



Empowered SBI to Flourish in Indian Market with Language Solution

The Client

State bank of India, the state-owned banking and financial corporation, is the 29th most reputed company in the world according to Forbes and is the only financial corporation in the list of 'Top 10 brands of India'. SBI Life is the Life Insurance vertical of this banking giant which is again a top scorer in its antagonism. SBI Life is insuring the life of India since its inception in 2001.



"Provided language solution to one of the renowned organization in the world"



"To bridge the communication gap between company & customers"

Business Challenge

SBI Life aimed at expanding its market further. Preference to regional languages whilst, there exist language differences between states, was hoisting a challenge to its focus. The scenario demanded to bridge the communication disparity between the company and its customer which urged for an immediate solution.

Webdunia Solution

The client required translation of website with superlative quality matching the cultural environment of different states, with exclusive blend of ethical reflection of the company. Webdunia delivered exceptional language quality for translating the website in 9 Indian languages, thereby sufficing the customer centric communication objective of the company. Now the company has a suitable communication bond with population masses ubiquitously across India.



"Delivered high quality translation of website in 9 Indian languages"

About Webdunia

With over 15 years of experience Webdunia has provided organizations with language & technology solutions so as to transform the way they interact with customers across varied regions & cultures. Webdunia has a unique combination of technology and language intellectual wealth. With acumen to understand customer and explicit delivery standards we have always been successful in engaging customer over a long haul. We are forerunner in delivering localization services in Indian, Asian and European languages with genuine local experience. As a technology veteran, we provide new-age IT Services with in-depth expertise in Microsoft and Open Source technologies.