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Startups, which are gearing up to facilitate the support of 22 Indian languages on mobile phones, are cranking up their efforts a notch higher to localise websites and enterprise software as well.

The government has made it imperative for cellphones that will be sold from July 1 to support 22 Indian languages leading to an increase in partnerships of startups working on natural language processing (NLP), with OEMs (original equipment manufacturers).

Some of these startups include Omidyar Network-backed Indus OS, Qualcomm Ventures-backed Reverie Technologies and Indian Angel Network-backed Process NineTechnologies.

"Revenue opportunities have grown 3-4 times because of this mandate," said Arvind Pani, chief executive, Reverie Technologies, a company which has been focusing on language technology since 2010 and has partners like Lava, Qualcomm, among others."Earlier, we were only working on smartphones, but, because of this mandate, we have also started working on feature phones."

Pani expects approximately 25-30 million phones with Reverie footprint to be shipped annually starting next month. While revenue from cellphones forms half of Reverie's coffers, the other half trickles in from their partnerships with large enterprises and the government. The company is also working on a self-serve localisation platform for small businesses and developers.

Similarly, Process Nine is focused on comprehensive localisation of phones and content of English language websites. "With the localisation mandate, we will now be capable of consuming regional content, but where is the content?" asked Rakesh Kapoor, chief executive, Process Nine. "That is why we are working towards complete localisation of the phone. Just having the font and keyboard for regional languages and the rest of the phone navigation in English makes the phone only partly usable for a non English user."