SQUID

All News. All Perspectives. One App.

AWARD-WINNING APP NOW LAUNCHING IN INDIA

The award-winning news app for Gen Z and Millennials which is available all over Europe, APAC and Latin America, is now launching in India. With SQUID India, users can choose the topics that truly resonate with their interests, and read the news either in Hindi or in English. Furthermore, users can follow and track the latest news developments and cultivate informed, insightful, and comprehensive opinions. All in one app.

"We want to help younger generations rediscover 'news reading' as a fun, valuable, and engaging daily activity - in the language they prefer," says Johan Othelius, CEO and founder of SQUID App.

What is SQUID?

- SQUID is free of cost and does not require registration
- Personalized newsfeeds based on smart algorithms
- More than 100 news categories and more than 20,000 sources from around the world
- Read news from around 60 countries in their local languages.

- SQUID India, with curated newsfeeds from leading English and Hindi news sources
- Look up articles with an internal search function

SQUID App makes relevant news easily accessible and usable. The app offers a wide range of topics that users can choose from to create their own personalized and image-centered newsfeed. SQUID algorithms collect, sort, and prioritize news from the most exciting sources on the internet, which enables users to keep up with the most important and interesting events. At the same time, SQUID is driving traffic from Gen Z and Millennials to the news sources. SQUID has been nominated for the Google Play Users' Choice Awards 2019.

SQUID App is also a news service provider with telecommunication companies and handset manufacturers. SQUID can be downloaded in Google PlayStore, V-Appstore, Mi App Store and Apple's AppStore.

About SQUID:
SQUID App (Njuice AB) is a media-tech company with head-quarter in Stockholm, Sweden. SQUID is a fast-growing global news media app in Europe, Asia-Pacific, Africa and Latin America, launched in 60 countries. The news app has received very good consumer reviews in the App Store and Google Play Store, with very positive coverage in the media in all markets where it has been launched. Find more information at https://squidapp.co. SQUID can be downloaded in Google PlayStore, V-Appstore, Mi App Store and Apple's AppStore.

If you have any further questions or want to schedule an interview, do not hesitate to contact either Johan Othelius (CEO & Founder) or Hrutwi Kshirsagar (Content & Publisher Partnerships India).