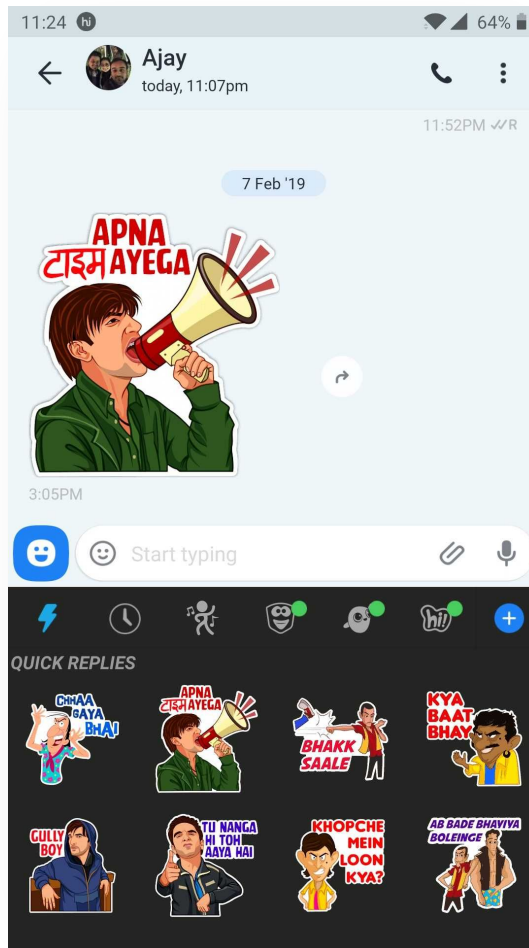


India's Massive Input Problem

Can we reduce dependency on

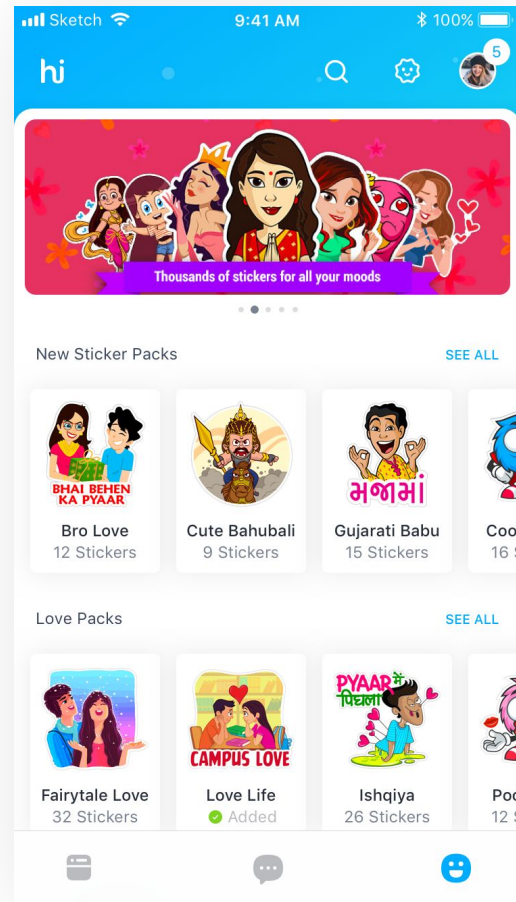
The Keyboard?



hi Stickers



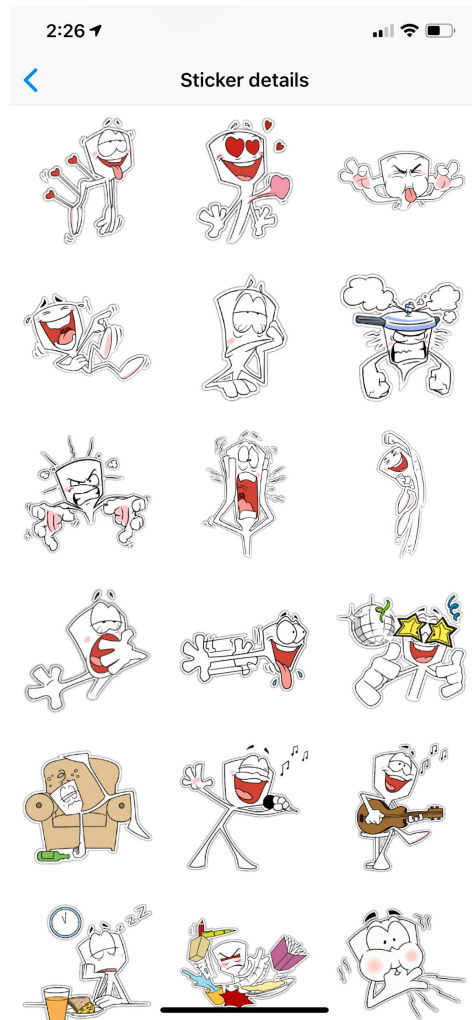
Visually Express



Communicate feelings and emotions



2013 Characters



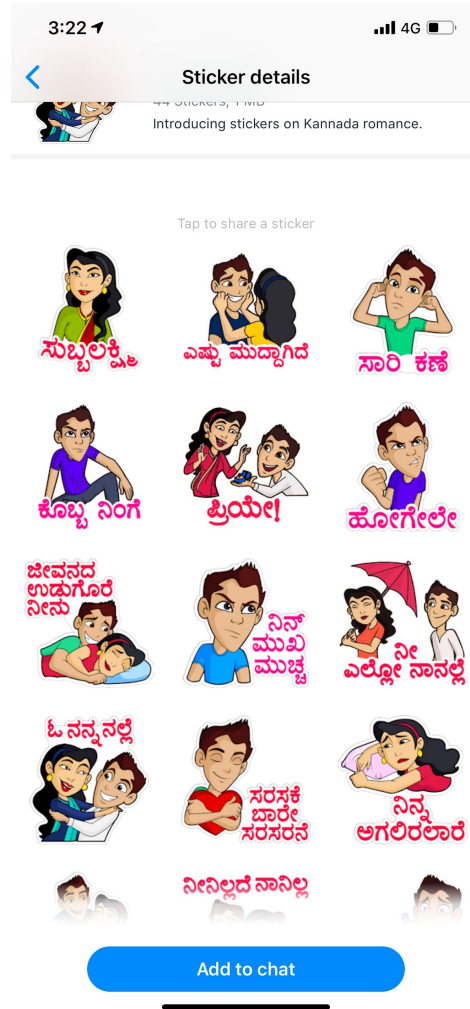
2014 Lingo



2015 Hindi (English Script)



2016 Vernacular



2017 Animated



10X Sticker Discovery

Recommend right sticker
at right time!

10X Sticker Content

Have a sticker for anything
you want to say!

10X Sticker Discovery

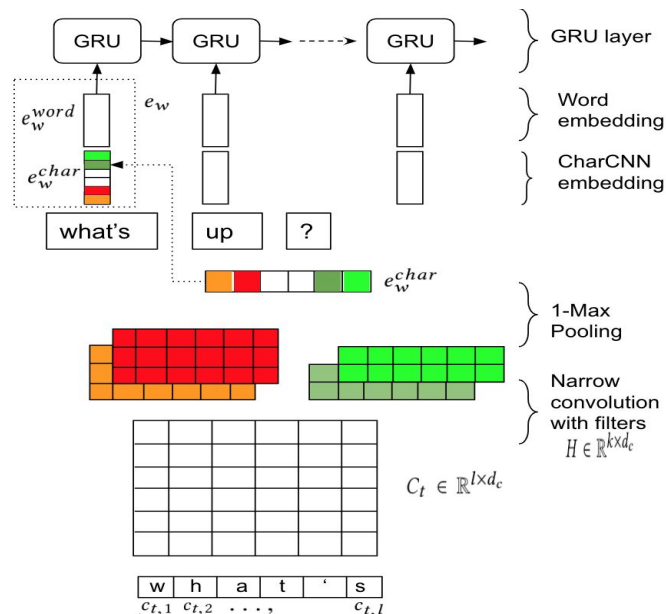
Key Challenge

Making sense of noisy, transliterated text across Indian languages.

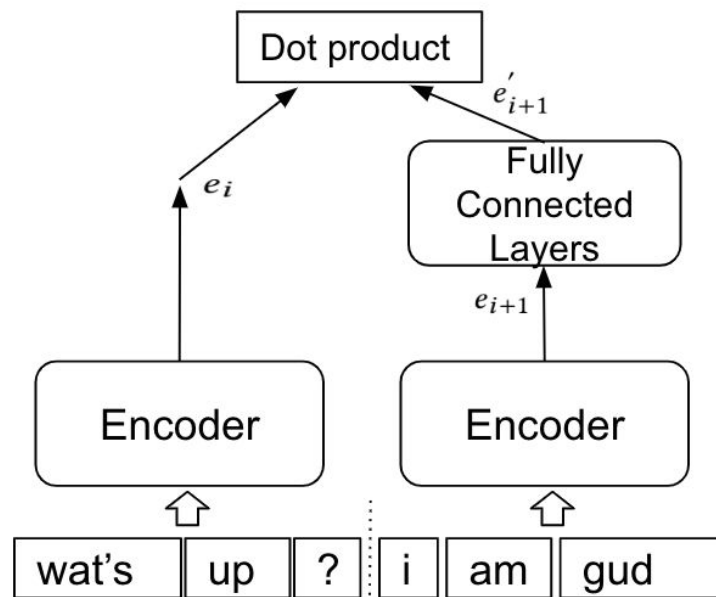
~350 variants for kya kar raha hai?

Message Embedding

Encoder

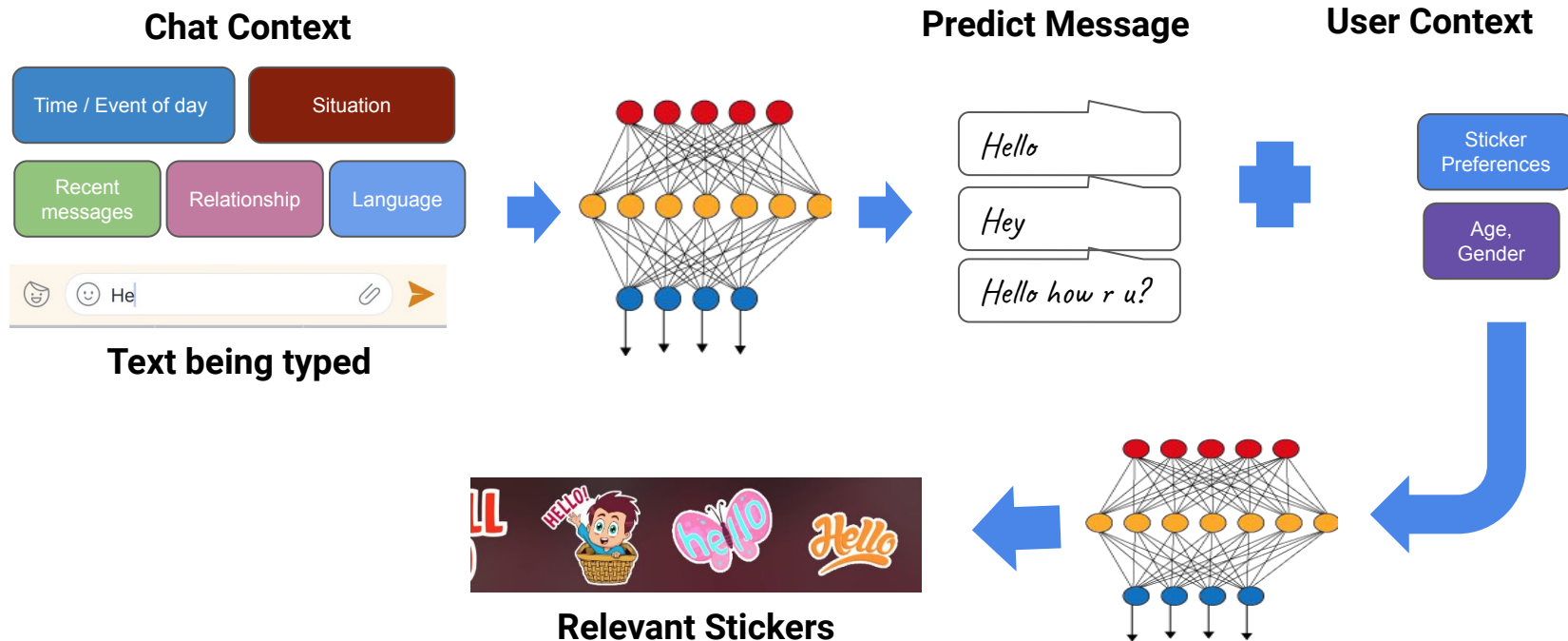


Model Architecture





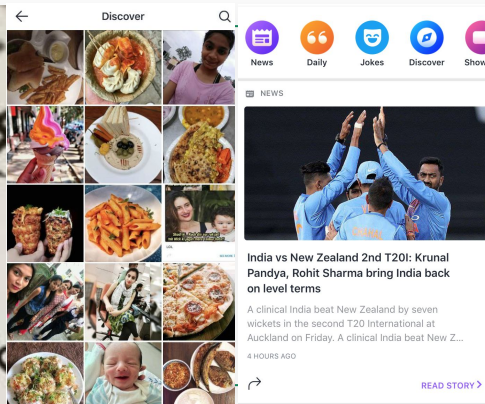
Sticker Recommendation



AI @ Hike



NLP



Relevance



**Social
Network**



**Computer
Vision**

10X Sticker Content Key Challenge

40K only covers 10-15% of Vocabulary

10X Sticker Content Key Challenge

**40K to Infinite Stickers
in a Scalable Way**

Infinite Machine

“Phrase”



Language



Script



Happy

Sad

Love

Angry

Automatic Sticker Assembly

Sticker Asset Library

Components



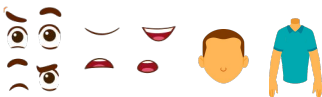
Fonts

Cheddar Jack **BLOWBRUSH**
Lobster **CREEPSTER** *Funkies*

Texts

Where? *Wassup* *Good Morning*

Character Parts



Colour Palette



Creating stickers from parts

Hindi - Fonts

लैला

Laila
FREE

LOVE HAPPY

नमस्ते

AMS Khadu
IndiaFont

LOVE HAPPY

नमस्ते

AMS Hastkala
IndiaFont

SAD

बालू

Baloo Devanagari
EkType.in - FREE

LOVE HAPPY

कोहनोर

Kohinoor Devanagari
Indian Type Foundry

SAD ANGRY

नमस्ते

AMS Premankur
IndiaFont

HAPPY ANGRY

कुनकुन

KunKun Devanagari
Indian Type Foundry

LOVE HAPPY

निदेशक

Director Devanagari
Indian Type Foundry

SAD ANGRY

वाल्ड

Volte Devanagari
Indian Type Foundry

HAPPY

बरहमोस

Brahmos Devanagari
Indian Type Foundry

ANGRY

नमस्ते

AMS Handwriting
IndiaFont

LOVE HAPPY

अखण्ड

Akhand Devanagari
Indian Type Foundry

SAD ANGRY

Tamil, Gujarati - Fonts

அக்கணர் துமிழ்

Akhand Tamil

Indian Type Foundry

ANGRY HAPPY

கடந்த விருதினை

Mukta Malar

EkType.in - FREE

LOVE HAPPY

આઈ ટી એફ ગુજરાતી

ITF Gujarati

Indian Type Foundry

HAPPY SAD

કોહિનૂર તુமிழ્

Kohinoor Tamil

Indian Type Foundry

SAD

કોહિનૂર ગુજરાતી

Kohinoor Gujarati

Indian Type Foundry

SAD ANGRY

અક્કણર્ તુமிழ્ કન્ડેન્સ

Akhand Tamil Condensed

Indian Type Foundry

SAD

અખંડ ગુજરાતી

Akhand Gujarati

Indian Type Foundry

ANGRY

ડિરેક્ટર્ તુமிழ્

Director Tamil

Indian Type Foundry

ANGRY

એક્સ્ટ્રા બોલ્ડ

Mukta Vaani

EkType.in - FREE

LOVE HAPPY

અભૂથ

Baloo Thambi

EkType.in - FREE

LOVE HAPPY

આઈબીઝ

Baloo Bhai

EkType.in - FREE

LOVE HAPPY



Looking Ahead

User Generated Stickers

Sticker Asset Library

Components



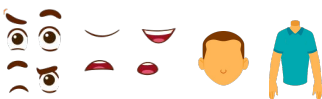
Fonts

Cheddar Jack **BLOWBRUSH**
 Lobster **CREEPSTER** *Funkies*

Texts

Where? Wassup Good Morning

Character Parts



Colour Palette



Creating stickers from parts

Selfie Stickers

