

Now interact with Amazon Alexa in Hindi or Hinglish

Alexa is equipped with a rich Hindi vocabulary and speaks in fluent Hindi while responding to customer requests

Get started with commands such as "Alexa, Bollywood ke latest gane sunao", "Alexa, cricket score batao", "Alexa, sher ki aawaaz sunao", or "Alexa, apne baare mei batao"

In a major step to make Alexa more 'Indian', Amazon announced that Alexa will now support interactions in Hindi or Hinglish. This launch will enable hundreds of thousands of Alexa customers in India to interact with Alexa to ask for music, get Bollywood or sports updates and much more in Hindi or Hinglish. Alexa is the brain that powers Amazon Echo devices. The new Hindi experience is available on all Echo family of voice-controlled smart speakers.

Since Alexa runs in the cloud, the service is always getting smarter. When Alexa launched in India in 2017, she was able to understand and pronounce names of popular places, names, songs and more in many regional languages such as Hindi, Tamil, Telugu, Marathi and Punjabi. With this update, Alexa can now understand customers speaking to her completely in Hindi or Hinglish, in multiple contexts, and varied regional accents and dialects. You can enjoy asking Alexa for diverse Hindi content such as jokes, shayaris, games, *Kabir ke dohe*, Panchatantra stories, Bollywood dialogues, more than 500 Alexa skills, and even spellings of words in Hindi.

"India has uniquely challenged our AI teams with its cultural and linguistic diversity. We are thrilled to bring a suite of AI advances in multilingual understanding so that customers can interact with Alexa in different regional variants of colloquial Hindi. We are also grateful to Indian customers who contributed to Hindi development through the Cleo skill," said **Rohit Prasad, Vice President and Head Scientist, Alexa AI, Amazon**. "We look forward to Alexa delighting our Hindi-speaking customers and working with developers in India to invent many more Hindi skills," he added.

To get started with Hindi, customers can just ask, "Alexa, help me set up Hindi." Existing Echo customers in India can change their device language to Hindi via the Language options inside the Device settings on the Alexa App. Echo Show users can access the settings section to change language by swiping down from the top of the screen.

"We are a customer-first company than a technology-first company. In India pronunciation, diction, and accents in Hindi are different across the country even if the language being spoken is the same," said **Puneesh Kumar, Country Manager for Alexa Experiences and Devices, Amazon India**. "Conversations in Hinglish are common. With today's launch you will notice that Alexa has become more local. Alexa will not only understand and respond in Hindi or Hinglish but, is also armed with a lot of knowledge about topics that interest users in the country ranging from local information, to music, and from Bollywood to cricket," he added.

Coming soon, customers can speak to Alexa in Hindi and English without changing the language setting back and forth. For example, if a customer asks for the weather in Hindi, Alexa will reply in Hindi, e.x. "Alexa, aaj mausam kaisa hai?" and when they ask for information in English, Alexa will understand and

respond in English e.x. *"Alexa, tell me about Chandrayaan-2"*. This feature is specially built for Indian households where users speak both Hindi and English.

Interact with Alexa in Hindi or Hinglish

With Alexa, you can use your voice to play music, ask questions, read the news, set timers and alarms, check the calendar, provide sports scores, control lights at home, watch videos on Echo devices with screen and much more. With Echo's far-field voice control, you can do all this from across the room using just your voice. Just say *"Alexa, tum kya kar sakti ho?"* to learn about her capabilities or visit www.amazon.in/AlexaInHindi. You can:

Play Music

Alexa offers a seamless, hands-free music experience with premier music services including Amazon Prime Music, Gaana, Hungama, JioSaavn, Tuneln, and more. Listening to music across a wide catalogue of Hindi, English and multiple Indian regional language songs with Alexa is as simple as saying *"Alexa, Bollywood ke latest gaane sunao"* or *"Alexa, Kishore Kumar ke gaane sunaiye"*. If you are in the mood to exercise, say *"Alexa, workout music chalao"*. Control volume and playback for millions of songs by saying *"Alexa, volume badhao"* or *"Alexa, agla gaana lagao"*. If you aren't sure who an artist is, just say *"Alexa, yeh kaunsa gaana hai?"*. Alexa will also offer over 100 relaxation sounds in Hindi. To get started, say *"Alexa, mujhe aaraam karna hai"*.

Ask Questions

Ask Alexa all kinds of questions, including those about cricket, Bollywood, famous people and places, festivals, calculations, sports, stocks, spelling and much more in Hindi. For example, *"Alexa, Diwali kab hai"*, *"Alexa, 64 ka cube root kya hai"*, *"Alexa, Spain ka capital kya hai?"* and *"Alexa, sone ka bhaav batao"*.

Alexa is now more Indian. Her fun personality can entertain everyone in the family. You can ask Alexa for a joke by saying *"Alexa, chutkula sunao"*. You can also say *"Alexa, koi filmy dialogue sunao"*, *"Alexa seeti bajao"*, *"Alexa taali bajao"*, *"Alexa, ek kahani sunao"*, or *"Alexa, tum kaun ho"*. For more entertainment, ask Alexa to play fun games by saying, *"Alexa, chalo ek game khele"*.

Control your Smart Home

Use Echo smart speakers to control the TV from the couch when watching a movie, or switch off the tubelight when getting in bed—all using just your voice. You can say *"Alexa, light band kar do"* or *"Alexa, Geyser on karo"* or *"Alexa, TV mute karo"*. Alexa works with devices such as smart lights and plugs from brands including Wipro, Philips Hue, SYSKA LED, Xiaomi, TP-Link, and more. You can also control your compatible security cameras, fans, ACs and air purifiers from brands such as D-Link, Voltas, Orient, LG, Xiaomi and more.

Set Reminders, Alarms and Timers

Set up multiple reminders, alarms and timers with your voice, including setting repeating alarms. Just say *"Alexa, phone bill bharne ka reminder lagao"*, *"Alexa, subah saat baje ka alarm set karo"*, or *"Alexa, timer mei kitne minute baki hai?"*

Create and Manage Lists

Alexa can help you stay organised by creating and managing your To-Do and Shopping lists. Just say “Alexa, meri shopping list mein jeera add kar do”, “Alexa, meri to-do list mein doctor’s appointment daal do”, or “Alexa, meri shopping list mein kya hai”.

Hear the Latest News and Cricket Updates

Alexa can read the news and give customised updates based on your news preferences. You can choose your favorite outlets to provide the news or sports results, including Dainik Jagran, Aaj Tak, NDTV, and Bollywood Hungama. Just say “Alexa, kya chal raha hai?”, “Alexa, filmy khabrein sunao”, “Alexa, cricket score batao”, or “Alexa, India ka agala match kab hai?”.

Get the Weather

Ask Alexa about local, national, and international weather forecasts. For example: “Alexa, aaj mausam kaisa hai?”, “Alexa, kya kal baarish hogi?”, “Alexa, Mumbai ka weather update batao?”, or “Alexa, is weekend Bangalore mein mausam kaisa rahega?”

Play with Alexa

Alexa has exciting Hindi skills for kids, from playing games to listening to Hindi rhymes and stories. Some of India’s most popular characters are now available through Alexa Skills including Vir The Robot Boy, Chacha Chaudhary, Kids TV, Koo Koo TV, Jugnu Kids and the evergreen Shambhu and Suppandi from Amar Chitra Katha. Kids can get started by saying “Alexa, ChuChu TV shuru karo”, or “Alexa, sher ki aawaaz sunao”.

Third Party Skills

Thousands of developers have already started building Alexa skills with a Hindi flavor. Customers can choose from over 500 Alexa skills in Hindi offered by more than 30 brands including Ola, ChuChu TV, GaneshaSpeaks, All India Radio, RedFM, Sanjeev Kapoor Recipes, Pearsons, Career Launcher, Art of Living, Sadhguru, VR Devotee, Shemaroo, Hungama, Hubhopper, Aastha TV and Amar Chitra Katha. These skills range from devotional music, horoscope, kids’ education and games, recipes, and more. You can ask, “Alexa, Hindi Shayari shuru karo”, “Alexa, Panchtantra ki kahaniyan shuru karo”, “Alexa, Kabir ke dohe sunao” or “Alexa, tumhare paas kya skills hai?” to know more about skills.

Hindi on other Alexa Built-in devices

Starting today, Alexa in Hindi is also available on a range of smart speakers by Bose. These include Home Speaker 500, Portable Home Speaker, Home Speaker 450, and Home Speaker 300. Coming soon, brands such as Motorola, MyBox, Boat, Portronics, Fingers, Sony, iBall and Dish will launch and update their existing Alexa-built in devices to support Hindi.

Availability of Echo devices and demo of Alexa in Hindi

All Amazon Echo smart speakers such as Echo Dot, Echo Show 5, Echo, Echo Spot, Echo Plus, Echo Show, and Echo Input are available on amazon.in/echo/. Customers can also visit Amazon devices kiosk at popular shopping malls such as Pacific Mall in Delhi, Seawoods Mall in Mumbai, Mantri Mall in Bangalore and off-line retailers such as Croma and Reliance Digital stores for a demo of the Alexa Hindi experience and to purchase.

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