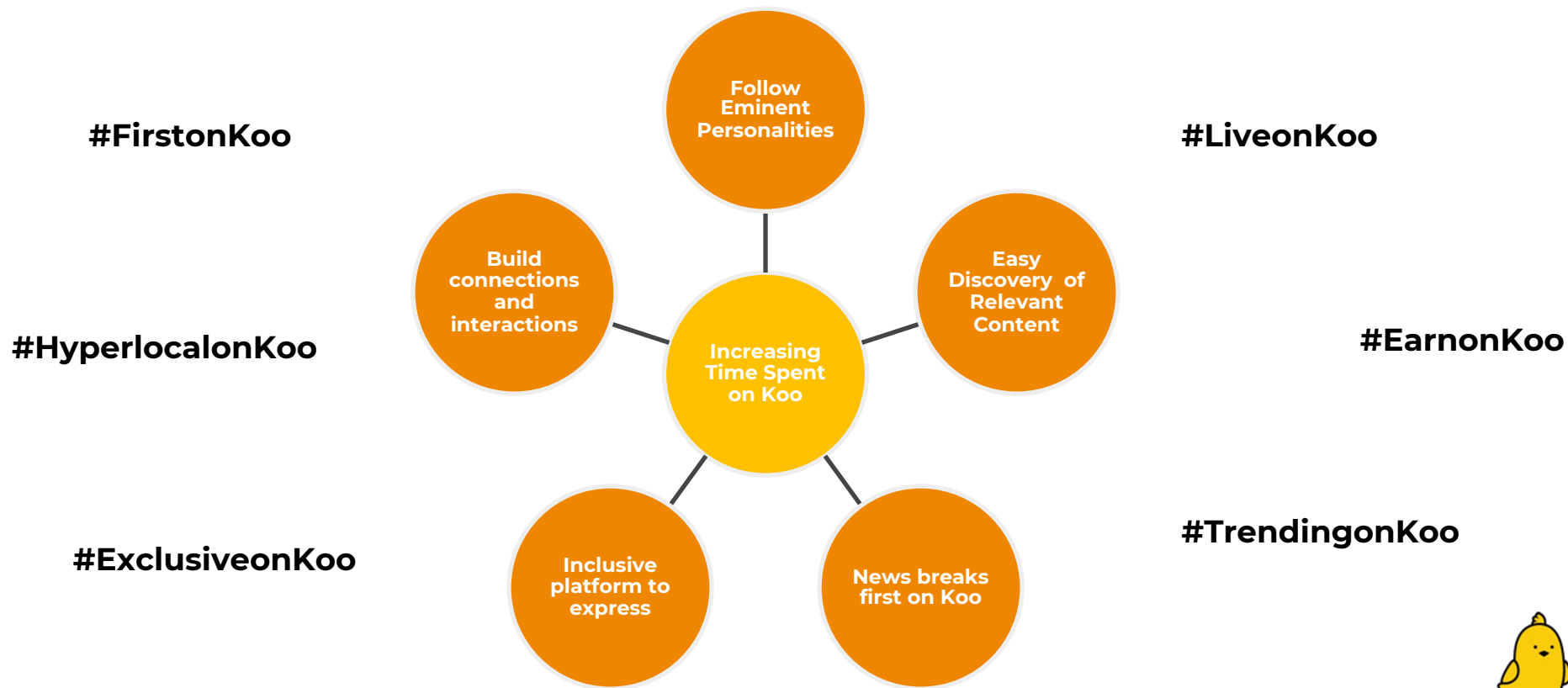


53 Likes with 550k Followers on Koo  
vs  
106 Likes with 5.6Mn Followers on Twitter





# Why our users spend time on Koo?



# Users Love Koo Highest Rated Social Platform



Siva Prasad Kuruba Siva Prasad



★★★★★ 7/23/22

Very good getting good information, entertainment, unbelievable friend circle, time pass for people who are seeing koo app ,morvalous, super, such a good app to know all about things which are nowadays, I'm always givnginformation so many people to download koo app to enjoy full of the day with good communication entertainment, unbelievable relationship with each other in this world, all family members can enjoy full of the day with good experience,i&my family members all're enjoying very well



Yashaswi Singh



★★★★★ 5/30/22

The features of this outstanding Bharatiya app are very-very good. The most important of all, being unbiased, it provides us a fair opportunity to put forward our views among people. Language of the auto generated messages is also very polite and cute. 😊



Vishnu Uikhey



★★★★★ 7/31/22

Very good & great app with easy to use interface. All the features are adorable. Nicely designed . The most amazing part is language selection freedom. With love to koo team . All the best. ( writing by Vishnu uikhey m.p Betul )



Ashutosh Dubey



★★★★★ 7/19/22

It's really good app... almost all of the tranding videos...latest news ,gossip ,sports, Bollywood and a lot of at one place..in my opinion it's better than Twitter.



Airbomb Victor



★★★★★ 7/16/22

It's work very easily. Once you open the app you like it's features and languages. Let's use it and koo the your opinion and thoughts with # and connect with many celebrities and great personalities of India.



Manana Roy



★★★★★ 5/13/22

The best Indian Atmanirbhar microblogging app. We Indians are so proud of Koo App. Our nation India is growing fastly in the international market of social apps and websites with the mission #AtmanirbharBharat and #MakeInIndia. Koo App



Sanjay Kotwal



★★★★★ 7/13/22

Nice and many types of material is here.. You can watch videos on different types but knowledge able... You can watch and read what are happening around us... So many in this single app... I have no words to describe... Thanks to koo and his team... I ❤️ it... 🙌



बिपिन जायसवाल 'बाबू'



★★★★★ 6/30/22

Very useful Swadeshi app to keep in touch with all news as well as better place to express your feelings, opinion, suggestions etc in a public.



K Sharma



★★★★★ 7/19/22

I used twitter but I did not take any interest...I think it's only time waste but when I have started Using KOO I am really surprised it's helpful for recieving news updates around me.. News from PMO, CMOs and Parliament.. Thank You Koo Team

4.4★

4L reviews

12+

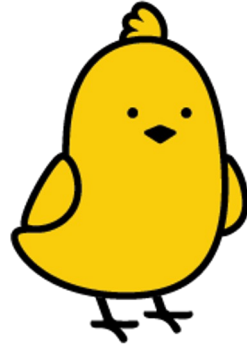
Rated for

12+ ⓘ

1Cr+

Downloads





**Koo**

**Product**



# Immersive Language Features

## Expression in local languages made easy

कांग्रेस पार्टी की - आदिवासी और अभिजात्य मानसिकता का पर्दाफाश हुआ।

ಆಜ್ಞೆ ಕೆ #AakashVani

ಕೌನ್ ಕರೇಗಾ ರೋಹಿತ್ ಕೆ ಸಾಥ್ ಓಪನ್? ಕ್ಯಾ ಅರ್ಜುನ್ ದೀಪ್ ಖೇಲೆಂಗಿ? ಹೂಡಾ ಯಾ ಅಯ್ಯರ್? ಕ್ಯಾ ಬೊಲ್ಡ್ ಸಾರ್ವಜನಿಕ?

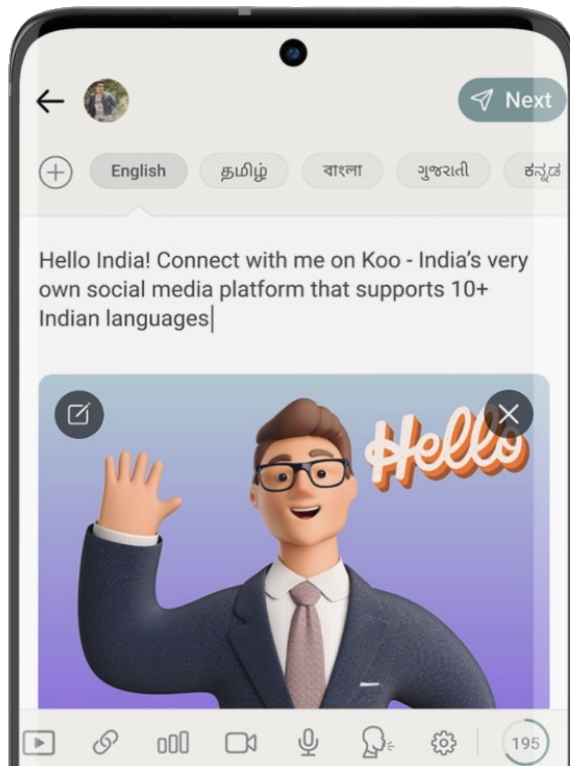
English

বাংলা

हिन्दी

मराठी

ਪੰਜਾਬੀ



## Multi-modal expression



# Language-first Consumption

कांग्रेस पार्टी की - आदिवासी और अभिजात्य मानसिकता का पर्दाफाश हुआ।

ಆಜ್ ಕಿ #AakashVani

ಕೌನ್ ಕರೇಗಾ ರೋಹಿತ್ ಕೆ ಸಾಥ್ ಓಪನ್? ಕ್ಯಾ ಅರ್ಜುನ್ ಖೇಲೆಂಗಿ? ಹೂಡಾ ಯಾ ಅಯ್ಯರ್? ಕ್ಯಾ ಬೊಲ್ವಿ ಸಾರ್ವಜನಿಕ?

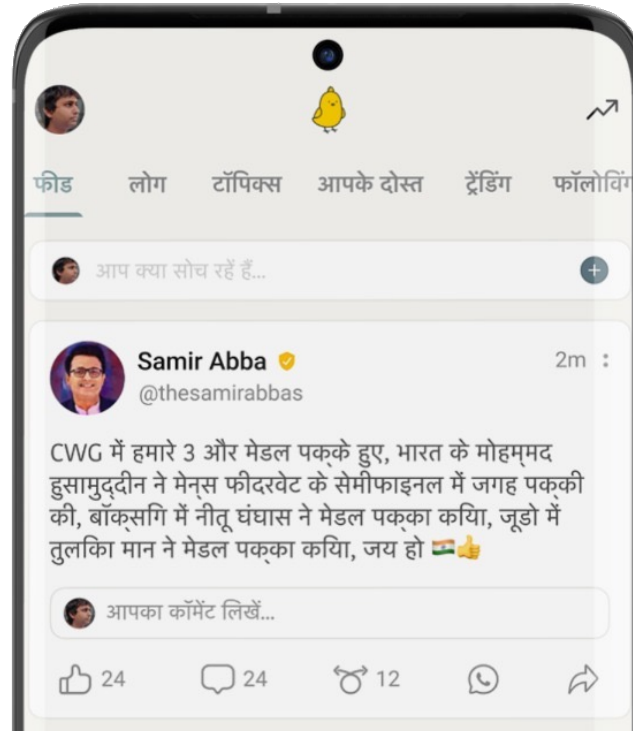
English

बांग्ला

हिन्दी

मराठी

ਪੰਜਾਬੀ

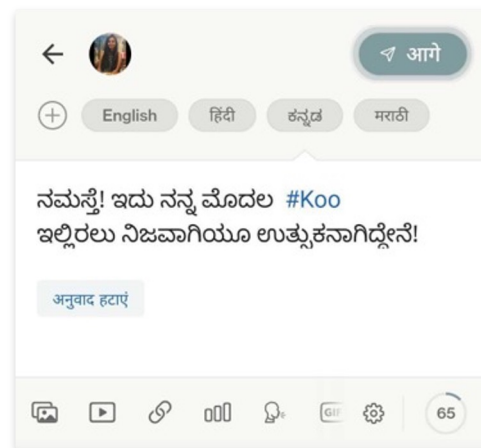
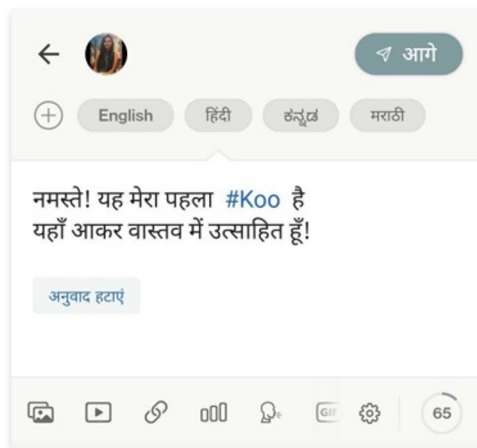
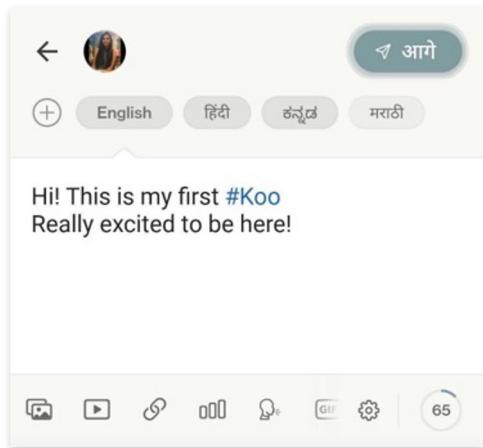


Discovery of  
content in local  
languages made  
easy  
#LanguageHashtags

ईश्वर चन्द्र विद्यासागर



# Multi-Lingual Kooing



Koo lets you post your thoughts in multiple languages, all on one screen, through its patented language flow!



# Rewards & Recognition



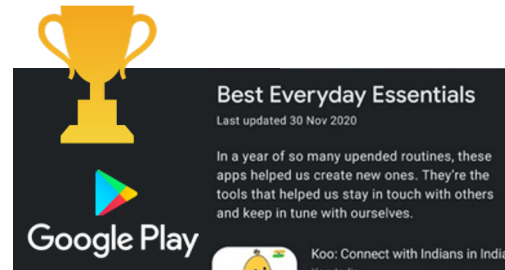
Winner of Aatmanirbhar Bharat  
App Innovation Challenge



Special mention by Hon'ble Prime  
Minister in Mann Ki Baat

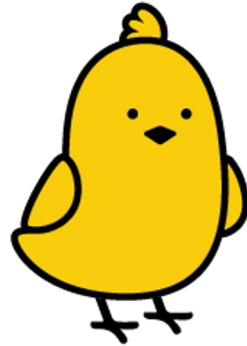


Winner of NASSCOM Emerge 50  
League of 10 award



Best Everyday Essential App





**Koo**

**About Koo Users**

# Koo is used in 878 Cities & Towns

**Delhi**  
**Lucknow**  
**Mumbai**  
**Patna**  
**Indore**  
**Jaipur**  
**Kolkata**  
**Bengaluru**  
**Ahmedabad**  
**Hyderabad**  
**Bhubaneswar**  
**Pune**  
**Chennai**  
**Ludhiana**  
**Surat**



**Bhopal**  
**Guwahati**  
**Shimla**  
**Nagpur**  
**Chandigarh**  
**Kanpur**  
**Raipur**  
**Ranchi**  
**Gurgaon**  
**Agra**  
**Kurukshetra**  
**Jodhpur**  
**Coimbatore**  
**Kochi**  
**Dehradun**



# User Demographics



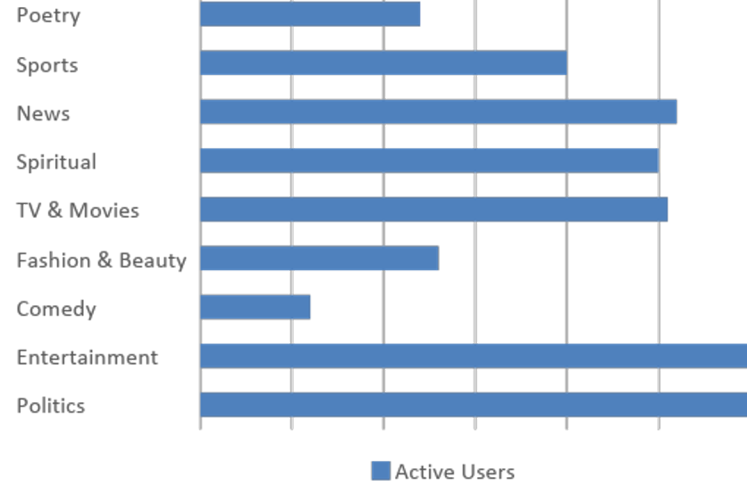
75%

:



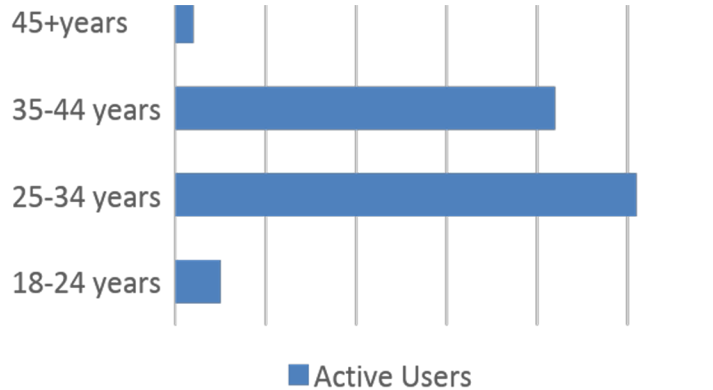
25%

Content Consumption

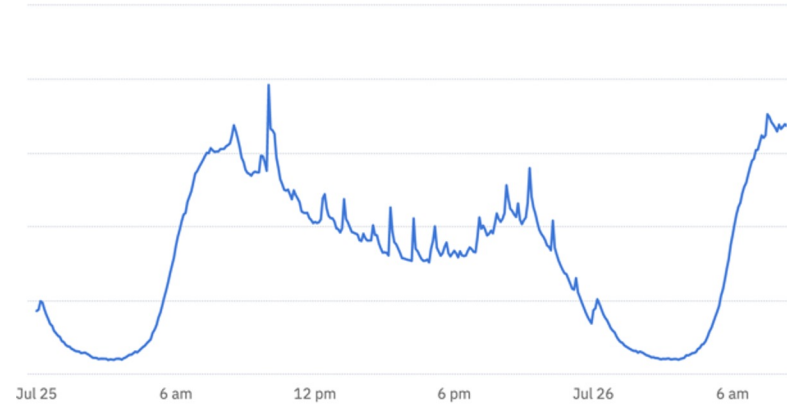


# User Demographics

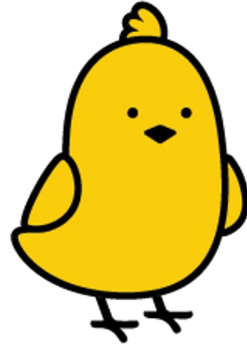
## Age Distribution



## Hourly Usage







**Koo**

**For Brands**

# Koo - The Trusted Network

- Social media is the new way to know what's happening
- People follow people they trust on social media
- Koo is all about trust built on trusted people networks
- Brands need to be seen in trusted environments
- Brands will enjoy the trust users place on each other & on Koo
- Koo is the only platform that caters to the masses & the classes

**Koo is one of the most trusted platforms among the masses**

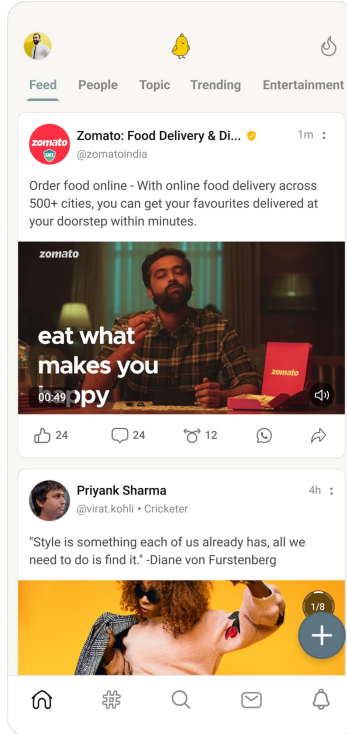
**Enjoys special love for being Made in India, for the world**



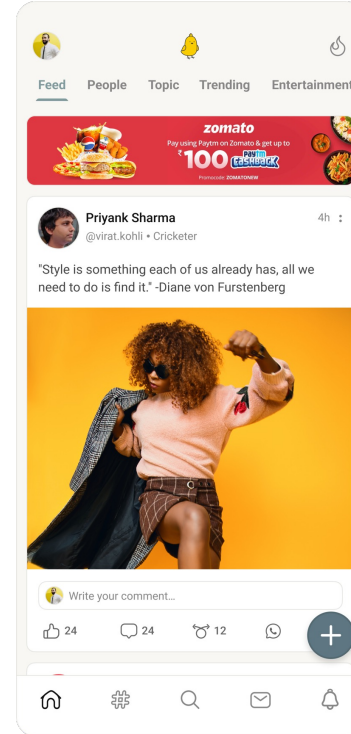
# Why should brands advertise on Koo?



# Branding Awareness on Koo



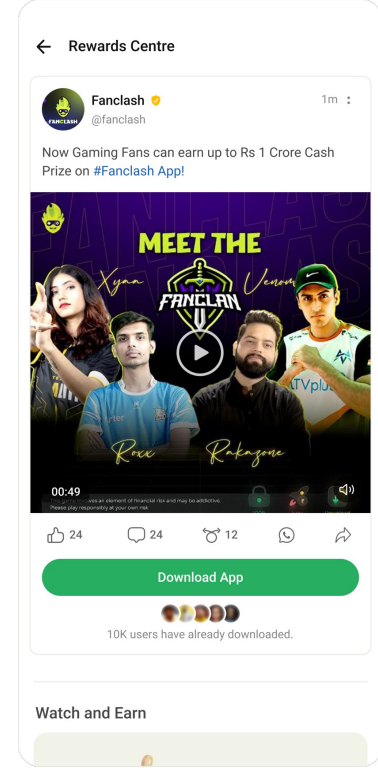
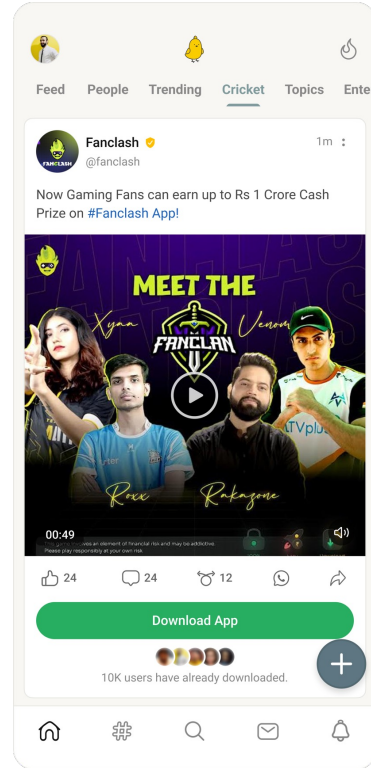
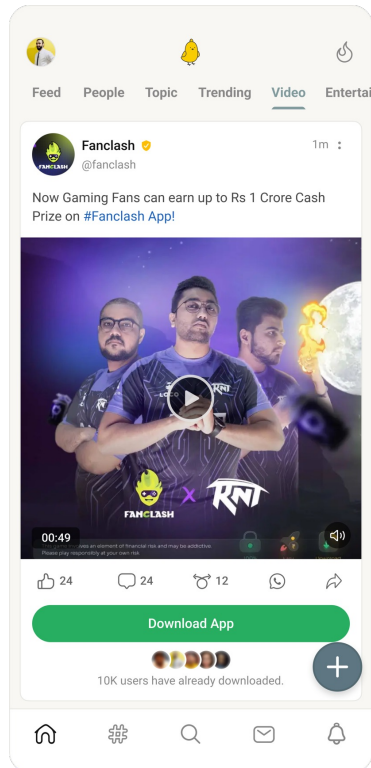
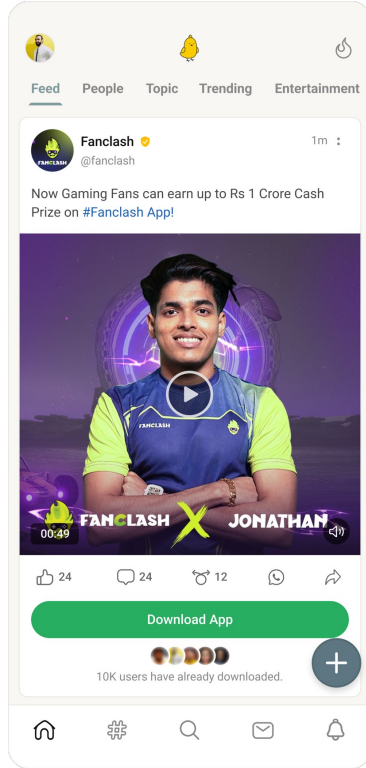
1st Ad  
Impression  
on Main Feed



Banners on  
Main Feed



# Feed Takeover & App Takeover on Koo



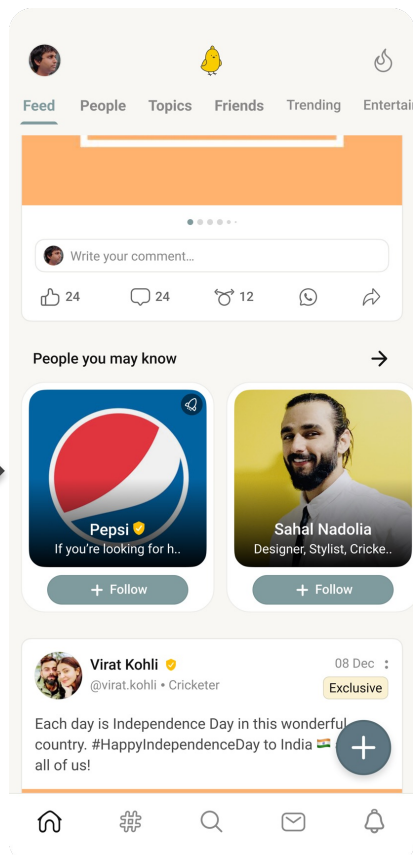
Feed Takeover

App Takeover

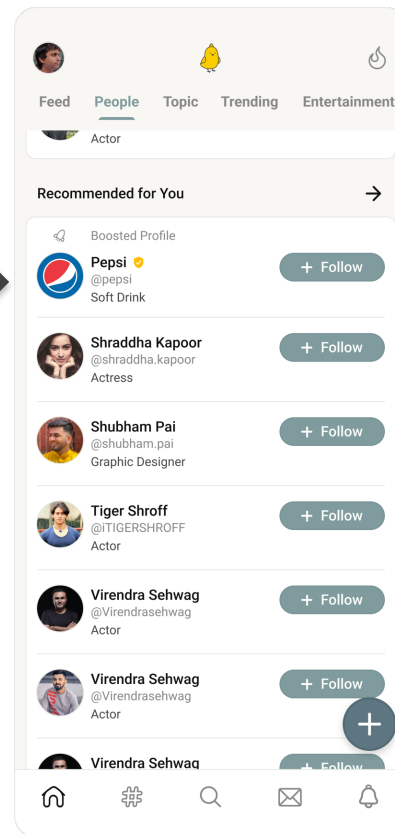


# Boosted Profiles on Koo

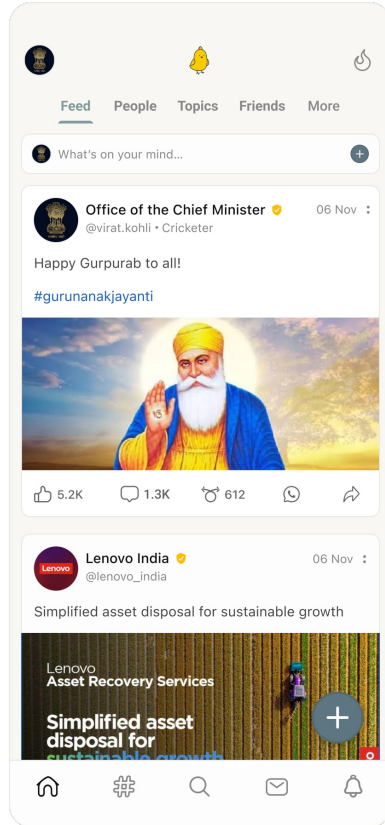
Boosted  
Profile in  
Feed



Boosted  
Profile in  
'People' Tab

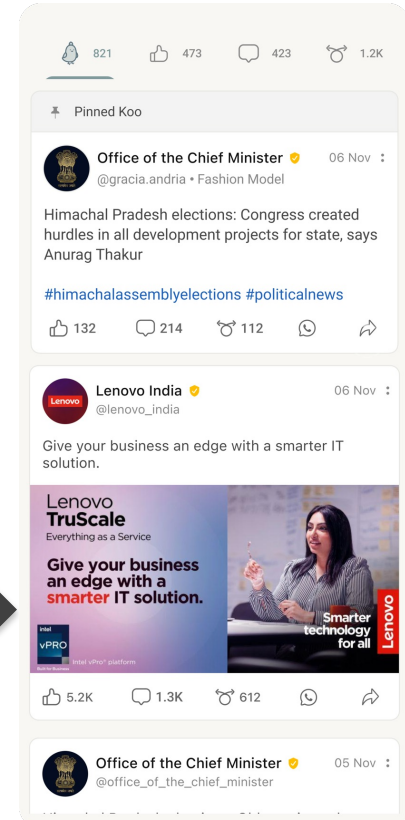


# B2B Brand Promotions – Targeting VIPs on Koo

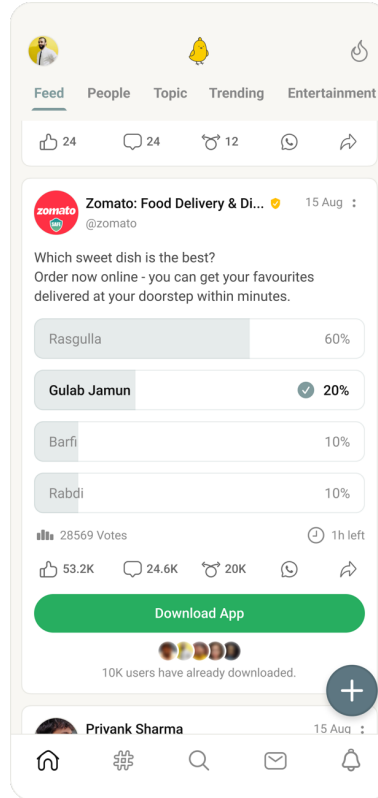
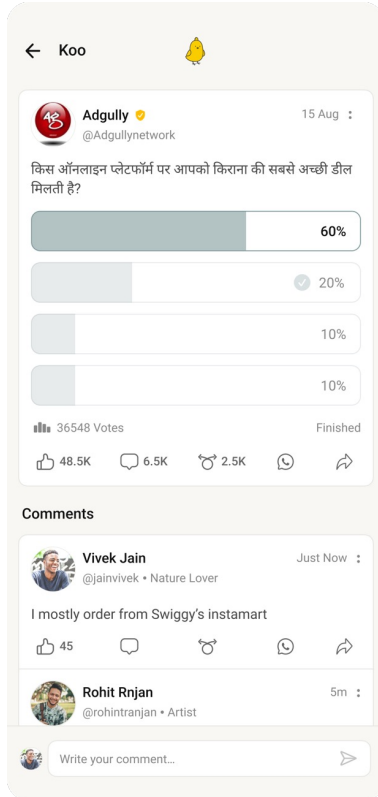


2nd Koo  
after  
VIPs Koo  
in Home  
Feed

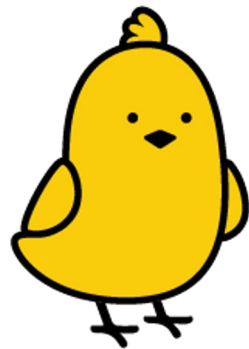
2nd Koo  
in VIPs  
Profile  
Page



# Brand Surveys on Koo







**ThankKoo!**