

The BabyChakra App, Now in Tamil

Mumbai, Jan 24, 2019 (IssueWire.com) - Almost three years ago, **Naiyya Saggi**, returned from Boston with one goal in mind - to build a reliable platform for expecting parents and parents. She realized that there was a dearth of such apps when her sister was pregnant and wanted to make a difference in this space. With that, began the journey of BabyChakra. The site was launched and soon it became the place where moms-to-be and moms go to when they needed important information.

Today, [BabyChakra is India's most trusted and number one pregnancy and parenting platform](#). Over 20 lakh users are active on the platform - asking questions, sharing info or recipes, posting pictures and much more. The site has three main purposes - content-rich pieces, a genuine community, and helping users connect with experienced doctors and get advice for free. For the first one, experts (doctors, nutritionists, chefs) contribute with articles and mom's too write about their experiences which actually goes on to help the other users. As far as the community goes, moms and dads connect fellow users based on their location, life stage, and helping users get expert advice for free. In fact, a lot of them have become good friends and keep tagging each other in posts. The last one is in fact, the app's best feature as live video chats are held every day. Users can get real-time answers to their questions by some of the most reputed doctors in India. The live chats cover topics like Home Remedies During Pregnancy, Colic, and Acidity in Babies, Postpartum Care, and a whole lot more. These chats are held exclusively on the [BabyChakra](#) app and mostly in the afternoon as moms are generally free during that time of the day.

Since a majority of BabyChakra's users were from tier-two and tier-three cities and were not very fluent in English, the company shifted their focus on local languages. Hindi was introduced on the app and website, and that met with an overwhelming response. Users started posting a lot of stuff in Hindi and even BabyChakra started creating content in that language.

Now the company is launching its app in another Indian language - Tamil. This will help users from South India, who do not understand English and Hindi, to make the most of the BabyChakra app. The Tamil chat groups have also gone live and are flooded with users. The team at BabyChakra is now burning the midnight oil to introduce multiple languages with Kannada and Telugu already in the pipeline. With such changes, BabyChakra is helping millions of Indians to use technology to track important milestones in the pregnancy and baby's life. The way it's going, #ghargharmeinBabyChakra will definitely come true in the coming months.

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