

123Greetings Launched Spanish, Chinese, Russian, & Hindi Ecards Under World Languages, Adding Diversity To Its Collection

Sub-heading: People from over 225 countries visited 123Greetings.com in 2012. To meet the needs of this diverse user base, 123Greetings.com **launched** a new category of ecards, called, '[World Languages](#)' that will allow native speakers to share wishes in their first-language.

New York, NY, July 30, 2013: 123Greetings.com is constantly innovating to cater to its diverse audience. Statistics provided in the 2013 edition of - 'Ethnologue: Languages of the World' show that Spanish, Chinese, Russian and Hindi are spoken by over two billion people as their first-language. World Languages category adds to 123Greetings' collection of ecards to enable this vast audience to send wishes to loved ones in their native languages. "This [launch](#) marks a strategic step to expand the scope of our coverage as the chosen four languages are among the ten most widely spoken languages in the world. Through this initiative we attempt to bring people closer to their loved ones", says Sharad Kajaria, President, 123Greetings.com.

The new category of World Languages will initially offer ecards in Spanish, Chinese, Russian and Hindi and gradually include other languages. Ecards for birthday, love and country specific holidays are included under these languages. To illustrate, new expressions are available for Spanish holidays - Fiesta De Santiago Apóstol and Día De La Amistad and Chinese festivals - [Moon Festival](#) and Double Seventh Festival, under the Spanish and Chinese sub-categories respectively. Similarly a wide-variety of expressions is available for Russian New Year and Name Day and for Indian festivals such as [Independence Day](#), [Raksha Bandhan](#) and Janmashtami.

Arvind Kajaria, Founder of 123Greetings.com, says, "We are in awe of the rich cultural heritage present across the world and through our services attempt to preserve it. Our ecards under [World Languages](#) are nuanced with local flavors and peppered with colloquial terms. We invite people to join us in celebrating diversity and heterogeneity in our cultures."

World Languages category offers over 80 ecards to facilitate card sending for upcoming local holidays and popular occasions such as Birthdays.

About 123Greetings:

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 39,500 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Facebook App and Mobile Website catering to users on social media and on mobile respectively. Its Connect Feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It has also introduced 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit 123Greetings.com