

Three Indian Brands Winning with Voice Search & AI SEO

Here are real-world examples of Indian companies successfully leveraging voice-enabled search and AI-powered search technologies to enhance the experiences of today's mobile-first, multilingual, and convenience-driven consumers.

1. Paytm: Simplifying Payments Through Voice Assistants

Problem:

With over 82% of smartphone users in India using the voice-enabled feature, as per [Mint](#), Paytm observed the opportunity for convenience in everyday transactions, especially utility payments. However, the core of the challenge was to keep these experiences seamless across languages and devices.

Strategy:

In collaboration with Amazon Alexa and Google Assistant, the voice command functionality allowed tasks such as mobile recharges, bill payments, and status checks. To gain more traction, the product is bilingual in both Hindi and English. Use cases like "Alexa, ask Paytm to pay my electricity bill" were promoted to educate the mass population and drive adoption.

Outcome:

Paytm is one of the first fintech platforms in India to introduce voice pay integration natively. The brand witnessed an increased rate of usage in both metro and Tier 2 cities, where voice commands could break the barriers, hence giving better transaction completion rates.

2. Practo: Ranking for Local, Conversational Health Queries

Problem:

More and more users started using natural-language voice queries such as "doctor nearby for tooth pain in Bengaluru." Practo, a healthcare platform, thus realized the gap: most healthcare platforms were not optimized to accommodate this kind of voice-enabled query format. In other words, regular keyword-driven SEO practices would never capture voice-driven search intent.

Strategy:

Practo adopted an SEO that is a localized SEO approach, trying to incorporate highly precise long-tail voice-stylized keywords such as "dermatologists in JP Nagar" to match how people actually speak out their queries.

Structured data was implemented to increase discoverability, such as FAQPage and LocalBusiness schemas, so as to provide opportunities for rankings on featured snippets and answer boxes for voice search. Also optimized doctor listing pages for voice-first discovery, including real-world data: clinic hours, consultation fees, and the doctor's availability.

Result:

As a result, for hundreds of local health-related queries, Practo is now ranking highly in Google's voice search engine results. In 2025, as per [SEMrush](#), it saw a 12.87% surge in desktops and 87.15% of organic traffic from mobile devices.

3. Tata Mutual Fund: Making Financial Literacy Conversational

Problem:

Mutual fund concepts seem complex and scary for many new investors in India. Tata Mutual Fund realized the need to simplify financial education and make onboarding easier through a conversational voice-based medium adapted to user behavior.

Strategy:

The company released an integration with Google Assistant, allowing people to ask questions with Google, such as, "What is an SIP?" or "Could you suggest a fund for ₹5000 per month?" Then they would get the response in conversational form.

They used AI-powered natural language processing (NLP) to grasp the query's intent and retrieve the most relevant, bite-sized pieces of content from their knowledge pool.

These explanations are available in both English and Hindi to ensure wider linguistic accessibility and to be in alignment with the guidelines of IRDA-approved messaging standards.

Result:

Benefiting from this implementation, Tata Mutual Fund discouraged human customer service for basic queries and offered a smoother digital investment experience for new investors.

This helped to get a significant increase in time spent on educational content and a reduction in drop-offs during user investment journeys.

Want to Build Something Similar?

These case studies show that anybody who wants to implement voice search or AI SEO does not necessarily have to be a tech expert. You just need to speak the language your user does — literally.

- Optimize content for spoken queries and regional nuances
- Structure your site with Speakable, FAQ, and LocalBusiness schema
- Build conversational UX around what kind of queries people ask beyond what they type.
- Work on intent-first content as it ranks well without the need of website clicks.