NEW DELHI: An Indian man browses the Google Play website in New Delhi on November 4, 2014. — AFP

TABLET REVIEW: Amazon's Fire vs Google's Nexus

NEW YORK: New tablet competitors from Amazon and Google both ran on the same operating system, but that doesn't mean they work the same. The newest Fire HD 8.9 offers as pure of an Android experience as you can get — which means doing away with Amazon's custom user interface. Two tablets. Good for different reasons. Customers will need to decide: Which works best for you?

Google seeks 300 million Indian language users

NEW DELHI: Search giant Google and a group of Indian publishers on Monday launched a new hind-laguage website in an ambitious push to get 300 million Indian users online by 2017 and bridge the country's digital gap.

Google announced the launch of a new hind-laguage version of its search engine and offers content in 22 official languages, making it easier for Indian consumers to search and browse the Internet in their mother tongue, according to a company statement.

"We must build content in people's own languages — otherwise we'll miss the addressable market," said Amit Singhal, Google's search architect.

The federal government has announced 22 official languages.

"We are targeting the around 3 billion people who do not speak English, with Hindi, listed by 41 percent of the 1.2 billion people as their mother language — according to census data.

"To reach our goal of 503 million Indian Internet users by 2017 from 200 million currently, we need to make the Internet accessible to those who don't speak English." Google India managing director Rajan Anandan said.

The announcement comes at the tail of the new government of Narendra Modi which has embarked on what it calls a "digital revolution" to bring more Indians online to access government, education, health and services and transact more business.

"The web holds great potential to empower many Indians economically and socially," said Anandan.

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