



The world's **first OTT**
platform for the vision
disabled.

Visual Accessibility Made Simple by **No Barrier Foundation**

No Barrier Foundation

How people with low vision and blindness use **SmartPhone**

TalkBack is an accessibility feature that helps people who are blind or have low vision to interact with their Android devices using touch and spoken feedback. When TalkBack is on, items on the screen are outlined with a focus box, and the device gives audio cues about what is on the screen.

Desktop and laptop computers use screen readers. Software products, such as JAWS® (Job Access With Speech) for Windows and NVDA (Non-Visual Desktop Access), allow users who are blind and visually impaired to navigate the computer and access most of its functions. Instead of using a mouse to navigate around the screen, people who are blind use a system of key commands to get to where they need to go.

Know more about TalkBack

Our Founder

Dipti Prasad is a visionary entrepreneur and dedicated accessibility advocate committed to creating a more inclusive world through innovative technology solutions.



DIPTI PRASAD

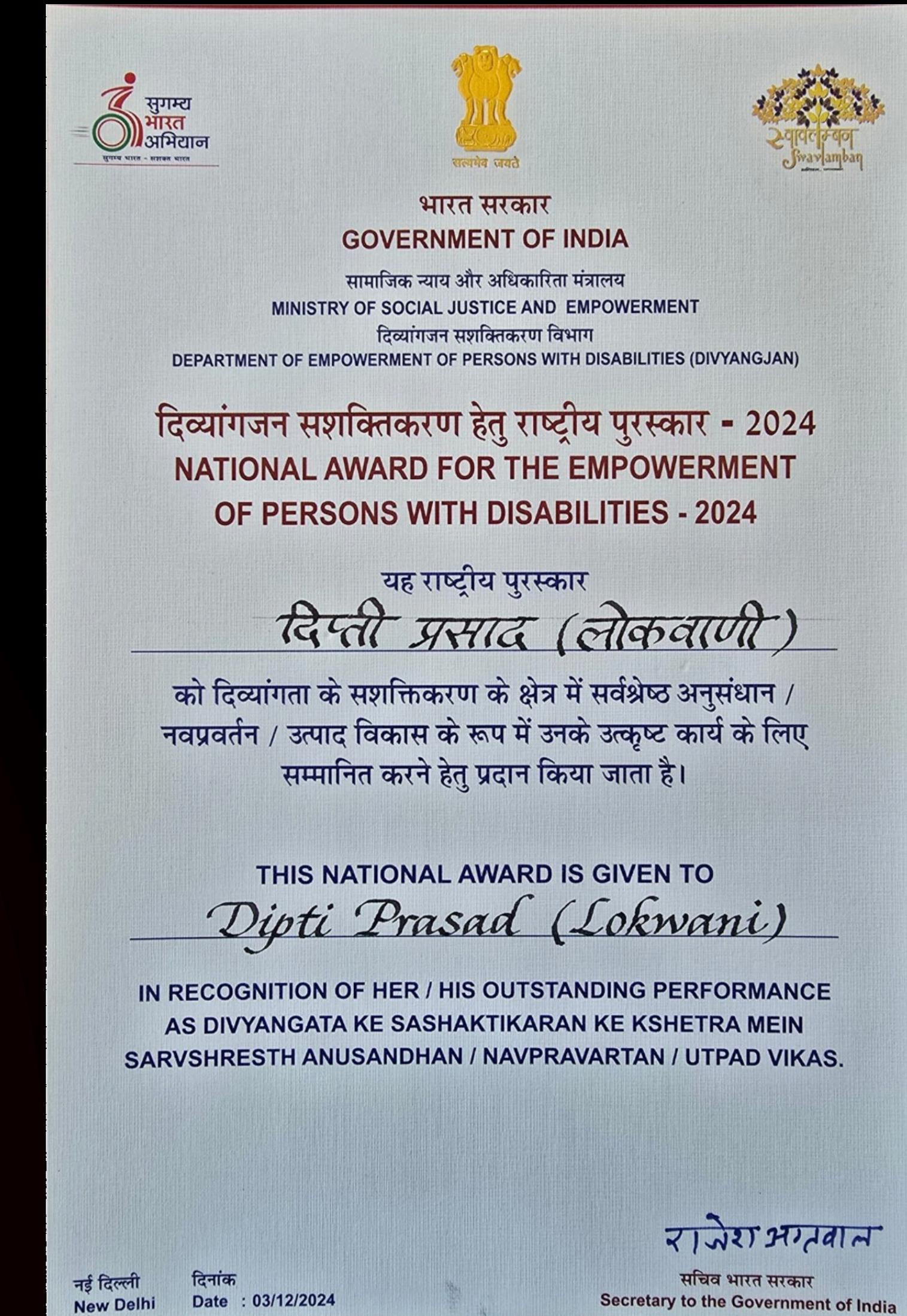
IIM (KOZHIKODE), MAHE (DUBAI)

Awards & Accolades

- National Award winner for the Empowerment of Persons with Disabilities 2024
- Best Woman-led Assistive Tech Startup Award winner, 2024
- National Council Member of WICCI.
- Leaders Awards, Social Enterprise of the Year 2022 & 2023.
- Leaders Award, Startup Company of the Year 2021
- Birac-Social Alpha Quest for Assistive Technologies, 2020
- Nipman Foundation Microsoft Equal Opportunity Award, 2018
- Cisco Special Jury Award of Excellence, 2018
- Grand Prize Winner, Global Move Hackathon 2018 - NITI Aayog



National Award For the Empowerment of Persons with Disabilities - 2024



The Inception

As a co-founder of **XL Cinema**, **Dipti** embarked on a pioneering mission to revolutionise the cinema experience for the visually impaired. Her leadership led to the introduction of **audio description** (AD) for several Indian films, allowing over **25,000 vision disabled** individuals to enjoy the magic of cinema.

The Indian Express (December 18, 2019): **Accessible cinema: Govt asks filmmakers to make audio descriptions part of action**. The article discusses the costs for audio descriptions and the announcement by PVR to roll out an 'Accessible Cinema Program'.

ETPrime (December 08, 2019): **PVR to make cinemas accessible for disabled**. It mentions the multiplex's plan to install assistive equipment and technology across 195 cinemas by June 2020.

TOI+ (December 16, 2019): **HOW CINEMAS ARE GETTING MORE ENJOYABLE FOR SPECIALLY ABLED**. An illustration shows three people in a cinema with headphones, with the text: "The app tracks if the user is inside a theatre and accordingly syncs the audio description in real-time with what is playing on screen".

The Guardian (March 20, 2020): **Access Bollywood: app opens up cinema to millions of blind Indians**. It highlights the use of audio descriptions in recent films like *Sanju*.

The Asian Age (October 23, 2018): **Cinema for all**. The article discusses the new way of experiencing films through audio descriptions as a boon for the visually impaired.

SocialStory (March 30, 2020): **The XL Cinema app lets the visually impaired 'see' and enjoy movies**. It features a photo of a visually impaired person using the app.

Image: A photo of a visually impaired person wearing headphones and a red shirt, with the text: *Theatres are unlocking movie magic for disabled audiences*. Below it: *Assistive Tech Is Here In The Form Of Apps, Gadgets For People With Wide Range Of Special Needs To Catch Film Shows At The Good Old Cinema*.

The Genesis

In the face of challenges posed by the COVID-19 pandemic, Dipti's resilience and innovation came to the forefront. She conceptualised and founded **Nobaflix**, an innovative OTT platform with an unyielding commitment to inclusivity. Under her guidance, Nobaflix became a beacon of change, offering a vast library of over **300 accessible Indian movies** and forging collaborations with **40+ organisations and NGOs**.



Now the visually impaired can enjoy 'Sanju'



Sanju has become the first Bollywood film available this way to the visually impaired.

By Prashasti Shandilya in New Delhi

UNTIL recently, not much thought was given to the entertainment needs of the visually impaired. But this changed with PVR Plaza in Connaught Place is running shows of Bollywood film Sanju using a unique app by XL cinemas, which provides audio description for the visually impaired so they can understand visual elements.

An app describes scenes with the help of an audio track

Sanju has become the first Indian movie to be enabled for audio description (AD) in a theatre in any regular show. The movie is supported with audio description which describes everything that goes on the screen between dialogues with the help of a separate audio track, which is placed smartly so that it doesn't interfere with movie vocals or dialogues.



A still from the film.

Until last week, there were no means available to play this AD track in regular show in any theatre of India. Hence there were special shows organised for the visually impaired and blind to listen to movie with audio description. The movie tracks were mixed with AD tracks and then played in theatres. Kunaal Prasad, educated from Massachusetts Institute of

Technology and BITS Pilani, Dubai, along with his start-up's co-founder Dip Prasad, an ex-banker from Dubai, created the platform XL Cinema, which accurately synchronises the audio description with the original audio track of the movie.

"We have created the platform to enable people to watch a movie in any hall in the language of their choice with full sound effects even if the language of the movie is different from the language of their choice. We are extremely happy that the same technology is now able to pave the way to social inclusion of persons with visual disabilities," Dipti said.

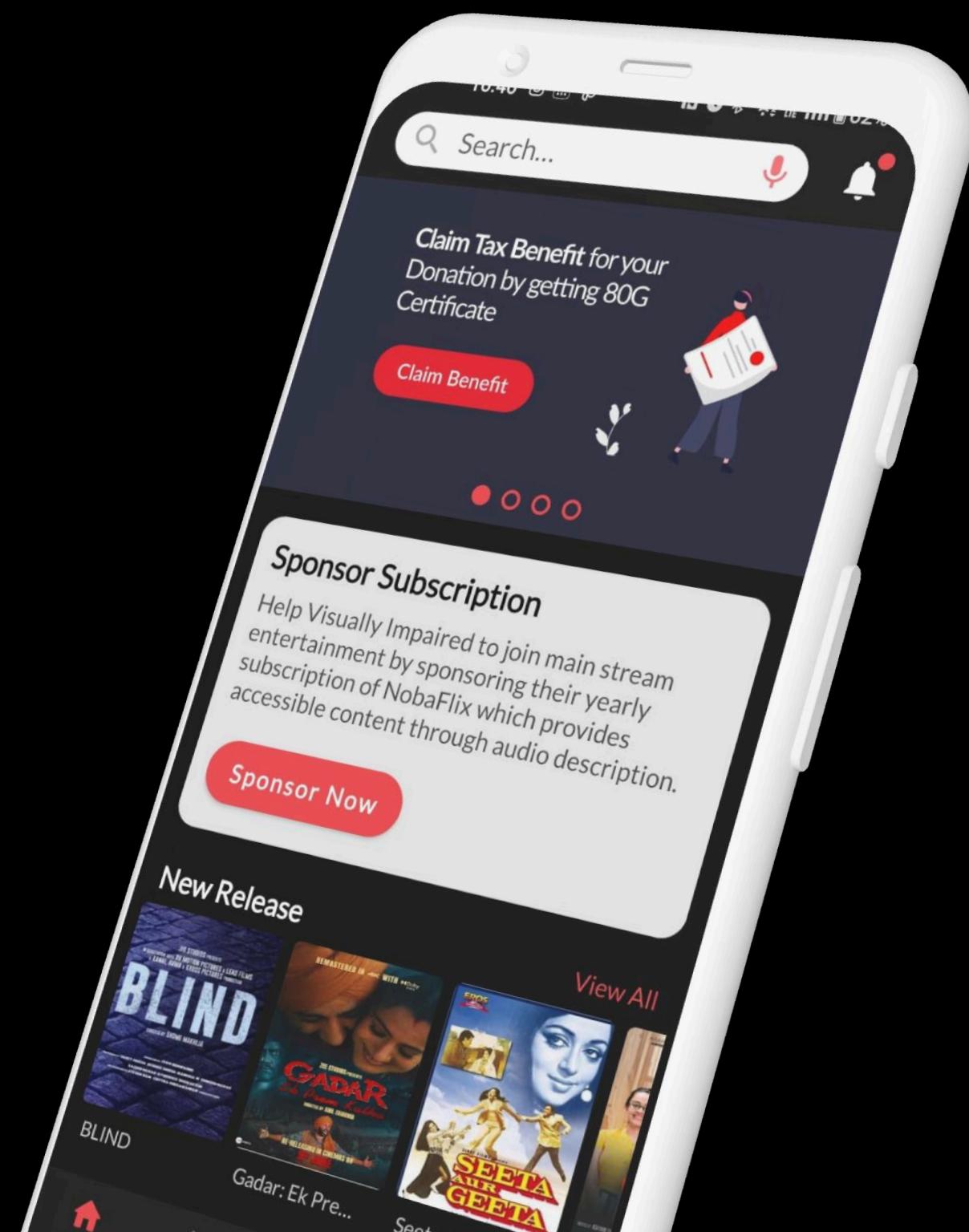
The app has helped less privileged people access normal movie screening. Vijay, who developed a disease which made him lose his sight gradually, was present at the screening of Sanju on Wednesday. "This is a really good idea and it makes people like me empowered and appreciate the real thrill of being able to watch a movie with everyone," he said.

India Today T

About Nobaflix

"Welcome to Nobaflix, the world's first OTT platform designed for 100% accessibility for persons with low vision or blindness. Spearheaded by Dipti Prasad, Nobaflix employs advanced technology and human inputs for high-quality Audio Descriptions (AD).

We're more than just a streaming service; we're a catalyst for societal change, partnering with organisations and NGOs to amplify inclusivity in entertainment on the transparent platform of Nobaflix. With more than 200 titles of Audio described movies and web series we are the largest in the world and this collection is growing every week with the support of our partners. Join us in breaking barriers and empowering lives through the magic of storytelling."



Audio Description

Audio description or more precisely known as visual description, is a form of narration used to provide information surrounding key visual elements in a media work (such as a film or television program or theatrical performance) for the benefit of blind and low vision consumers.



LINK

- Out of **36 million blind** people of the world, India is home to approx **15 million** of them.
- There are over **60 million Visually impaired** people in India.

The Problem

1

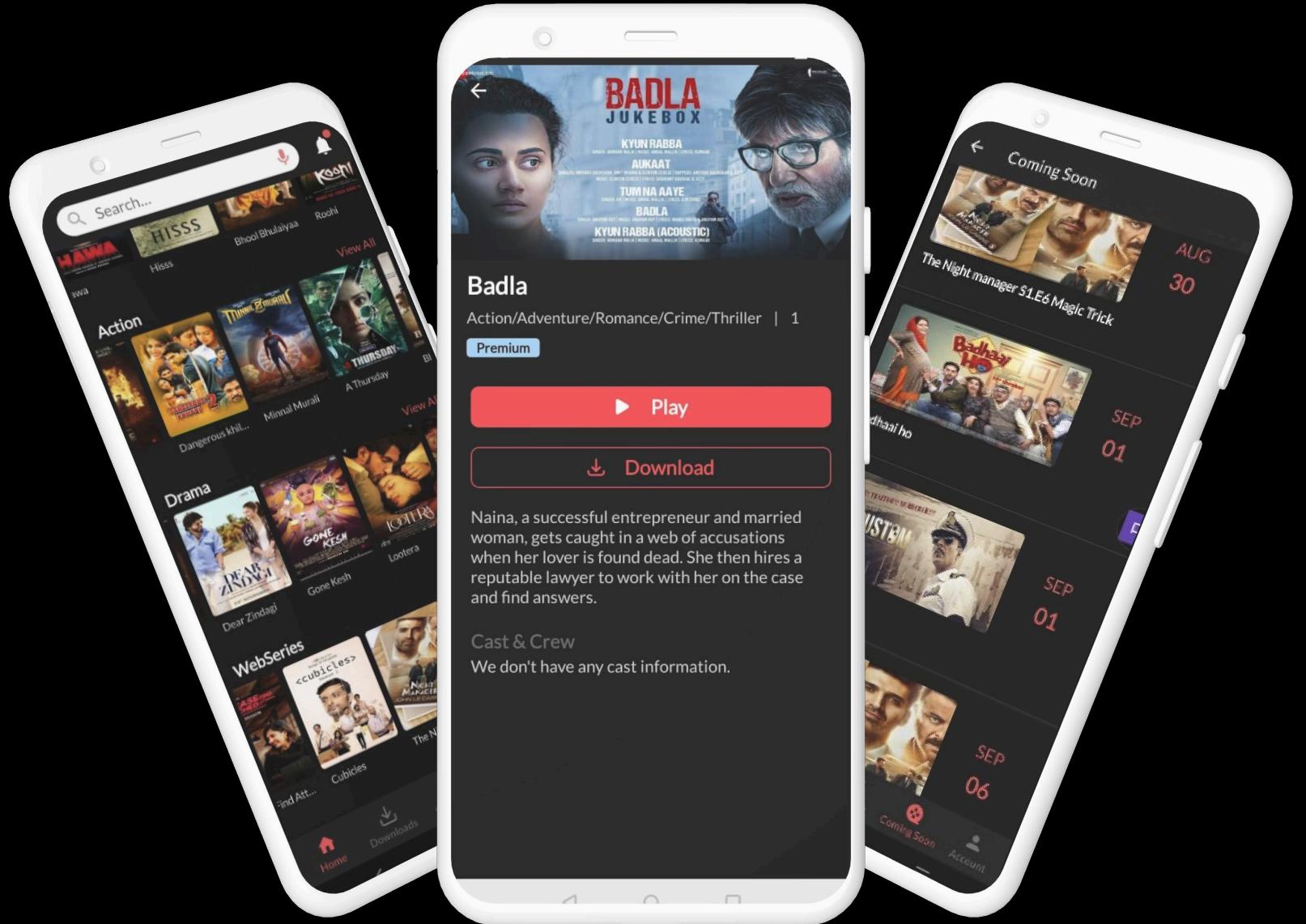
In spite of **RPWD act 2016** hardly **0.05%** of India content is accessible.

2

Visually impaired are considered **Non-paying class**.

3

Accessibility is not on priority of the content producers.



Roadblocks!

5-6

Lakhs

Market rate of a single
Audio description

15-20

Days

Time Consuming

NO

Awareness

Absence of awareness amongst the visually impaired people that something like this is possible.

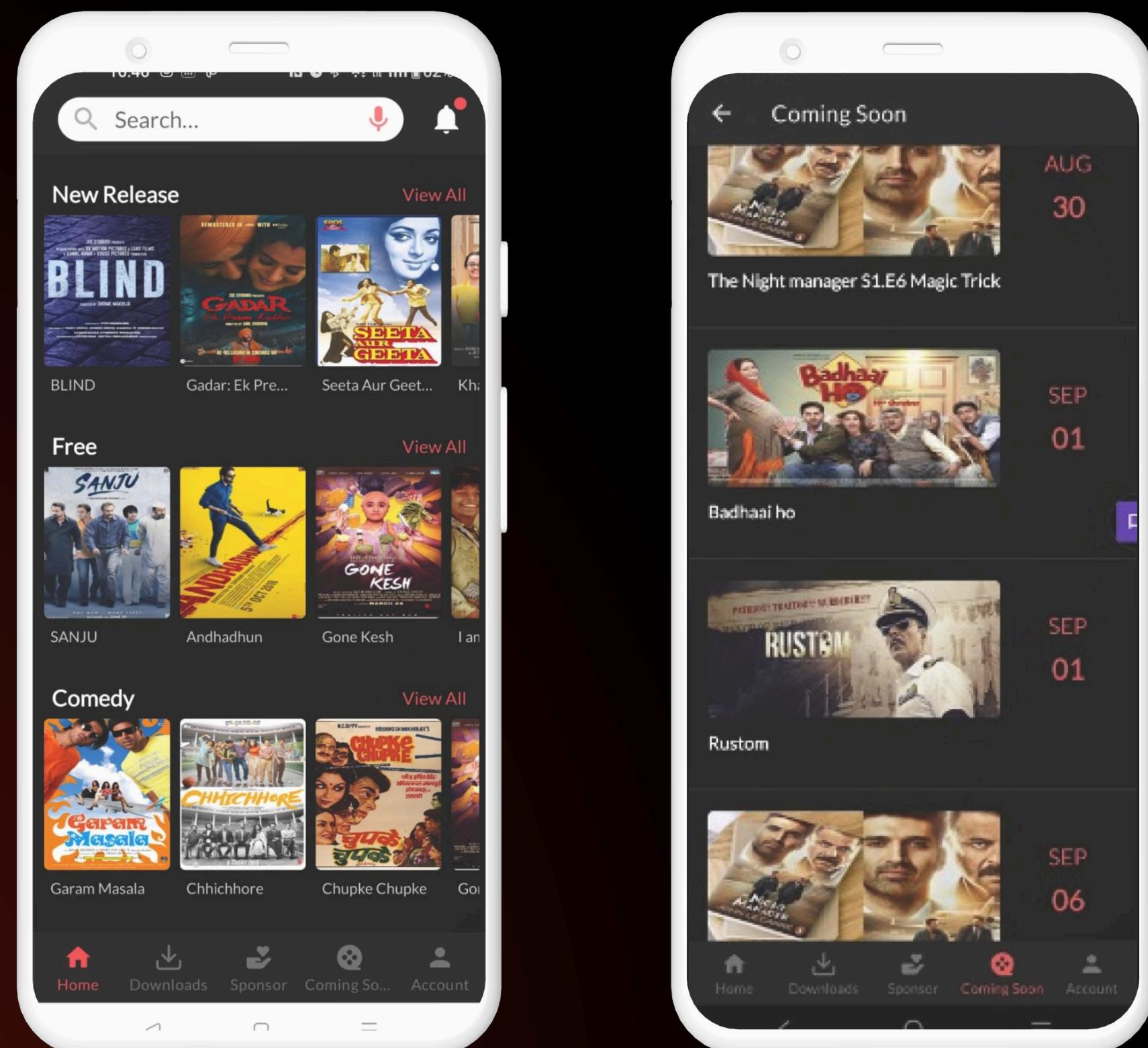
Na **flix**

Content Pipeline

Committed to continuous innovation, Nobaflix releases two new films every Friday and a fresh web series episode each Wednesday. Plans to diversify into regional content are also underway.

400+
Movies

Nobaflix made its ground-breaking debut with an initial offering of **130 audio-described** movies and two web series, meticulously crafted by a talented team of **6** voice-over artists and **14** scriptwriters and today, using groundbreaking **AI technology** for **Voice Over** and a scripting team of more than 40 people.



3-4 Content every week

Committed to continuous innovation, Nobaflix releases two new films every **Friday** and a fresh web series episode each **Wednesday**. Nobaflix entered into **Regional Content** making with movies in **Punjabi, Telugu, Marathi** and others.

₹6Cr+
Invested

With an investment valued at approximately **60 million INR**, the platform took **1.5 years** to curate this game-changing content. Today, our content library has expanded to over **400 movies** and **7 web series**.

1 Million Views

Our content has been **viewed over 1 million times by our 20k+ verified users on our platform**, affirming our impact and audience engagement.

Users Response



Ratings and reviews →

Ratings and reviews are verified and are from people who use the same type of device that you use ⓘ

4.8

184

5 4 3 2 1

Parth Shah 25/05/2023

I recently downloaded NobaFlix application and I must say that it is an amazing app for visually impaired people. The app provides audio descr...

Was this review helpful?

Brajma Intelligent Systems Pvt... 13/07/2023

Thanks Parth. Please upgrade rating if you like this application.

Basavraj patil 23/07/2023

this is very good app for enjoy movies for visually impaired. and also I would like to mention the accessibility of this app which is very very good to access with TalkBack. I wish the other app developers could also learn from the developer of Noba flix.

Dhananjay Baranwal 17/07/2023

Noba flicks has changed my life. Larger than life for me. It came with drastic change, we need more audio description, like movies gadar, aakhree rastaa, the burning train

shyam Choudhary 09/07/2023

I have used this application since 1 month. There are many good features in this application. There are many advantages of using this application. You are in side the train and your internet is not working. You can enjoy movies in offline by standing shoulder to shoulder with differently abled people who are sighted.

Dhaval Trivedi 17/07/2023

Disease very useful for visually challenge users. I wish to watch the following movies on this application with audio description via The Kashmir Files, Accidental Prime Minister, Kartikeya 2, The Tashkent Files.

Hina Lokwani 07/06/2023

Revolutionary app! Love the content and the accessibility!



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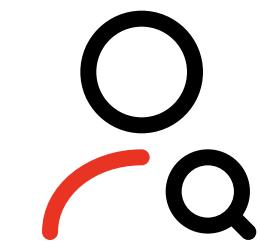
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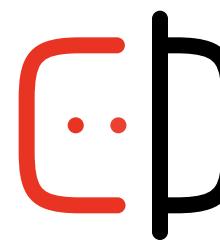
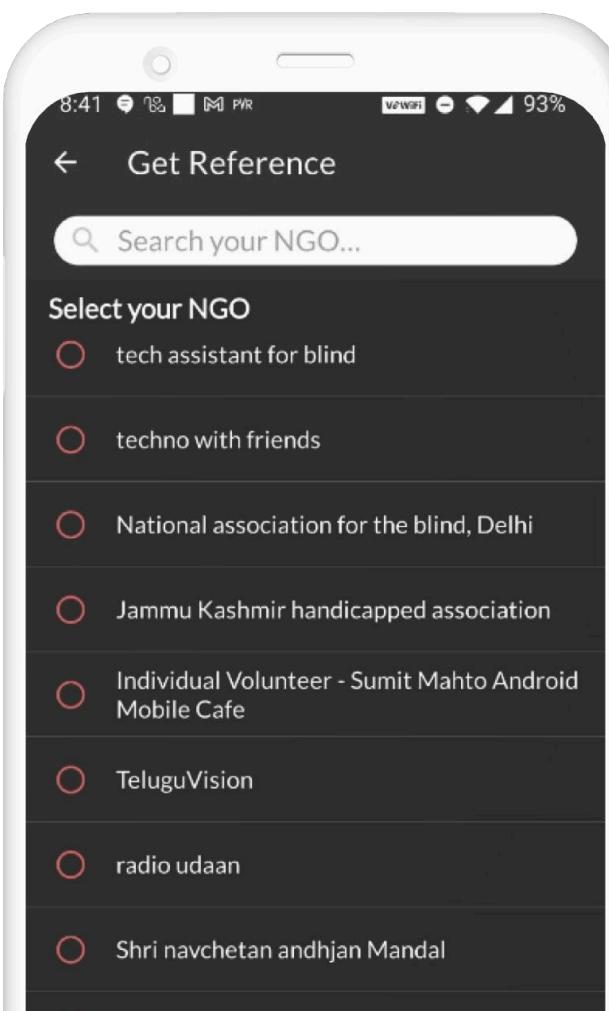
© Compliance by Restricting Access

Nobaflix Access Verification Process for **Vision Disabled Users**. To maintain the integrity of our platform, Nobaflix is exclusively available to **PWVI** users. To streamline the verification process, we offer three convenient options:



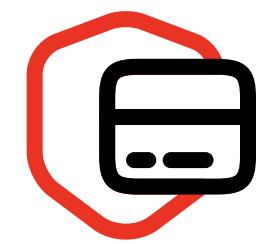
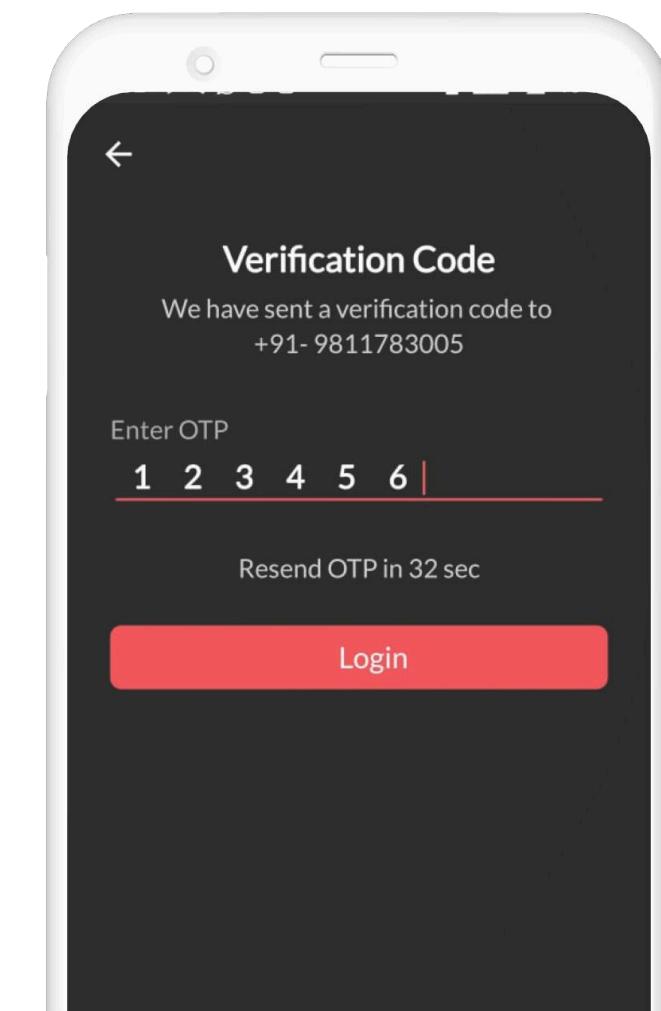
Get Reference

If you are known to one of our partnered NGOs or organizations, you may request them to vouch for your vision status.



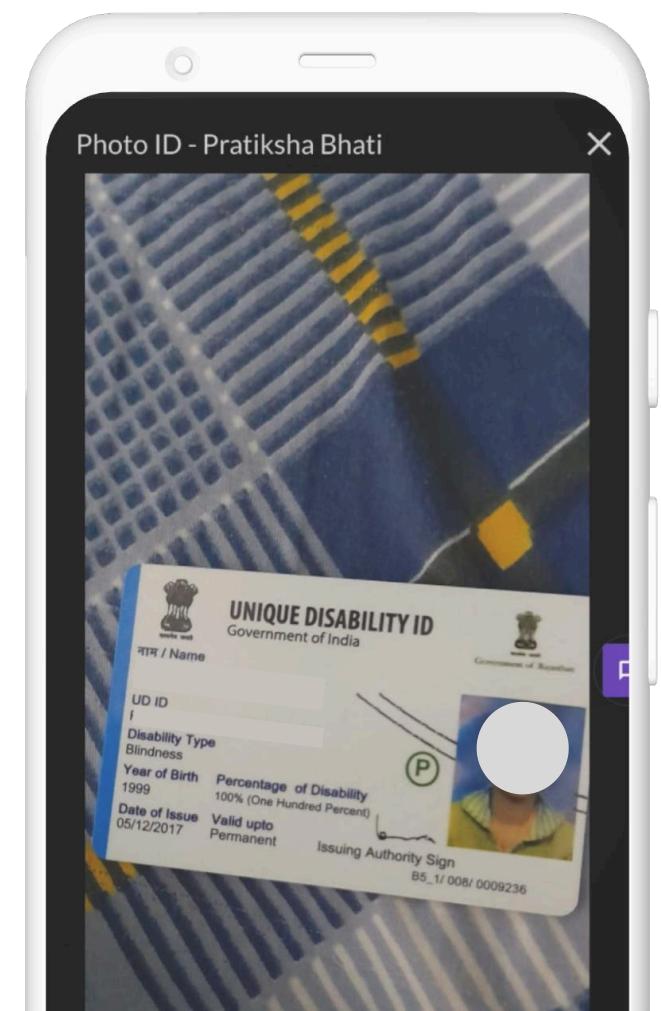
Verification Code

Use code issued by our partner organization .



Identification Card

Scan and upload your Universal Disability Identification (UDID) card or an appropriate medical certificate.

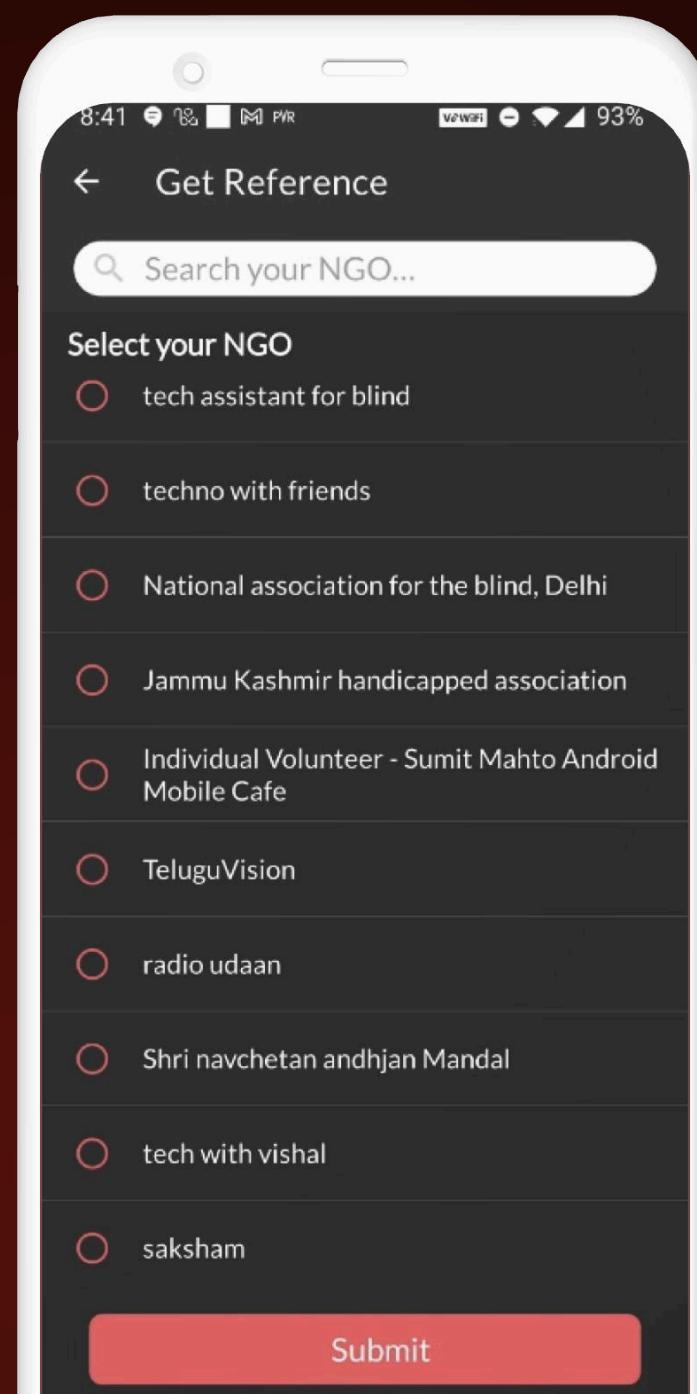


Market Penetration

1

Gate Keepers

We have partnered with more than **40 NGOs** and Influencers who help in onboarding VI and Blinds.



2

Movie Shows

We carry movie shows in Blind school & NGOs to make visually impaired community aware of audio description. Support us to carry more of this!!



3

Platform for Donor

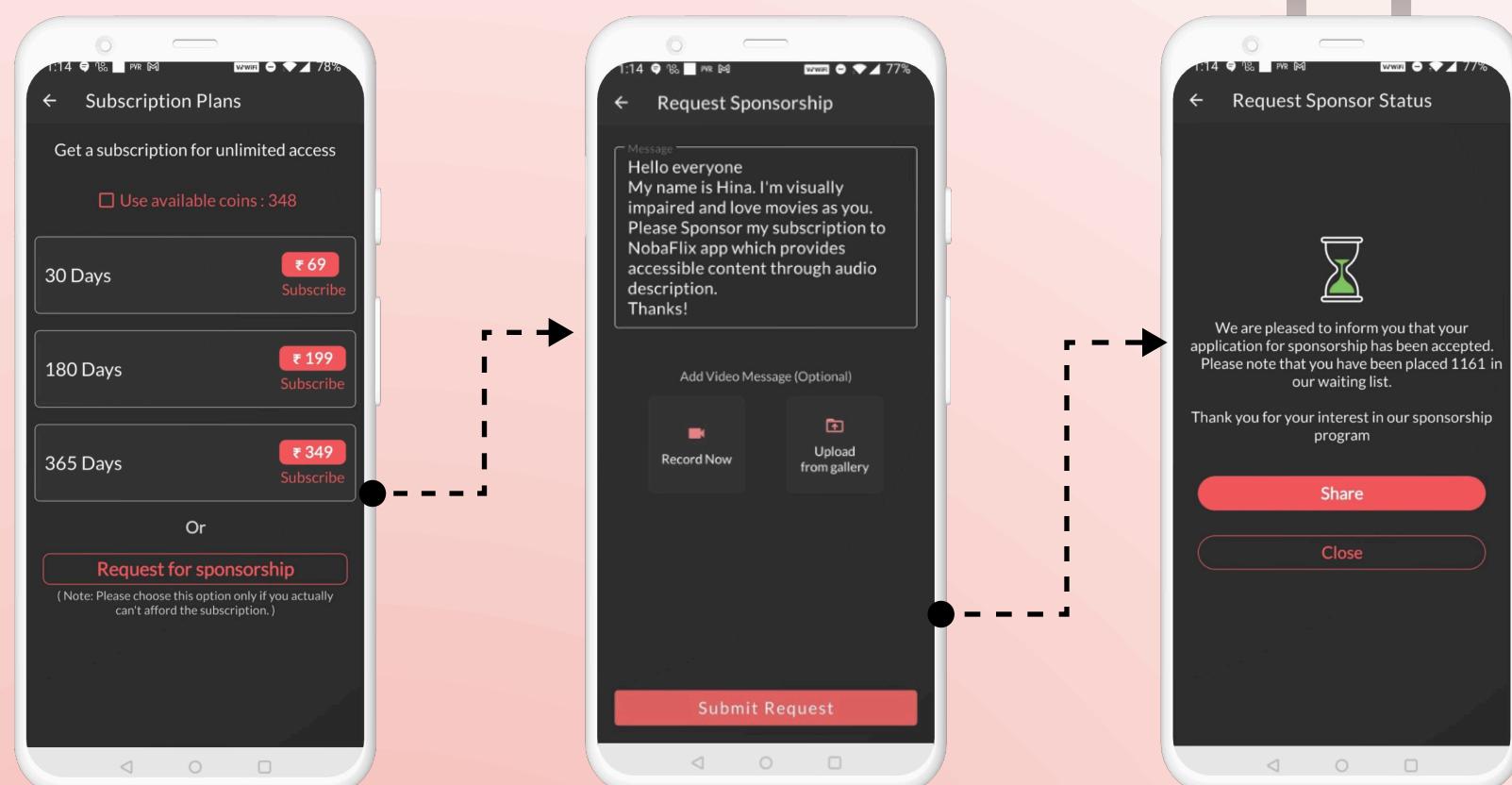
Creating a platform for donors to donate & sponsor VI to access content helps in onboarding economically challenged vision disabled.



The Sponsorship

User Journey

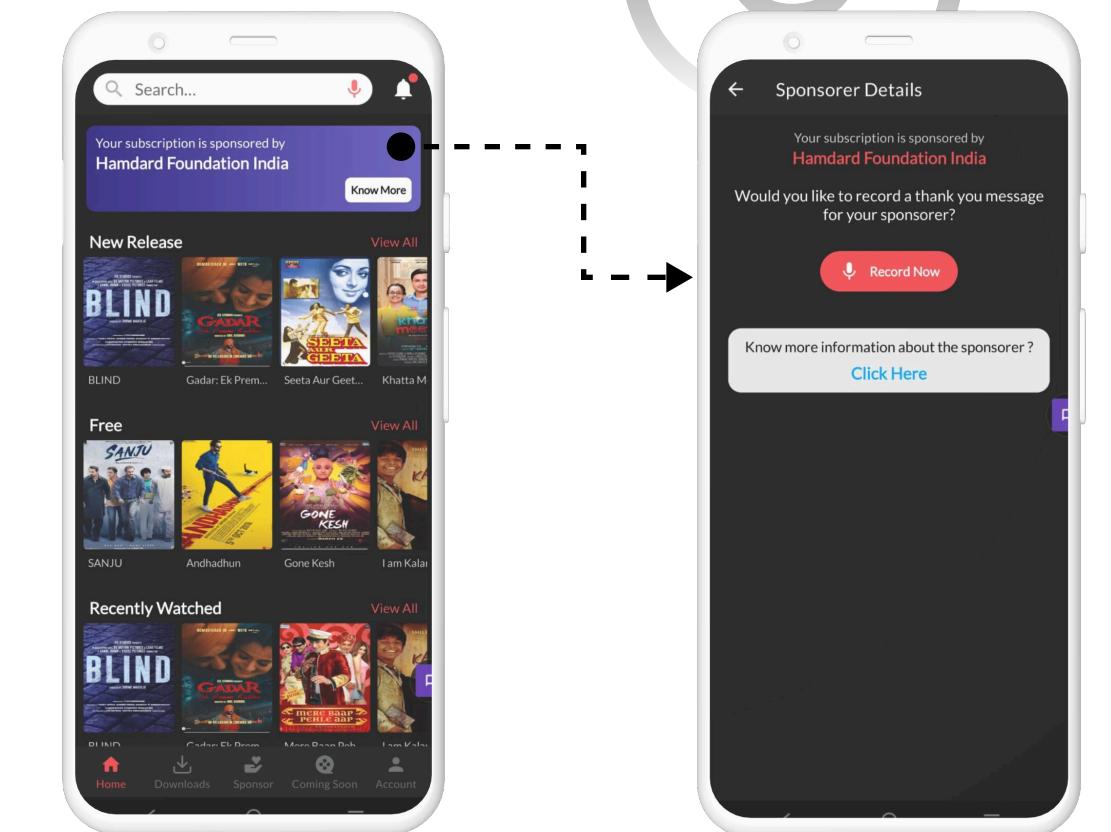
Request for Sponsorship



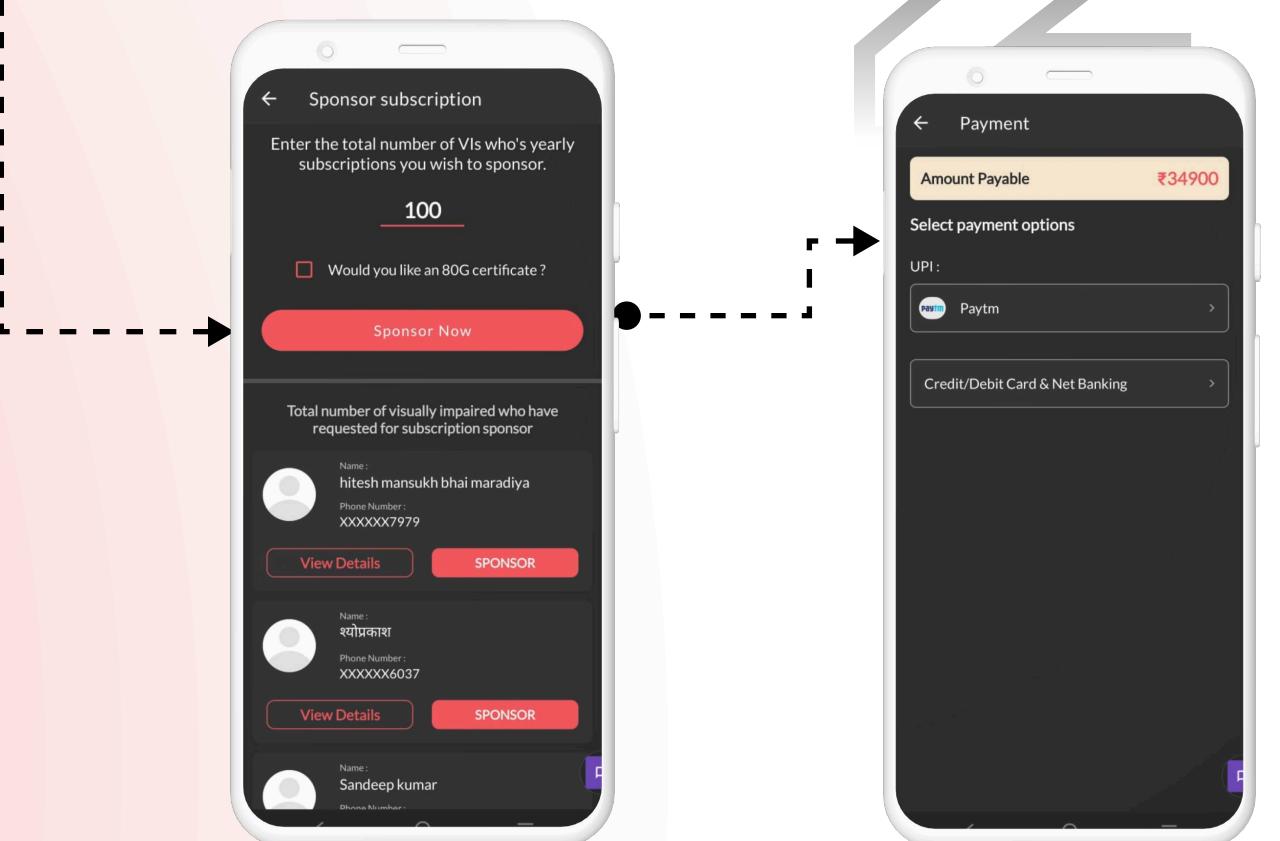
Patron/Donor
HIN

We recognize the financial constraints that many vision disabled individuals face. To address this, we've created a Sponsorship Plan tailored to economically disadvantaged users. This plan allows vision disabled individuals to apply for content access sponsorship, which is funded through **Corporate Social Responsibility (CSR)** initiatives or **private donors**, ensuring inclusivity regardless of economic status.

Account Activated



Sponsored



Thank You
Messages



Link

Content Funding

At NobaFlix, we have revolutionized the way accessible content is created. Our in-house **Voice Detection System** cutting-edge **AI** technology assists scriptwriters in placing audio descriptions perfectly between dialogue gaps. Professional voice-over artists then bring these scripts to life, ensuring High-Quality Audio description across multiple languages.

Our Process

**Tech
Driven**

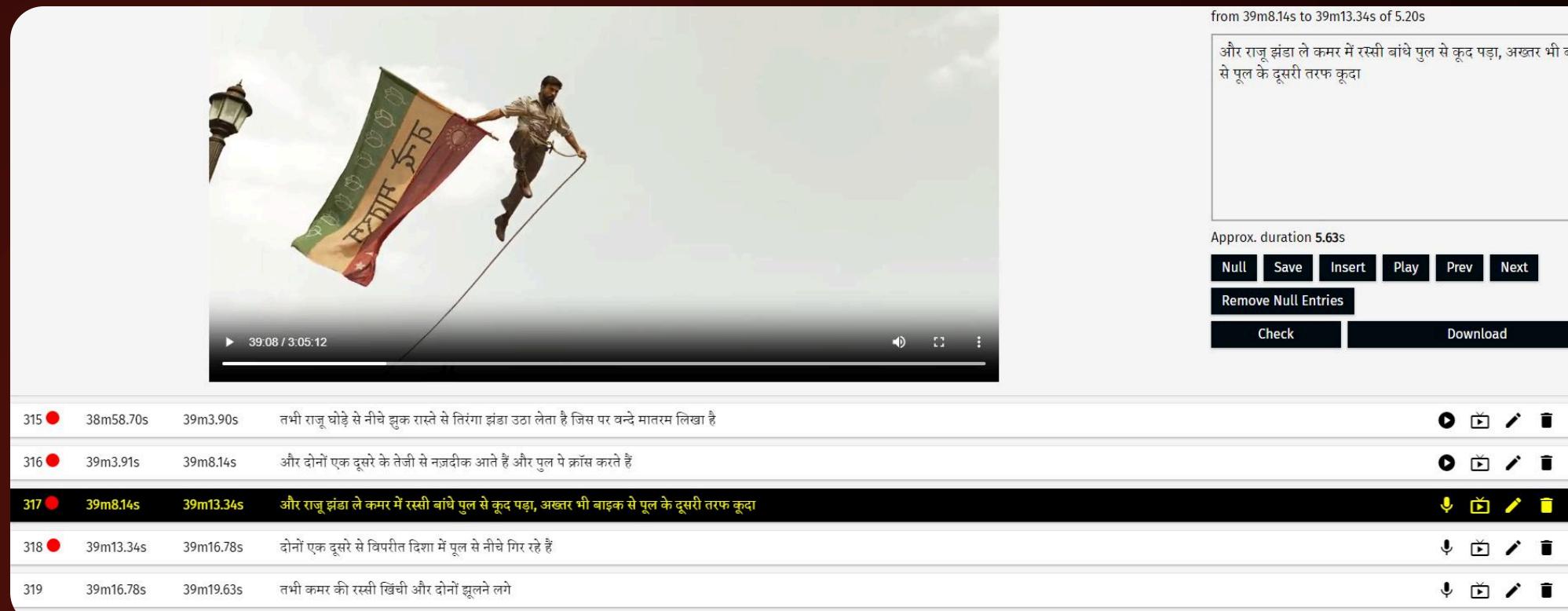
**Your
Support**

**Cost
Efficient**

Amplifying Impact

The impact is clear, but there's more to do. Your support can help us continue to make entertainment accessible for everyone, leveraging technology to enhance creativity.

Our technological innovation has yielded not only quality but also cost-efficiency. While the market rate for such specialized work hovers around INR 6 lakhs per title, **3,000/minute**, we have slashed it to **1200/min** without compromising quality. This has allowed us to generate over **30,000 minutes** of described content, achieving an impressive 100K/views in the first three months after launch and counting.



from 39m8.14s to 39m13.34s of 5.20s

और गजु़ झंडा ले कमर में रसी बोधे पुल से कूद पड़ा, अबतर भी बाड़क से पूल के दूसरी तरफ कूदा

Approx. duration 5.63s

Null Save Insert Play Prev Next

Remove Null Entries

Check Download

Line Number	Start Time	End Time	Description
315	38m58.70s	39m3.90s	तभी राजू झोड़े से बीचे दूक शर्से से तिरंगा झंडा उड़ा लेता है जिस पर कवने मात्रम लिखा है
316	39m3.91s	39m8.14s	और दोनों एक दूसरे के तेजी से नजदीक आते हैं और पुल पे क्रॉस करते हैं
317	39m8.14s	39m13.34s	और राजू झंडा ले कमर में रसी बोधे पुल से कूद पड़ा, अबतर भी बाड़क से पूल के दूसरी तरफ कूदा
318	39m13.34s	39m16.78s	दोनों एक दूसरे से तिरंगा दिशा में पूल से बीचे गिर रहे हैं
319	39m16.78s	39m19.63s	तभी कमर की रसी खिड़ी और दोनों छुलने लगे



316 | और दोनों एक दूसरे के तेजी से नजदीक आते हैं और पुल पे क्रॉस करते हैं

4.23s

Duration : 4.03s

RoadMap for Audio Description & Digital Literacy Awareness - Movie Show Yatra



To host movie shows in 400+ NGOs and Blind Schools



To onboard 100,000+ Visually Impaired



[Link for videos of movie screening](#)

Who is **Disabled?**

Each one of us have some disability. The lucky ones have identified their disability but most of us are still unaware of our disability. Let's not confine disability to just the physical organ disabled, let's broaden our minds to embrace this idea of inclusion.

Our **Appeal** to you

1. Use Descriptive **Alt Text**
2. Provide **Captions** for Videos
3. Choose Accessible **Fonts and Colors**
4. Use **Inclusive Language**
5. Share **Accessible Content**
6. Provide **Transcripts** for Audio Content
7. Conduct Accessibility **Audits**
8. Engage with **Accessibility Advocates**
9. Encourage **Feedback**
10. Stay Informed on **Accessibility Tools**

By incorporating these practices, you contribute to a more **inclusive online environment**, ensuring that everyone, regardless of their abilities, can engage with your content.

Join the Revolution!

“Be a Part of the Nobaflix Family”



Sponsor Subscription

Sponsor subscription for vision disabled individual today.

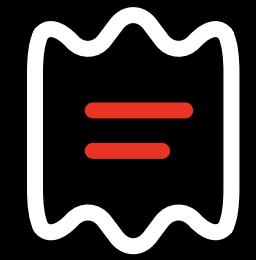
10,000+ users
sponsored till now



Content Funding

Join hands with us to bring accessible content to millions.

5000+ minutes
sponsored till now



Movie Show Yatra

Contribute grant funding to accelerate our development and expand our reach.

25 movie shows
sponsored till now



Let's Move Forward, Together!

No Barrier Foundation

Contact Details

>Contact:

Email: hi@nobaflix.com or Dipti@nobaflix.com
Contact: 0091-9811787959 & 0091-12-410355771

Locations:

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Behind Leela Palace, Gurugram, Haryana



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