Software Localization Services

Client: US-Based Health Tech Company
Category: Software Localization
Location: United States / India

Project Overview

A US-based technology firm operating in the health sciences domain set out to improve access to its platform in India. The app digitally connects patients, hospitals, physicians, researchers, and healthcare providers, and for inclusivity, Indian regional languages support was required to serve a wider user base.

The Challenge

To expand their reach among Indians, the client needed to localize their mobile app for Hindi and Marathi audiences in India. The app's existing English-only interface limited accessibility for non-English speakers, restricting its adoption in linguistically diverse Indian regions.

The Outcome

Language Services Bureau localized the app content into Hindi and Marathi, ensuring linguistic accuracy and regional sensitivity. The project included a comprehensive quality assurance and testing phase to ensure a seamless user experience in both languages. As a result, the client successfully attracted and retained users from Hindi and Marathi-speaking communities, significantly increasing engagement across targeted regions.