



CASE STUDY

CATEGORY:
AUDIOVISUAL
TRANSLATION SERVICES



LOCATION: AUSTRALIA / INDIA

GENERAL PROJECT OVERVIEW

To make the content accessible to English-speaking viewers and fit for broadcast on a local TV network, the client needed English subtitles for Hindi and Marathi interviews. The project posed dual challenges of accurate cultural translation and adhering to space and time constraints typical of subtitling.

THE CHALLENGE

An Australian YouTube talk show spotlighting the entrepreneurial and cultural stories of the Indian diaspora sought to reach a broader audience by subtitling their Indian regional-language interviews for local television airing. The show featured guests who primarily spoke in Hindi and Marathi.

THE OUTCOME

ENGLISH SUBTITLING (MARATHI & HINDI):



Delivered 4-5 subtitled episodes per month in broadcast ready SRT format.

EXPERT-LED CONTENT:



Covered discussions by professionals such as immigration consultants, tech experts, counselors, and artists.

MULTI-DOMAIN TOPICS:



Handled diverse themes-immigration challenges, spirituality, Indian culture, arts, and career journeys.

CULTURAL ADAPTATION & TIMING:



Ensured accurate timing and culturally nuanced subtitles for high audience engagement.

TOP-RANKING TV SHOW:



Aired on a Sydney local network and consistently featured among the week's top shows

ABOUT THE CLIENT

The client is a popular digital content creator, with a strong presence on YouTube and Instagram. The channel produces entertaining and educational content in Marathi, Hindi and English. They run various podcasts, covering topics such as business, culture and the experiences of the Indian diaspora in Australia.

INDUSTRY

Marketing and Communication

YEARS IN BUSINESS

25+

EMPLOYEE COUNT

1-10

GEOGRAPHICAL PRESENCE

India

