



Amit Arora

Native Hindi Speaker/Experienced Translator since 1997
Pioneering Localization in India
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Professional Qualifications

Translation / Localization
Founder, Owner and lead linguist, Idea Blaze
Mother Tongue: Hindi
Professional Translator since 1997

Noteworthy projects (partial list)

- Subtitling of films on Amazon Prime using Subtitle Edit
- Google (Terminology Development and the First lead reviewer for Hindi)
- Nokia (User Interface and User Guides, Linguistic QA and Terminology Development)
- Facebook (User Interface and Admin Panel Instructions, Quality Assurance)
- Microsoft (UI and Help Documentation translations for Hindi)
- Eli Lilly (Clinical Trials and Patient Brochures)
- Spotify (UI and User Guides)
- Philips (User Guide)
- Twitter (User Interface)

Milestones achieved in 2020

- We processed 9,286,143 words using human translation/editing and proofreading
- We delivered 99.32% of all our projects (15,626 out of 15,692) on time or before deadline
- We delivered 74.32% of all our projects on a turnaround time or 12 hours or less
- Our quality score as adjudged by major end-clients (identity withheld due to confidentiality) continue to improve every year



since 2008, achieving standards of as strict as 1 error per 10,000 words

- The number of “excellent quality” recommendations for particular jobs increased by 27% from 2014.

Domain

- Healthcare
- Finance
- Software
- Marketing
- Cinema, Film, TV, Drama
- Business (Commerce)
- Telecommunications
- Tourism & Travel
- Information Technology

Software

- Subtile Edit
- SDL Trados
- Trados Studio
- Wordfast
- Smartling
- Google Translator Toolkit
- LocStudio
- Logoport
- MemoQ

DTP

- Adobe InDesign
- Adobe Illustrator
- QuarkXpress
- Microsoft Publisher

Hindi, Gujarati, Punjabi, Tamil, Telugu, Malayalam, Kannada, Oriya, Bengali, Assamese, Arabic and Urdu