

Success Stories: Two Indian Brands Thriving with Voice Search & AI SEO

Here are examples of Indian companies that effectively use voice-enabled search and AI technologies to improve user experiences in today's mobile-centric, multilingual, and convenience-focused market.

1. [Meesho](#): Enhancing Voice Commerce with Vaani

Challenge:

Meesho wanted to make online shopping more accessible for users in Tier 2 and Tier 3 cities, where language barriers and text-based navigation can limit the shopping experience. The company aimed to simplify product discovery through conversational, voice-first interactions.

Approach:

Meesho launched **Vaani**, a generative AI-powered voice shopping assistant built using Google Cloud's Gemini models. The assistant enables users to search for products and navigate the platform using natural voice conversations in Hindi and English, providing a more intuitive shopping experience.

Results:

Within its first month, Vaani attracted over **1.5 million users**. According to Meesho, shoppers using the voice assistant achieved a **22% higher conversion rate** than those using conventional search and browsing methods. The company also reported lower return and cancellation rates among Vaani users.

2. [MakeMyTrip](#): Improving Travel Search with Myra

Challenge:

Travellers increasingly expect to plan and book trips using natural, conversational interactions rather than traditional keyword searches and filters. MakeMyTrip sought to simplify travel planning while catering to users across India's diverse linguistic landscape.

Approach:

MakeMyTrip upgraded its AI-powered travel assistant, **Myra**, with voice-led conversational capabilities. The assistant helps users search, compare, and book flights, hotels, trains, and holiday packages using natural language, enabling a more personalised and intuitive booking experience.

Results:

According to company data, Myra has surpassed **3 million conversations every quarter**, with **over 45% of usage** coming from Tier 2 and smaller cities. Travellers who engage with Myra demonstrate **10% higher conversion rates** than users following traditional filter-based booking journeys, highlighting the growing impact of conversational and voice-led search in travel.