



18th November 2019
Multibhashi Solutions Pvt. Ltd.

Multibhashi Raises a Minority Investment from a Public Listed Japanese Firm, RareJob, which Operates in the Online English Learning Space



Multibhashi team with Gaku Nakamura, CEO, RareJob

Multibhashi takes immense pleasure in announcing its latest round of investment received from a set of investors led by RareJob Inc., one of the leading online English learning players listed in Japan.

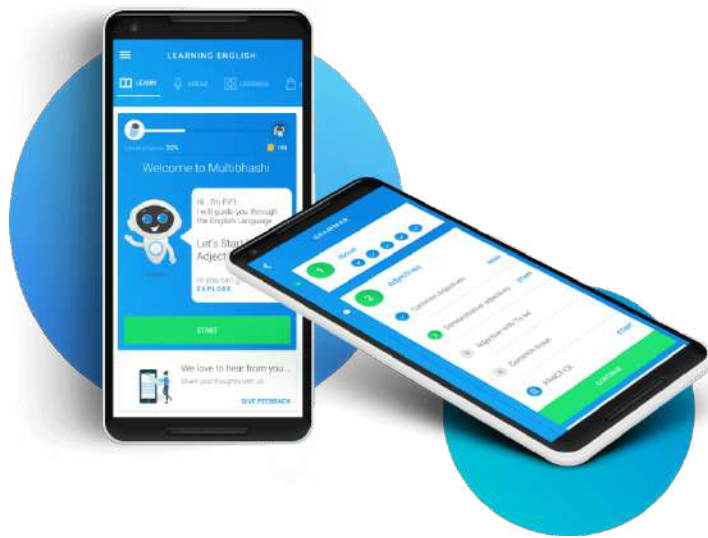
Multibhashi was founded 2 years ago with a single aim to help users who are new to a language learning that language efficiently. Today Multibhashi has more than 1.5 million users. The startup has been selected by reputed accelerators like FB Start, Axilor, Gray Matters Capital, AWS Edustart and Google Launchpad.

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Multibhashi has over 11 languages (English, Kannada, Tamil, Malayalam, Telugu, Marathi, Punjabi, Gujarati, Oriya, Bengali, Hindi etc) through which it teaches English. Around 27,000 users have rated it as 4.4 out of 5, making it one of the top-rated apps in education/learning space. It is one of the few learning apps which has a chatbot and a voice bot making learning much more immersive. Some of the other features like community feature encourage peer learning in the app. The premium/paid courses also have live support by human tutors.



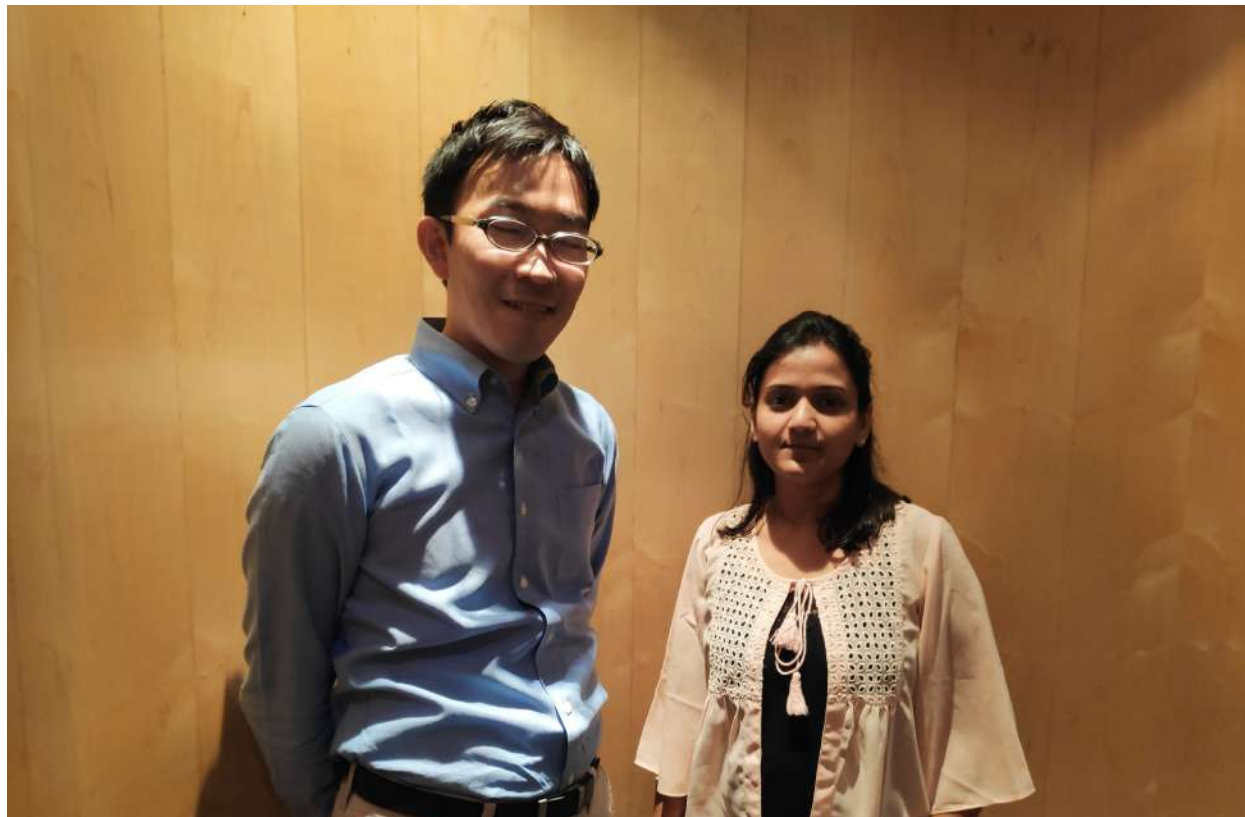
Multibhashi remains extremely bullish on its target segment of 460 million blue and grey collared professionals in India who are looking to upskill themselves in communicative English which paves a path to a better livelihood and lifestyle for them.

Keeping a sharp focus on the needs of this unique segment, the Multibhashi product focuses heavily on bi-lingual training (teaching English through 11 Indian languages), job role related contextualisation and virtual tutor-led learning.

“Staying true to the mission, we have raised this recent round to strengthen the team, improve the product and penetrate deeper into the market.” said Anuradha Agarwal, Founder, Multibhashi. Multibhashi’s vision is to enable millions of Indians to become globally competitive and with a similar vision in Japan, RareJob and Multibhashi look forward to learn from each other’s learnings in two diverse markets.

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Gaku Nakamura, CEO, RareJob with Anuradha Agarwal, Founder, Multibhashi

RareJob's story is very inspiring for a young startup like Multibhashi and we look forward to learning from their experience of having scaled the product and the team in a competitive market.

With "Chances for everyone, everywhere." as the group's vision, RareJob aims to build a platform for people to play active roles globally and focuses on 10 million Japanese trying to learn English. The Company started its journey in 2007 as a small startup and quickly reached new heights to become a public listed Company in 2014.

"When we looked at the players in the Indian English education ecosystem, most of them were either brick and mortar models which were neither very scalable nor really affordable for the end-customer; or online players which only enabled self learning and focused more on gamification and engagement metrics. Among these varied players, Multibhashi stood out with its unwavering focus on learning outcomes and a unique model to deliver real learning outcomes with a combination of self-learning and tutor led learning." said Gaku Nakamura, CEO, RareJob.

"Learning English is an aspirational goal for all ambitious Indians , especially for blue and grey collar workers, who know that mastering English will help them get better jobs. Multibhashi is



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solving this problem using a clever mix of technology and live human coaching. This is a huge market - not just in India , but globally as well. When I invested in Multibhashi 2 years ago , they had only 1 lakh users . They have demonstrated product market fit in a very capital efficient manner. I remain excited about the future of the company , because they are frugal, and have proven they have the right to win.” said Dr Aniruddha Malpani, existing investor in Multibhashi.

Indian vernacular landscape is a hotbed of startup activity and English learning is one of the key demands in this sector. With a well defined product strategy and a passionate team, Multibhashi is on the right path to solve this challenge and capitalise on this huge opportunity.