

POPxo Is Now Available In Six Languages- Founder & CEO Priyanka Gill

POPxo takes a step ahead and introduces 4 new languages for a farther and easier reach to women across India



Gurgaon, Jan 4, 2019 ([IssueWire.com](http://www.IssueWire.com)) - POPxo, the women-focused digital media platform has been growing massively over the past 4 years. Adding a new leaf to its page, POPxo, on November 29, 2018, has announced its availability in 6 languages. Sighting the massive gap in the demand and supply of digital content in different languages, the market-leader of female-focused content has taken a step to

fill in. POPxo is now available in 6 languages- English, Hindi, Tamil, Telugu, Marathi and Bangla.

Priyanka Gill, founder of [POPxo](#) informs that there will be a dedicated team of writers and editors to look into the content creation. The step, she believes, will accelerate women user engagement from each vertical. The major focus will be on addressing female interest and needs.

The company aims to grow multifold within the next one year itself by catering to a larger built of audience as it speaks their language and therefore, #POPxoSpeaksYourLanguage. The platform tends to provide female with an engaging and interactive experience to up their game in fashion, beauty, lifestyle, relationship or working sphere. The website as ever, will have an enabling approach with the production of text, videos and social content.

Bidding goodbye to 2018 in great style, POPxo has recorded 50 million user engagement. Women across the country have spent 40 million hours on the website with 2 Billion video views and 225 million page views. Throughout the year, 1200 videos were produced along with 24,000 articles for all the 6 languages combinedly. It did splendidly well with its first web series, 'UNMARRIED.'

The scale and magnanimity of company growth talks for itself, hence, the entry into the new year will be crazy.

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