

Conversational AI for the **Next Billion Users**



NAVANA

अट्टा और चावल पर कोई
डिस्काउंट मिलेगा?

मुझे शैम्पू और साबुन पे
कोई ऑफर है तो बताओ

पचास प्रतिशत की छूट जिस
सामान पर है वो देखाइये



About Us



TECHNOLOGY FOR THE NEXT BILLION USERS

Navana Tech enables last mile access of digital services to end users through the use of voice-based technologies and products.



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BACKED BY



Microsoft
for Startups

BILL & MELINDA
GATES foundation

Bha[₹]at
Inclusion Initiative



NVIDIA.

VillageCapital



CORNELL
TECH

Microsoft
Research



Relevant Work in Vernacular Conversational AI

LIVE CUSTOMERS

[Agriculture - Digigreen](#)

[Finance - Ujjivan SFB](#)

[Healthcare - MSinS](#)

OTHER CONCEPTS

[Nykaa Fashion Voice-driven shopping Demo](#)

[Purple Beauty Voice-driven shopping Demo](#)

[Uber Voicebot Demo](#)

[Jio | Past orders + Support Tickets Flow Demo](#)



ONDC Innovation Hackathon (Cohort 1)

OUR PROPOSAL

We are proposing a end-to-end conversational commerce experience for buyers on WhatsApp, which leverages multilingual voice input as well as localized audio-visual feedback.

CHALLENGE STATEMENTS ADDRESSED

1. **Indic Language Support:** Enable Indic Language Support, from specific languages & dialects to English and vice-versa.
2. **Conversational Interface:** Create or enable an intuitive conversational interface to execute online commerce transactions.

Context: Why Voice on WhatsApp

- 75% users using smartphones in regional languages prefer Voice over Typing.
- 40% of Indian smartphone users who are willing to explore digital commerce are left out because of digital literacy and language barriers.
- 80% Indian smartphone users use Whatsapp as their primary communication platform making it a familiar and trusted medium of interaction (which can be turned into a point of sale).

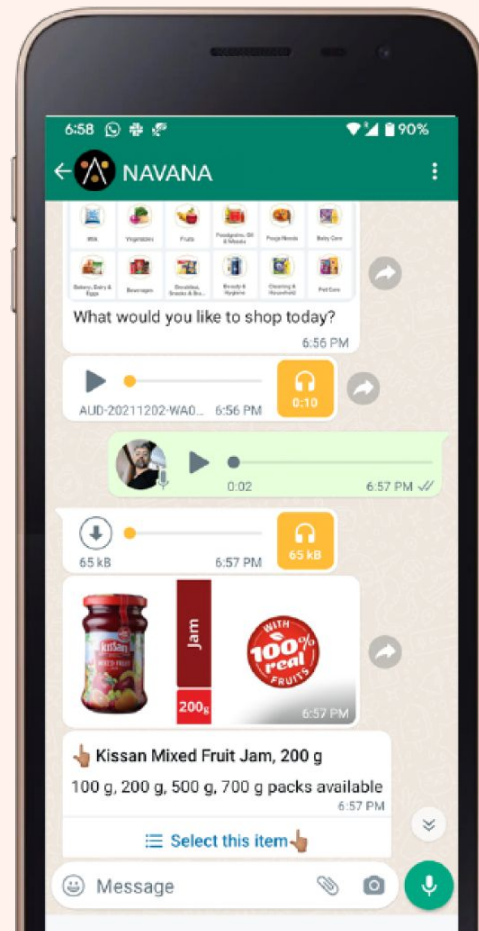


Introducing Multilingual voice-assisted conversational commerce on WhatsApp

Visit the Website



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Product Highlights



9 Indian Languages

Covering variants for
30k+ Grocery Items



**Voice-based
Product Search**



**Easy Checkout
and Payments**



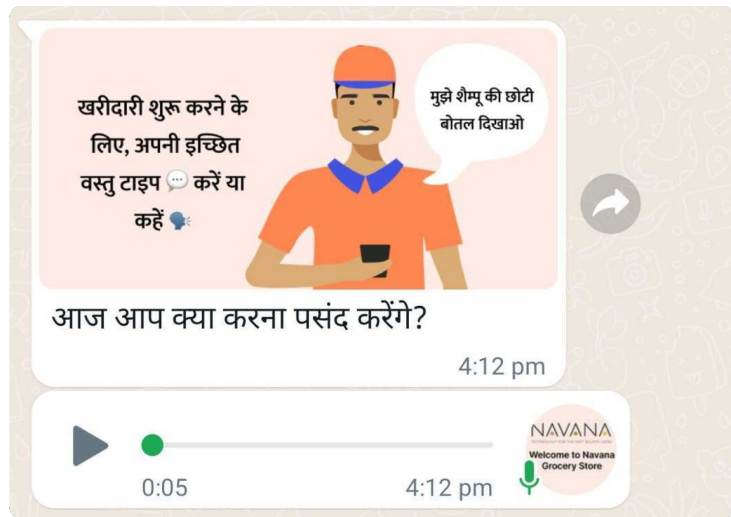
**Audio-Visual
Feedback for all
interactions**



**Cart
Management**



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An Inclusive User Experience

Audio guidance & Visual cues at relevant moments in the shopping journey for a seamless user experience.

“मुझे
इडली batter
.....
चाहिए”

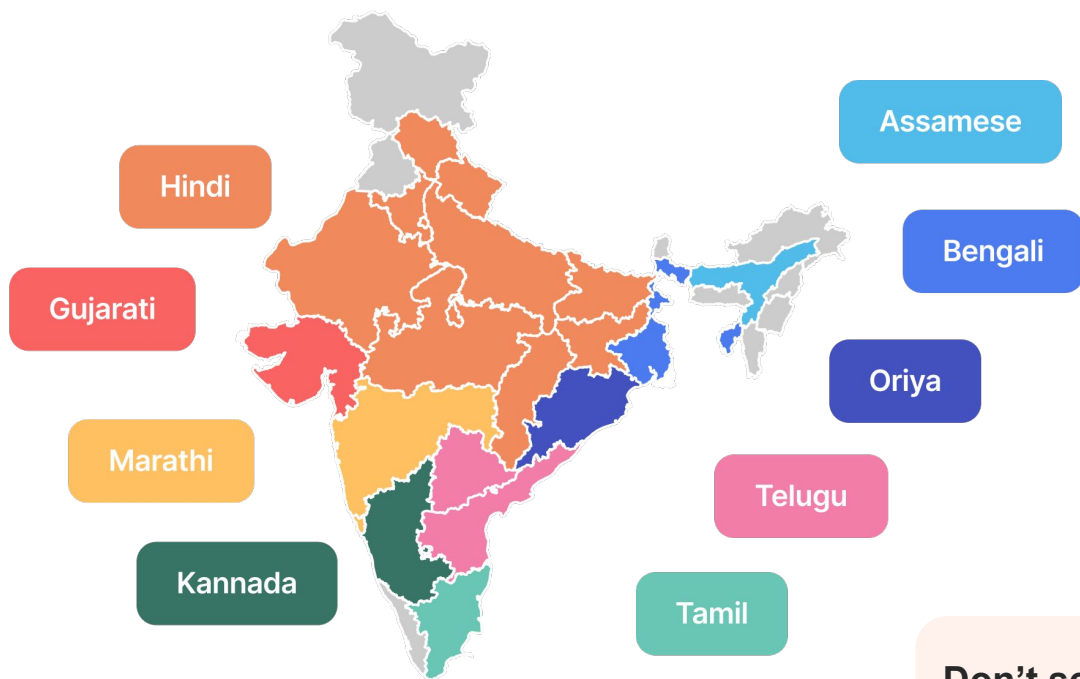
**Say it *kaise bhi*.
We'll get it.**

Navana's speech model supports code mixed inputs to adapt to the colloquial ways of conversation such as Hinglish.



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Languages Supported with major dialects



Available Soon

English (IN)

Bhojpuri

Maithili

Maghadi

Punjabi

Malayalam

Chhattisgarhi

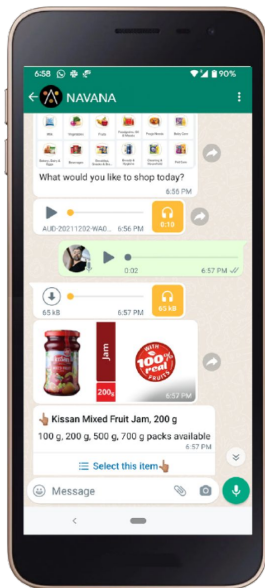
Don't see a language you need?

Our in-house data collection, validation and ML tech stack enables us to build a domain-constrained speech recognition model in 30 days.



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Voicebot Grocery Demo



[Click to view product demo](#)

**Or try it
yourself by...**

Following instructions shared in
the submission sheet.

Or

Visiting our [Website](#) to try out
the Demo immediately.

Upcoming Features

PRODUCT LEVEL UPDATES

- Search for multiple products with a single voice note.
- Filter your searches by specifying budget, variant, etc.
- Experience faster and cleaner flows with new catalog and product card messages.
- Raise support tickets with voice.

API LEVEL UPDATES

- NLP: Product segmentation to extract pieces like brand name, quantity and variant information from the transcriptions.
- Speech+NLP: Identify and extract multiple products within a transcription.



