

After SIM cards, Patanjali launches Kimbho app - "a competition to Whatsapp"



Just a couple of days after entering the telecom market by joining hands with BSNL and launching SIM cards, Baba Ramdev's brand Patanjali has now launched a messaging application called Kimbho which according to him, will be a competition to Whatsapp.

Yoga guru Baba Ramdev's Patanjali is on fire with new launches almost every other day as on Sunday Patanjali launched Swadeshi Samriddhi SIM cards, in coalition with BSNL; and on Wednesday, the swadeshi brand launched a new swadeshi messaging application called Kimbho to compete with WhatsApp. At the launch event, Patanjali actually challenged WhatsApp, which has over 1 billion downloads from Google Play Store. If you are wondering what Kimbho means, it is basically a Sanskrit word, which is used to ask, "How are you? What's new?" Almost like "what's up?"

Interestingly, the tagline of Kimbho app is Ab Bharat Bolega, meaning, "now India will speak". Touted as a tough competitor to Whatsapp, Kimbho actually mimics most of its features. Users will be able to send direct messages to the person or create new groups to send out messages. Besides this, one can create broadcast lists, follow celebrities and also doodle using the app. As per Google Play Store description, Kimbho is a real-time messaging app loaded with other features like free phone and video calling, sharing audio, photos, videos, stickers, quickies, location, GIFs and more.

The Kimbho app will be a firm addition to Patanjali's entry in the telecom market which has a motive of developing "prosperity for charity". As of now, Kimbho is open for all to download and use, but initially, only Patanjali's employees and office bearers will be able to get the benefits of the SIM card. However, after the service gets launched in full-fledge, its customers will be able to get a discount of 10 per cent on Patanjali products with this card. These SIM cards will enable users to make unlimited calls across the country, get 2 GB data pack and send 100 SMSs by a simple recharge of Rs 144. And, users will also get health, accidental and life insurances along with the recharge.