

# HOW TO CHOOSE THE RIGHT LOCALIZATION PARTNER?

A HANDY GUIDE ISSUED IN YOUR INTEREST  
BY CHL LOCALIZATION.



INTEGRATED

GLOBAL COMMUNICATIONS

Crystal Hues Limited (CHL), an ISO 9001:2015, ISO 17100:2015 & ISO/IEC 27001:2013 certified company. CHL offers complete communication solutions for brands across all industries.

CHL’s capable and dedicated team of 150+ professionals ensure that your communication is better understood, reaches the target audience with ease and achieves the desired impact.

A world-class workflow system and constant technology upgrading, integrated with CHL's highly effective system-based operations, ensures efficient and accurate execution of your project on schedule.

Crystal Hues helps build brands, strategize communication and implement it across all mediums and languages through 4 specialized agencies.

<div> <div>CHL</div> <div>LOCALIZATION</div> <div>TRANSLATING COMMUNICATION INTO OPPORTUNITIES</div> </div>	<div> <div>CHL</div> <div>WORLDWIDE</div> <div>YOUR INTEGRATED ADVERTISING PARTNER</div> </div>	<div> <div>CHL</div> <div>DIGITAL</div> <div>DIGITAL MARKETING SOLUTIONS</div> </div>	<div> <div>CHL</div> <div>SOFTTECH</div> <div>BUILD YOUR TECHWORLD</div> </div>
<ul style="list-style-type: none"> <li>• Translation</li> <li>• Localization and Testing</li> <li>• Multilingual voice-over</li> <li>• Voice transcription</li> <li>• Multilingual sub-titling</li> <li>• Multimedia services</li> <li>• Interpretation services</li> <li>• Linguistic staffing</li> <li>• Outsourced project management support</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising strategy</li> <li>• Brand building strategy</li> <li>• Print advertising</li> <li>• Radio spots</li> <li>• Television commercials</li> <li>• Outdoors, OOH</li> <li>• Transit advertising</li> <li>• In-shop promotions</li> <li>• Direct marketing</li> <li>• BTL activations</li> <li>• Events management</li> <li>• PR activations</li> </ul>	<ul style="list-style-type: none"> <li>• Market research</li> <li>• Brand strategy/planning</li> <li>• Experiential creatives</li> <li>• Digital media planning</li> <li>• Search marketing</li> <li>• Mobile marketing</li> <li>• Content dev &amp; mgmt</li> <li>• ORM</li> <li>• SEO</li> <li>• SMM</li> <li>• Analytics</li> <li>• Tech &amp; App dev</li> </ul>	<ul style="list-style-type: none"> <li>• Website design</li> <li>• E-commerce dev</li> <li>• Software dev</li> <li>• Software consultancy</li> <li>• Apps dev</li> <li>• Domain mgmt</li> <li>• Website maintenance</li> <li>• Content mgmt sys</li> <li>• Website localization</li> <li>• UI design</li> </ul>

#1

# LOOK FOR A LOCALIZATION EXPERT NOT A MERE TRANSLATOR.

Today communication is breaking all geographical and cultural boundaries.

While talking across different cultural geographies, one has to keep the nuances of language and culture in mind.

What's right in one language might not be correct in another.

Many brands have paid heavy price for translating without understanding.

CHL Localization is a division of Crystal Hues Limited, an ISO 9001:2015, ISO 17100:2015 & ISO/IEC 27001:2013 compliant company, certified by world's leading quality auditors DNV, UKAS. Established in 1989, Crystal Hues Limited was incorporated as a public limited company in 1995.



## WHY IS CHL LOCALIZATION MUCH MORE THAN A TRANSLATOR.

- We are a LMM Level-5 (Localization Maturity model) localization company. We are also verified and validated by Dun & Bradstreet, GALA ([www.gala-global.org](http://www.gala-global.org)) and host of other leading trade and industry associations around the world.
- We have over 150 full time employees, multi-skilled domain specialists and over 5,000 empanelled native professionals in 200+ language combinations.
- Three delivery center in APAC & 11 offices globally to ensure close interaction with our clients.
- Our in-house facilities ensure smooth integration with downstream processes and delivery as per specifications.
- We ensure scalability of resources and infrastructure to meet customers' varying needs. Secure processes ensure confidentiality.
- We offer a vast experience and work with over 3,000 diverse clients.
- We are considered as one of the most credible and dependable localization service provider globally.



# GO FOR A LOCALIZATION PARTNER WHO OFFERS COMPLETE SOLUTIONS UNDER ONE ROOF.

CHL Localization has the advantage of in-house localization and native language experts. With us, you are assured of right and meaningful language translations and localization. At CHL Localization, we aim to deliver perfection through professionalism delivered by our highly qualified and versatile professionals.

We offer the following expert solutions in over 70 languages:

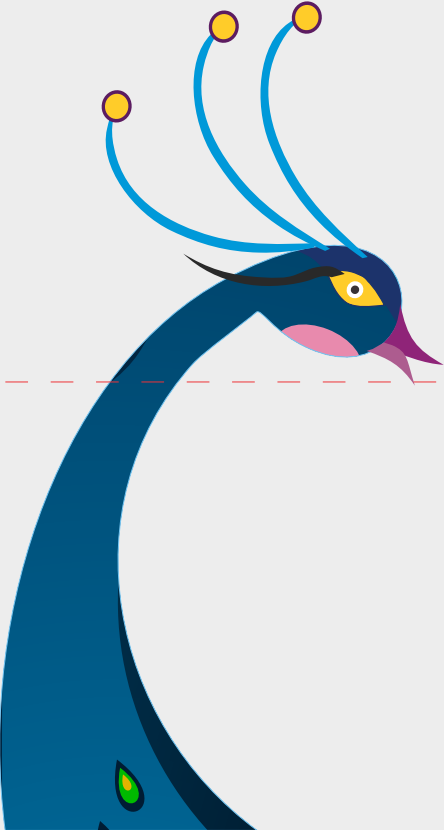
- TRANSLATION
- LOCALIZATION AND TESTING
- MULTILINGUAL VOICE-OVER
- VOICE TRANSCRIPTION
- MULTILINGUAL SUB-TITLING
- MULTIMEDIA SERVICES
- INTERPRETATION SERVICES
- LINGUISTIC STAFFING
- OUTSOURCED PROJECT MANAGEMENT SUPPORT

CHL Localization has in-house Linguistic Quality Assurance Team, DTP, Graphic, Multimedia and IT engineering capabilities to ensure seamless integration with whatever format you want; be it printed documents, websites, presentations or software interfaces. We deploy appropriate specialists at every stage of our services.

# STANDARDIZED PROCESS FOR IMPECCABLE QUALITY



# WE OFFER EXPERTISE IN OVER 70 LANGUAGES



- Asian Languages
  - Burmese | Bangladeshi | Chinese | Dari | Indonesian | Japanese | Khmer | Korean | Kurdish | Malay | Malagasy | Nepalese | Pashto | Singhalese | Sorani | Sylheti | Thai | Tagalog | Vietnamese
- Middle East & Eastern European Languages
  - Albanian | Arabic | Bulgarian | Croatian | Czech | Estonian | Farsi | Hebrew | Hungarian | Mongolian | Polish | Romanian | Russian | Serbian | Slovenian | Slovak | Tajik | Turkish | Ukrainian | Uzbek
- European Languages
  - Danish | Dutch | Finnish | French | Flemish | German | Greek | Icelandic | Italian | Maltese | Norwegian | Portuguese | Spanish | Swedish
- Indian Languages
  - Assamese | Bengali | Gujarati | Hindi | Kannada | Malayalam | Marathi | Oriya | Punjabi | Tamil | Telugu | Urdu
- African Languages
  - Afrikaans | Amharic | Lingala | Swahali | Somali | Twi | Zulu

# #3

# ONLY A CREDIBLE LOCALIZATION PARTNER CAN OFFER A LONG-TERM PARTNERSHIP

CHL Localization is an initiative of Crystal Hues Limited, a 30 years old company. Since our inception, we have tirelessly worked towards fulfilling three simple promises:

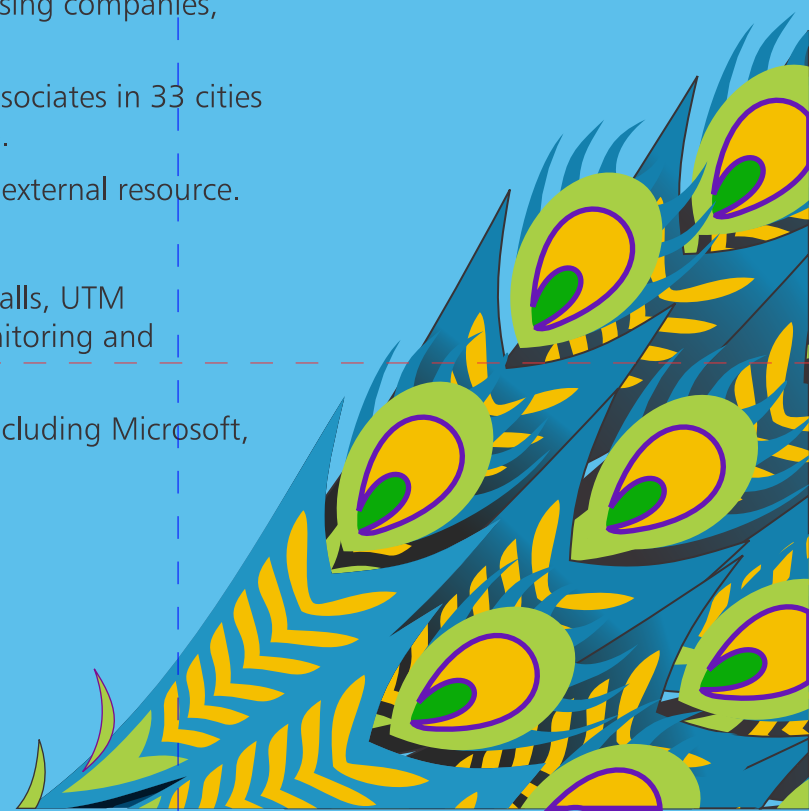
QUALITY

ON TIME DELIVERY

CONFIDENTIALITY

A few facts on our credibility:

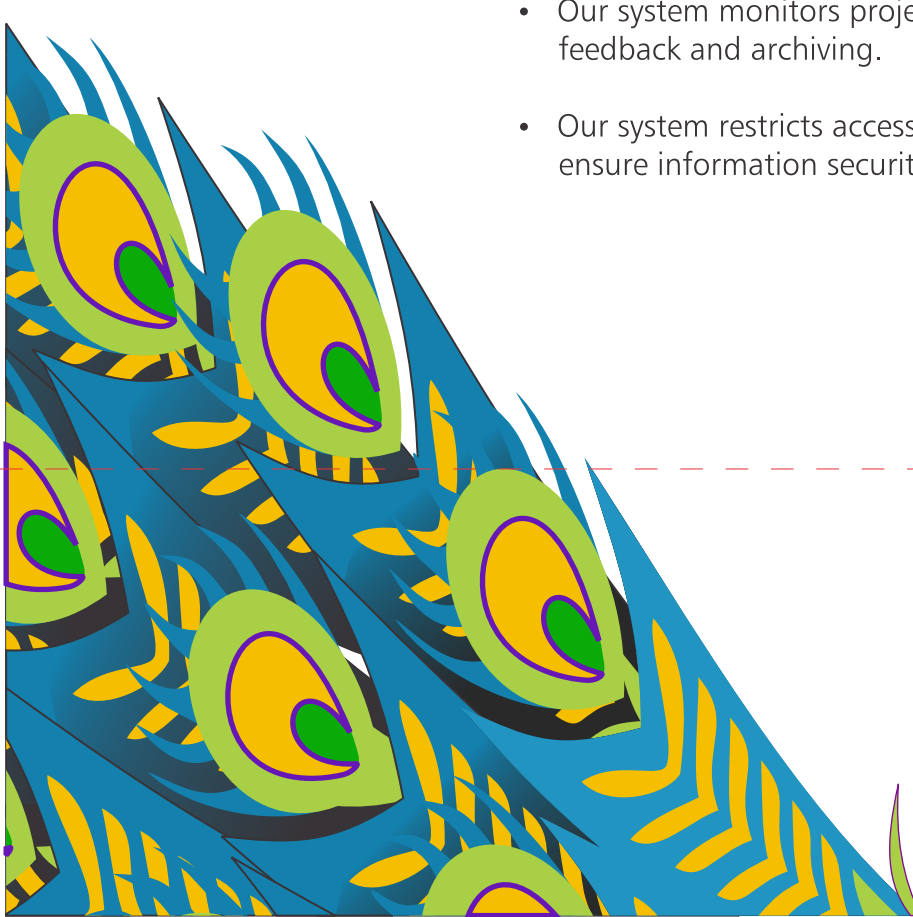
- Over 80% of our revenues come from repeat clients.
- Our 3,000+ client list includes multinationals, governments, advertising companies, international content and language service providers.
- We have 11 offices globally which includes 3 delivery centers and associates in 33 cities internationally to ensure native in-house talents and wider coverage.
- We sign an NDA (Non-Disclosure Agreement) with each employee / external resource.
- We are a profit making debt-free company.
- We ensure utmost confidentiality and security through CISCO fire-walls, UTM implementation, restricted bio-metric access, visitor logs, CCTV monitoring and guarded facilities.
- We employ the latest software from leading technology providers including Microsoft, Adobe, Quark, Autodesk, Symantec, Corel, etc.





## WHY DO OUR CLIENTS FEEL SECURE WORKING WITH US?

- CHL Localization uses CHL-PMS (Project Management System), a proprietary WAN-based workflow system to ensure strict adherence to quality control process along with real-time monitoring of projects and resource management.
- We employ a 6-step quality control process that involves Project Analysis, Project Planning, Resource Allocation, QA review, Specialist review, Feedback and delivery.
- Our QC process ensures dedicated project manager, native professional domain specialist with a minimum of 5 years' experience, QA team and an Engineering Team.
- Our system monitors projects through the various stages, from initiation to delivery to feedback and archiving.
- Our system restricts access to information and project details on need-to-know basis to ensure information security.





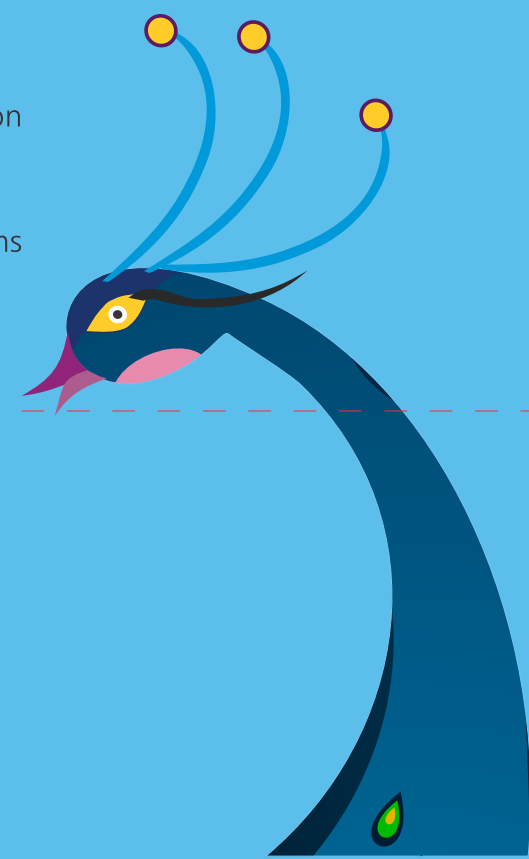
# KNOW YOUR LOCALIZATION PARTNER'S EXPERIENCE AND ABILITIES

CHL Localization today is one of the most respected localization company globally.

Our prices, though comparable with freelancers, include stringent quality control processes and dedicated professionals with domain expertise to ensure high quality deliveries.

Here are a few points that set us apart from competition:

- We execute around 40 projects (big/small) a day
- We handle a volume of close to 50 Million Words per year
- We have a 150 member strong professional team of Project Managers, Localization Engineers, in-house linguists, quality assurance and DTP experts.
- We are technology partners with SDL Trados, industry's leading technology for translation industry, for the South Asia.
- We have multiple internet servers based in US and India on Linux and Windows platforms along with redundant ISPs to ensure continuous connectivity.
- Our success rate on Quality is an enviable 99.7%.



# KNOW YOUR LOCALIZATION PARTNER'S CLIENTS.

MEET SOME OF OUR CLIENTS

You did a really good job. I like the page and I will certainly recommend you further.  
*Marion Englert, Germany*

I would like to appreciate the excellent job done by you people time without compromising on quality and delivery schedule.  
*Priyavert Sharma*

#6

# YOUR LOCALIZATION PARTNER SHOULD BE ACCESSIBLE. ALWAYS.

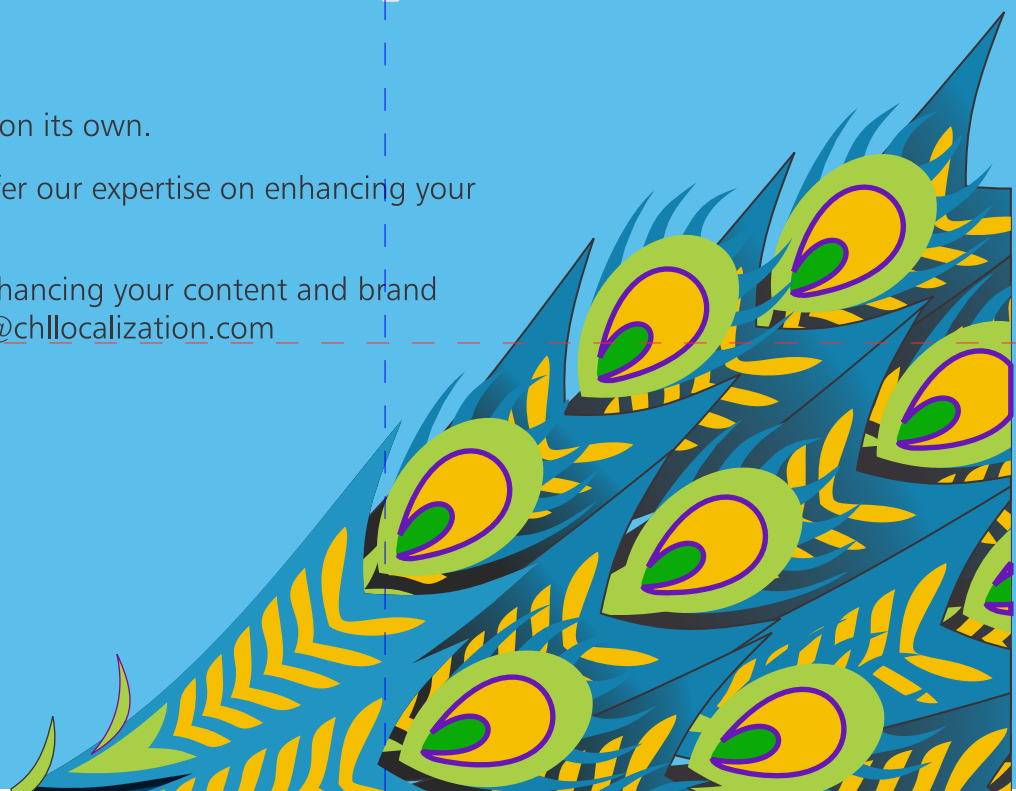
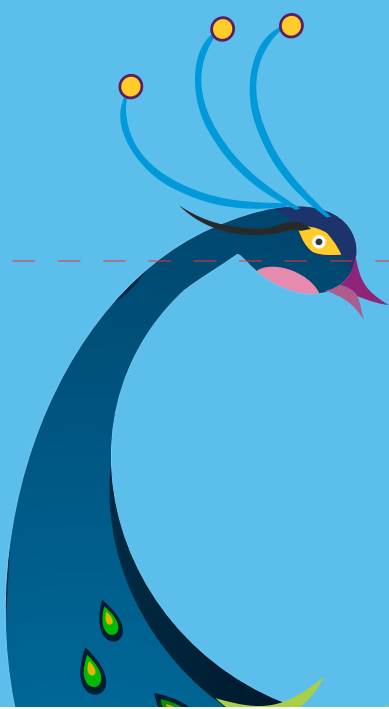
CHL Localization has 11 offices globally.



Each of our office is a full-fledged localization provider on its own.

Our officers are is always ready to take your call and offer our expertise on enhancing your communication.

To find out how CHL Localization can partner you in enhancing your content and brand across languages and boundaries, do reach us at: [info@chllocalization.com](mailto:info@chllocalization.com)





# CRYSTAL HUES

COMPLETE COMMUNICATION LIFE-CYCLE COMPANY

**CHL LOCALIZATION**  
TRANSLATING COMMUNICATION  
INTO OPPORTUNITIES

**CHL WORLDWIDE**  
YOUR INTEGRATED ADVERTISING PARTNER

**CHL DIGITAL**  
DIGITAL MARKETING SOLUTIONS

**CHL SOFTECH**  
BUILD YOUR TECHWORLD

**CHLEAR**

Integrated Marketing

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