ACS | AMP | IdMS | iTC
Localization Style Guide

Hindi - India 🇮🇳

May 2021

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I.   Introduction

The UI Localization (or Loc) team manages the localization of all server-driven UI elements for Apple Media Products (AMP: iTunes, Music, App Store, Arcade, tv, tv+, Books, Podcasts) and Apple Cloud Services (ACS: formerly known as iCloud), which include Family Sharing, Storage, icloud.com, ASM, ABM, etc.

Beyond IS&S, the UI Loc team also supports IS&T's Identity Management Services (IdMS) and Directory Services (DS) teams, iTunes Connect and App Store Connect with their UI needs. We also work on Maps, Shazam, Beats, Apple Pay and more.

Therefore, the goal of this document is to provide guidelines for all of our localization projects.

A. Goals of the Hindi ACS | AMP | IdMS | iTC Localization Style Guide

- Dictate linguistic standards and rules for all of our products and services
- Provide stylistic suggestions and examples, including translation/adaptation from English to Hindi
- Highlight differences between Hindi and US/UK usage, rules and conventions
- Summarize the main Hindi conventions

Note: Some rules and suggestions are motivated by stylistic or formal criteria, which is subject to change.

B. Other Resources
Glossaries

The most up-to-date glossaries can be found below but are subject to change at any time:

- Apple School Manager and Apple Business Manager. Path: Loc QA Public > 10 - Enterprise (AxM) > Master Files & Glossary > EE_Glossary_020921.numbers (or a newer version, if available)
- Apple School Manager and Apple Business Manager. Path: Loc QA Public > 10 - Enterprise (AxM) > Master Files & Glossary > EEWeb_2102_020521 (or a newer version, if available)
- Apple School Manager and Apple Business Manager. Path: Loc QA Public > 10 - Enterprise (AxM) > Master Files & Glossary > EEWebBeta_2102_020521 (or a newer version, if available)
- iCloud Family Sharing. Path: Loc QA Public > 6 - Testers > Hindi > Shared > 1 - Glossaries & Style Guide > Glossaries > Family Sharing > Family Sharing Glossary

- Recent term improvements (across Apple services). Path: Loc QA Public > 6 - Testers > Hindi > Shared > 1 - Glossaries & Style Guide > Glossaries > Hindi-Term-Improvement-NK 4/24.numbers

Apple websites
A wide variety of information is available on Apple's website, which is currently localized for India but available only in English (https://www.apple.com/in/). For details about older Apple products, visit https://support.apple.com/specs.

Apple Trademark List and legal guidelines
The Apple Trademark List and other legal guidelines are available at http://www.apple.com/legal/.

Apple product documentation and online help
For terms related to Apple product features or user interfaces that are not listed in this guide, or to know more about a specific feature, you can refer to the product's manual (available at https://support.apple.com/en-in) or its online help documentation (available from the Help menu).

Dictionaries and other resources
For the spelling and use of terms not listed in this guide, refer to dictionaries, such as:

- The Digital Dictionaries of South Asia - https://dsal.uchicago.edu/dictionaries/
- The Digital Dictionaries of South Asia - R.S. McGregor, also known as *The Oxford Hindi Dictionary* - https://dsal.uchicago.edu/dictionaries/mcgregor
- Centre for Development of Advanced Computing (प्रगत संगणन विकास केंद्र) - https://www.cdac.in
- Microsoft Language Portal - https://www.microsoft.com/en-us/language/search

Grammar resources
For help with grammar, refer to:

- देवनागरी तथा हिंदी वतनीं का मानकीकरण [Standardization of Devanagari Script and Hindi Orthography], Central Hindi Directorate, Ministry of Human Resource Development, Government of India, 2010

- *Modern Hindi Grammar* by Omkar N. Koul, Dunwoody Press, 2008: http://web.archive.org/web/20090920235159/http://iils.org/pdf/ModernHindiGrammar.pdf

- The Hindi Urdu Flagship at The University of Texas at Austin has a plethora of online grammar resources, available at: http://hindiurduflagship.org/resources/learning-teaching/first-year-hindi-textbooks/

II. Style and Usage — General Recommendations

All of the text in our products and/or services should read naturally. The information should be presented in a straightforward and pragmatic manner. The sentences should be short and grammatically simple whenever possible, without being wordy.

Core Principles of Hindi Style for Apple:

- Use a formal tone (आप, करें, etc.) when addressing the user
- Use a mixture of formal and colloquial words and phrases; judge the appropriateness of a given word or phrase by context
- Write copy that is neither overly formal nor stiff
- Avoid trendy words; adopt a neutral, descriptive style of writing
- Use Hindi words and phrases as much as possible; only use English and/or transliteration when strictly necessary to ensure that a wider audience will understand a concept or to describe a highly technical concept for which an understandable and/or natural-sounding word/phrase doesn't exist in Hindi
- Try to reach the widest possible target audience

For inspiration, refer to some of the language used on the following reputable news sites, but keep in mind that we generally use stricter and more standardized grammar and spelling guidelines than the following:

- **Dainik Bhaskar** (https://www.bhaskar.com)
- **Dainik Jagran** (https://www.jagran.com)
- **Jansatta** (http://www.jansatta.com)
- **Hindustan** ((http://www.livehindustan.com)
- **BBC Hindi** (https://www.bbc.com/hindi)

A. Target Audience

Primary target audience: Hindi speakers in urban and semi-urban areas in India.

Secondary target audience: 1st and 2nd generation Hindi speakers in the United States, United Kingdom and other countries.

Tertiary target audience: Speakers of Hindi as a second language in India, the United States, the United Kingdom and other countries.

B. Level of Formality: Form of Address

ALWAYS use the most formal pronoun (आप) and most formal commands (करें) when referring to the user. **NEVER** use तुम / तू and करो / कीजिए.

C. Terminology

Consistency

Please ensure that your translations follow existing glossaries, are in sync with previous translations and are consistent:

- Within a project
- Across previous translations of the same product
- Across products

New terms

When faced with a new term, you should:

- Check the term (via web pages, retail signs and print, related products, etc.)
- Discuss it with your Language team
- Check in with your Language Lead as to whether or not this is an approved term

Terminology changes

When considering the opportunity to change a term, in order to maintain general consistency you should:

- Evaluate the necessary changes in existing materials (web pages, retail signs and print, related products)
- Discuss change(s) with your language team
- Get the approval from your Language lead
- Plan the implementation of the change(s) via the different projects affected and file radars

Linguistic Variants

Complex Technical Terms: For complex technical terms (that is to say, terms whose meaning would be difficult to understand if translated for the average user), transliteration is employed to increase the accessibility of these terms as every segment of the target audience may not understand a Sanskritic Hindi term, for example. Our aim is to achieve broad accessibility, so if you have doubts as to the understandability of a particular word or phrase, please consult your language group and/or language lead.

Examples:

ऐनालिटिक्स (**NOT** विश्लेषण)

डायग्नॉस्टिक (**NOT** निदान)

एंक्रिप्शन (**NOT** कूटलेखन)

Non-Technical Terms: In situations where a non-technical Hindi term is outdated, overly formal and/or not commonly used, transliteration is also employed to increase the accessibility of our copy. However, an attempt to find a Hindi word that can be easily understood by our primary and secondary target audiences should always be made; failing this, transliteration will be used.

Examples:
स्टोरेज (**NOT** संग्रहण)
डिवाइस (**NOT** उपकरण)
फिर/फिर से (**NOT** पुनः)
ऑटोमैटिकली (**NOT** स्वचालित रूप से)

Sanskritic, Persianate or Arabicate vs. English Terms: Hindi is a mixture of numerous languages and dialects, including Sanskrit, Persian, Arabic and English. In general, our copy tends to use more Sanskrit and English words than Persian or Arabic terms, but of course there are exceptions. Generally, we strive to use words that are accurate, colloquial and make sense in context.

Examples:
तस्वीर, Arabic (**NOT** चित्र, Sanskrit)
नोट, English (**NOT** टिप्पणी, Sanskrit)
नक़्शा, Arabic (**NOT** मानचित्र, Sanskrit)
दोस्त, Persian (**NOT** मित्र, Sanskrit)
उपयोग, Sanskrit (**NOT** इस्तेमाल, Arabic)

Note on Transliteration: Whenever we transliterate a term, we should be very careful. In general, we should use the Indian or UK English equivalents when transliterating a term. In situations where both American and British equivalents are equally acceptable in Indian English, we should use the British equivalent as Indian English is more aligned with British English. If in doubt, refer to the British English term list (Loc QA Public > 6 - Testers > Hindi > Shared > 7 - EN-GB/AU/CA), the content present in British English Apple Products and existing translations.

But it should also be noted that we cannot blindly follow British spelling and terminology. For example, changing from cellular to mobile, biking to cycling, elevator to lift, etc. are perfectly fine. However, cashpoint is used in British English, but ATM is popular in India. So we should use ATM, even though this term has been adopted from American English. Especially regarding technical terms, one can easily see that American English is

dominant (e.g., "mail" and "mailbox" are preferred in the Hindi UI as well). So we should evaluate each case carefully and localize as per the needs of the language itself and the constraints of the locale for which we are translating.

A notable exception to this guideline of transliterating as per British English is, of course, "सेटिंग्ज़," which has been transliterated according to the American English pronunciation with a hard "z" at the end of the word instead of an "s."

D. Foreign Terms

Anglicisms

Foreign terms that are commonly used in Hindi or in Apple text should not be written in italics. This rule applies to a wide range of technical and semi-technical terms, available via the web, podcasts, chat, webcam, and so on.

Hindi, as a language composed of a great variety of other languages and dialects, naturally displays a great deal of comfort with the English language, which is also informed by the long history of English in the subcontinent as well as English's current status as a global lingua franca. Thus, a great deal of English terms are used in the Hindi UI; here is a table that details some of the most common with their gender designations included:

English Word	Hindi Transliteration (Singular)	Hindi Transliteration (Plural)	Hindi Gender
Access	ऐक्सेस (करना)	Same as singular	Masculine
Activity	ऐक्टिविटी	Same as singular	Feminine
App	ऐप	ऐप्स	Masculine
Apple ID	Apple ID (DNT)	Same as singular	Masculine
Attachment	अटैचमेंट	Same as singular	Masculine
Device	डिवाइस	Same as singular	Masculine
Feature	फ़ीचर	फ़ीचर्स	Masculine
Game	गेम - when referring to a "game" in Apple Arcade खेल - when referring to a "sport," such as sport-related shows available on Apple TV	गेम्स (game - Apple Arcade) खेल (sport(s) - Apple TV, etc)	Masculine

Plan	प्लान	Same as singular	Masculine *We are currently in the process of phasing out योजना as much as possible (as of now, this term should be present only in iCloud projects)
Recover	रिकवर (करना)	Same as singular	Masculine
Recovery	रिकवरी	Same as singular	Feminine
Redirect	रीडाइरेक्ट	Same as singular	Masculine
Remote	रिमोट	Same as singular	Masculine
Restart	रीस्टार्ट (करना)	Same as singular	Masculine
Restore	रिस्टोर (करना)	Same as singular	Masculine
Set up	सेटअप (करना)	Same as singular	Masculine
Setting(s)	सेटिंग	सेटिंग्ज़	Feminine
Share	शेयर (करना)	Same as singular	Masculine
Sharing	शेयरिंग	Same as singular	Masculine
Show	शो (as in a television show)	शोज़	Masculine
Sign in	साइन इन (करना)	Same as singular	Masculine
User	यूज़र	Same as singular	Masculine

DNT
Some products and feature names should never be translated - these are the so-called Do Not Translate (DNT) terms and they are treated as trademarks on the copy. Their names should remain in English.

A list of DNT terms will be provided by the Producer responsible for the project whenever necessary. Some common DNT terms include: **Apple Arcade, Apple TV+, Apple Music, Apple Podcasts, Apple News+, App Store, Apple ID**, etc. Please make sure you have access to **current** information on DNT terms before proceeding with a translation.

E. Abbreviations and acronyms

An abbreviation is the shortened form of a word or phrase and may end with a period, such as MHz.

An acronym is an abbreviation formed by combining the first letter or letters of several words to create a term that is pronounced as a word, such as RAM or modem.

When to use abbreviations and acronyms

Use abbreviations and acronyms whenever they are used in the EN-US copy or when needed due to space limitations.

Try to avoid using abbreviations and acronyms that may be unfamiliar to the user.

Conventional Hindi abbreviations

The following list shows some conventional Hindi abbreviations. For abbreviations of days and months, see the "Dates" section.

Hindi Abbreviation	English Meaning
वाई फ़ाई	Wi-Fi
ईमेल (masculine)	Email
निम्न (निम्नलिखित)	Following (as in "Read the following terms…")
डॉ.	Doctor

Conventional Hindi acronyms

The following list contains some conventional Hindi acronyms; in general, we do not localize and/or translate file format acronyms to ensure ease of understanding. Always use roman periods between the characters of an acronym, but not at the end (the notable exception being file format names). As always, refer to the specific glossary and/or producer's instructions for each specific task before proceeding.

Note: Although instances of a small circle ० (लाघव चिह्न) following a letter forming part of an acronym (e.g. ई०पू० for ईसा पूर्व) can still be found in the UI, we are in the process of phasing this feature out and thus it should not be used while creating new translations. An exception to this is abbreviations for time, such as घ० (hour) and मि० (minute).

Acronyms	Meaning
PDF	Portable Document Format
CSV	Comma-Separated Values File
JPG	Joint Photographic Experts Group

Acronyms	Meaning
मो.डि.प्र (MDM)	मोबाइल डिवाइस प्रबंधन (Mobile Device Management)
वि.सू.प्र (SIS)	विद्यार्थी सूचना प्रणाली (Student Information System)
अ.मा.ख.प्रो (VPP)	अधिक मात्रा ख़रीदारी प्रोग्राम (Volume Purchasing Program)
अंतर्राष्ट्रीय क्रिकेट परिषद (आई.सी.सी)	International Cricket Council (ICC)

Capitalization

Hindi does not employ lower or upper case characters; so, when working on any task that pertains to capitalization or the lack thereof, be sure to communicate to the producer (if they are not already aware) that this issue is not applicable. Of course, DNT elements (such as product names like iPod touch, iPad, etc.) that appear in English will be capitalized as per the EN-US source.

F. Symbols and units of measure

This section provides guidelines for using symbols and units of measure. It also lists commonly used units of measure.

Definition

Symbols are marks or characters used as a conventional representation of something, usually units of measure, chemical elements, currencies or mathematical operations.
The main differences between symbols and abbreviations are:
- Symbols are always written without a period at the end.
- Symbols don't have accents, even if the word they represent has one.
- Symbols are invariable.

Examples: ©, ®, TM

How to type these symbols:

© = Option + G
® = Option + R
TM = Option + 2
₹ = (after enabling the Devanagari Qwerty keyboard)]

॰ = (after enabling the Devanagari Qwerty keyboard) [

Names and unit symbols for units of measure
The following list shows commonly used units of measure and their symbols.

US English	Hindi	Quantity
gigabyte (GB)	गीगाबाइट (GB)	computer memory
gigabytes per second (GBps or GB/s)	Mirror the EN-US copy provided to you for each specific task.	data transmission speed
hour (h or hr.)	घंटा (घं॰)	Time
inch (in.)	इंच	length
kilobyte (K)	किलोबाइट (K)	computer memory
kilobytes per second (KBps or KB/s)	Mirror the EN-US copy provided to you for each specific task.	data transmission speed
megabyte (MB)	मेगाबाइट (MB)	computer memory
megabytes per second (MBps or MB/s)	Mirror the EN-US copy provided to you for each specific task.	data transmission speed
minute (min.)	मिनट (मि॰)	time
month (mo.)	माह (used in instances where the number of months in question is unknown and in the middle of sentences as this word is invariable and presents no grammatical issues) महीना (used when the number of months are known and there are no grammatical issues present, such as at the end of sentences)	time
second (s or sec.)	सेकंड	time
terabyte (TB)	टेराबाइट (TB)	computer memory
terabytes per second (TBps or TB/ s)	Mirror the EN-US copy provided to you for each specific task.	data transmission speed
year (y)	वर्ष	time

Measurements

Do not localize measurements (e.g., imperial to metric) when you encounter them in copy. For example, do not convert " (inches) to centimeters. Apple will provide you with a conversion sheet if the project requires conversions. If you encounter a project where the conversions are missing, please inform your supervisor and/or the producer of the task.

For software strings the system standard must be followed. The system standard for your locale can be obtained by navigating to System Preferences > Language & Region.

Never use " as an abbreviation for inches.

Where the units of measurement are related to electronics or computers, they should be retained in English. The number preceding the units should be written with international numbers.

We should match the space between the number and the unit of measurement as per the US source. Example: 8 GB, 10 KB, 1080p

G. Punctuation

Please follow standard Hindi grammar rules for all punctuation. Just like many other languages, punctuation symbols are very important in Hindi. They help us to determine the structure and organization of the written language as well as intonation while reading.

Comma (अल्प विराम ,)

As in English, the comma is used in Hindi to do the following:
1. To separate independent clauses. E.g.: He walked down the street, and then he turned the corner.
2. To separate an introductory clause or phrase from the rest of the sentence. E.g.: When Evan was ready to iron, his cat tripped on the cord.
3. To separate items in a series. E.g.: We bought apples, peaches and bananas today. **NOTE:** There is no comma before "bananas," the last item in the series, because we do not employ the Oxford comma in Hindi.
4. To set off nonrestrictive clauses (that is, clauses that aren't essential to the meaning of the sentence). E.g.: Steven Strom, whose show you like, will host a party next week.
5. To set off appositives (that is, a noun or noun phrase that renames a nearby noun and offer nonessential information). E.g.: Alexander Pope, the Restoration poet, is famous for his monologues.
6. To indicate direct address. E.g.: John, I think you're wrong.
7. To set off direct quotations. E.g.: Mary said, "I dislike concerts because the music is too loud."

For more information on the usage of commas, please refer to the following source: https://www.iue.edu/student-success/coursework/commas.html

Colon (अपूर्ण विराम :)

Colons follow independent clauses (clauses that could stand alone as sentences) and can be used to present an explanation, draw attention to something, or join ideas together.

E.g.: Your Apple Card is not supported on the following:
आपका Apple Card निम्नलिखित पर समर्थित नहीं है :

Click on any of the following payment options:
निम्नलिखित भुगतान विकल्पों में से एक पर क्लिक करें :

Note: In Hindi, we must always provide a space after a colon so as not to confuse this punctuation feature with visarga, the Hindi letter. E.g.: कृष्ण के अनेक नाम हैं : मोहन, श्याम, मुरली, कान्हा।

For more information on the usage of colons, please refer to the following source: https://writingcenter.unc.edu/tips-and-tools/semi-colons-colons-and-dashes/

Semicolon (अर्द्ध विराम ;)

A semicolon creates more separation between thoughts than a comma does but less than a period does. Semicolons can be used to join two independent clauses or sentences and, less commonly, can be used to separate items in a list, when some of those items already contain commas.

E.g.: You should update your information; otherwise your account will be deactivated.
आपको अपनी जानकारी अपडेट करनी चाहिए; अन्यथा आपका खाता निष्क्रिय कर दिया जाएगा।

For more information on the usage of commas, please refer to the following source: https://writingcenter.unc.edu/tips-and-tools/semi-colons-colons-and-dashes/

Full stop/Period (पूर्ण विराम)

This punctuation feature comes at the end of a sentence in Hindi. It is different than the English full stop/period (.) and it is represented by a vertical bar. An English or Roman period (.) should never be used in a Hindi translation. E.g.: यूज़र ने अपने कोड को रिडीम कर लिया है।

E.g.: Download the app for free.
ऐप को मुफ़्त में डाउनलोड करें।

Hyphens (योजक चिह्न or हाइफ़न -) and Spaces

When transliterating a term, it is not necessary to use a hyphen in Hindi, even though it may be present in the source string. The transliteration may or may not have a space between two compound words. The presence of a space would depend on the manner in which the transliterated term is pronounced in Hindi in order to make it consistent with the spoken and written aesthetics of Hindi. We evaluate each word or phrase on a case by case basis to determine what would look and sound best in Hindi. The rules for hyphenation in Hindi should be as per the standard guidelines provided in **देवनागरी तथा हिंदी वतर्नी का मानकीकरण**.

Here are some examples of hyphen and space usage:

English	Hindi Transliteration
Plug-in	प्लग-इन
Check-in	चेक-इन
Set up	सेटअप
Log in	लॉग इन
Sign in	साइन इन
Sign up	साइन अप
Pop up	पॉप अप
Parents	माता-पिता
Siblings	भाई-बहन

Underscore
Follow the EN-US source format.

Ellipsis
To type an ellipsis, use the ellipsis character (…) instead of three dots (…).
For projects for which using Unicode is acceptable, type an Unicode character using the following combination: **Option+U+2026**

Quotation marks (उद्धरण या अवतरण चिन्ह)

In Hindi, we generally use quotation marks to mark an actual quotation as well as to set off a word or phrase from the rest of the sentence to avoid grammatical ambiguity, especially considering that Hindi does not have lowercase and uppercase letters.

E.g.: Click on Save.
"सहेजें" पर क्लिक करें।

Go to Settings, then tap save.
सेटिंग्ज़ पर जाएँ, फिर "सहेजें" पर टैप करें।

Note: Always use CURLY (") and never straight (") quotes while localizing strings in Hindi.

Brackets
Follow the EN-US source format.

Italics

Not generally used as the font(s) Apple typically employs does not have an italic variant for Hindi, but there are exceptions. Please ask the producer of the task you're working on if italics are required before proceeding.

Line Breaks

If you need to add a link break in your translation due to layout requirements (whether they are purely cosmetic or required to make the text wrap properly), make sure that your translated lines are never longer than the longest line in the source string.

Non-breaking spaces

A non-breaking space can be added to prevent automatic line breaks, by:

a) using the HTML entity ** **

b) typing an Unicode character, using the following combination: **Option+U+00A0**

IMPORTANT: Always check with the Producer responsible for the project which one to use, if any at all.

In general, our rule is to always follow the EN-US source, wherever possible; thus, if the EN-US source employs a non-breaking space, Hindi should do so as well. Rules vary by specific task and producer but, in general, it is advisable to use a non-breaking space with the following product names:

- Apple Music
- Apple ID
- Apple TV+
- Apple Podcasts
- App Store
- Apple Arcade
- iPod touch
- Apple Watch
- Apple School Manager
- Apple Business Manager
- Apple Pay

Non-breaking hyphens

A non-breaking hyphen can be added to prevent that the hyphenated word is divided at the hyphen, by:

a) using the HTML entity **‑**

b) typing an Unicode character, using the following combination: **Option+U+2011**

IMPORTANT: Always check with the Producer responsible for the project which one to use, if any at all.

c) Evaluate whether or not to use a non-breaking hyphen as per the task you're working on and as per the specific producer's guidelines concerning this. You can also refer to similar examples in WorldServer if you still have doubts.

H. Numbers

The system standards must be followed. You can check the system standards for a locale selecting the locale in the Region drop-down menu in System Preferences > Language and Region.

Dates

In Hindi, the date format follows the following order: DD/MM/YYYY.

Note: With numbers smaller than 10, including in times (अ 08:01), we use a leading zero before the numeral, ex. 09 जनवरी 2020.

We use international numerals only (1, 2, 3, etc.), never Devanagari/Hindi numerals (१, २, ३, etc.). Commas should never be used to separate months from years. If in doubt, refer to the system standard style for your locale by navigating to System Preferences > Language & Region.

Here are a few examples:

US English	Hindi
Friday, January 5, 2018	शुक्रवार, 05 जनवरी 2018
Fri, Jan 5, 2018	शुक्र, 05 जन 2018
01/05/2018 (Long Date Format)	05/01/2018
01/05/18 (Short Date Format)	05/01/18
March 17, 2015	17 मार्च 2015
Monday (wide format)	सोमवार
Tue (abbreviated format)	रवि
W (narrow format)	बु

Months

US English	Hindi
January	जनवरी
February	फ़रवरी

US English	Hindi
March	मार्च
April	अप्रैल
May	मई
June	जून
July	जुलाई
August	अगस्त
September	सितंबर
October	अक्तूबर
November	नवंबर
December	दिसंबर

Days of the Week, Long Forms and Abbreviations

US English	Hindi
Monday, Mon., M	सोमवार, सोम, स
Tuesday, Tues., Tu	मंगलवार, मंगल, म
Wednesday, Wed., W	बुधवार, बुध, ब
Thursday, Thurs., Th	गुरूवार, गुरू, ग
Friday, Fri., F	शुक्रवार, शुक्र, शु
Saturday, Sat., Sa	शनिवार, शनि, श
Sunday, Sun, Su	रविवार, रवि, र

You can refer to the following websites to learn more about date formats, tokens and their corresponding values, that are frequently used in our keys:
http://momentjs.com/docs/#/displaying/
http://momentjs.com

Time

For our purposes, India as a locale uses GMT-5 as its time zone. International numbers must be used in hardcoded time, and a leading zero must be used in all times that contain a number less than 10.

A **colon** (:) should be used as a time separator. No space is required before or after the colon.

"O' clock" should be translated as "बजे."

If 'o'clock ('बजे')' is included in the time variable, then the preposition पर should not be used after the time. If, however, "o'clock" does not appear after the time variable, you must use पर after the time variable. E.g.: आपके Apple ID के लिए यह अनुरोध 5 अप्रैल 2021 को पू 11:42:07 GMT पर प्राप्त हुआ था।

'AM' should be translated as 'पू' (short form of पूर्वाह्न). This should appear **before** the time.

Ex: पू 09:00

'PM' should be translated as 'अ' (short form of अपराह्न). This should appear **before** the time. Ex: अ 05:00

Standard Time Format: HH:mm:ss

Here are a few examples:

US English	Hindi
7:08 AM	पू 07:08
8:15 PM	अ 08:15

Numerals

For software strings the system standard must be followed. The system standard for your locale can be obtained by selecting System Preferences > Language and Region.

International numbers should be used. Use of commas should be as per the Indian system. Example: 5,00,000 (**NOT** 500,000) (See: https://en.wikipedia.org/wiki/Indian_numbering_system).

Numerical Abbreviations
Numerical abbreviations are sometimes used in charts and graphs. Here are a few examples:

US English	Hindi	Meaning/ Numerical value
K	हज़ार	Thousand
1K	1 हज़ार	1,000
1.5K	1.5 हज़ार	1,500
M	10 लाख	Million
1M	10 लाख	1,000,000

US English	Hindi	Meaning/ Numerical value
1.5M	15 लाख	1,500,000
B	अरब	Billion
1B	1 अरब	1,000,000,000
1.5B	1.5 अरब	1,500,000,000

Currency

India's currency is the rupee (रुपया), which is symbolized by ₹

Whether or not to include a space between the rupee symbol and the amount depends on the project; for example, for most AMP projects, there is a space included: ₹ 15, whereas for other projects this element may be written more commonly as ₹15

If using the United States' currency of dollars for any task, mirror the EN-US source: $100, with no space appearing between the currency symbol and the amount.

Names

If there are sample names given, such as Jane Doe and John Doe, you must use the same convention in the target language.

As India is a country where people of diverse sects, religions and castes live side by side, we should avoid using surnames that directly refer to a particular religion or caste. We should use generic names, such as:

Jane Doe = प्रिया कुमारी
John Doe = साहिल कुमार

Addresses

Address formatting should follow the address conventions set forth by the Department of Post, Government of India.

Sample addresses:

A typical Indian address normally consists of the following (but may have more or fewer details depending on individual preference):

Door Number	Street Number and/or Street Name	Neighborhood and/or Locality	City + Postal Code (PIN)	District Name (often omitted)	State	Country
32-B	Mangal Marg	Bapu Nagar (Siwar Area)	Jaipur 302007	Jaipur	Rajasthan	India

Door Number	Street Number and/or Street Name	Neighborhood and/or Locality	City + Postal Code (PIN)	District Name (often omitted)	State	Country
14/2	Anil Maitra Road	Ballygunge (Ekdalia)	Kolkata 700019	Kolkata	West Bengal	India
523/10	Deccan College Road	Line Bazar, Yerawada	Pune 411006	Pune	Maharashtra	India

Refer to the following resource for more information on addresses:

https://en.wikipedia.org/wiki/Address#India

Postal codes consist of 6 digits without any space between the digits. These should be written using international numbers (see examples above).

Phone numbers

Examples: (022) 2307 1372 (landline) or +91 96-99-884251 (mobile)

Use the Indian convention when writing phone numbers. In software strings observe the system standard. You will find an example of the implementation of this by referring to the Address Book app and reviewing the phone number fields for your language.

Again, only international numbers should be used.

Decimal separators and thousands separators

Here are a few examples:

US English	Hindi
1.5	1.5
1,000	1,000
1,000.5	1,000.5
10,000	10,000
10,000.5	10,000.5
100,000	1,00,000
1,000,000.5	10,00,000.5

Pixel and Resolution

Mirror the EN-US source here.

Here is one example:

US English	Hindi
4320 x 1080 pixels	4320 x 1080 pixels

I. Lists

When creating a list, make sure that the items in the list use parallel construction—that is, all complete sentences, all noun phrases, all verb phrases or all adjective phrases. Although an Oxford comma is commonly found in EN-US strings, we **NEVER** use this type of comma in HI-IN strings. E.g. (in this sentence, the last comma in the series is an Oxford comma): Bananas, apples**,** and pears.

Sorting order

For software strings, you should follow the system standard. If you feel the system standard does not reflect your locale-specific convention, file an internationalization bug. You will find an example of the sorting order in the Finder behavior. Please see this resource for more on collation/sorting reference in Hindi: http://www.unicode.org/cldr/charts/29/collation/hi.html

J. Headlines and Titles

We generally do not employ punctuation in headlines and titles, unless there is a compelling reason to do so (if the headline or title is a complete sentence, for example).

K. Interface elements

Tab, Panels and Menu names

We attempt to mirror the EN-US source wherever possible; so, if the EN-US source is in the infinitive or in a gerund form, we use the infinitive in Hindi. E.g. "Saving your data" would be "अपने डेटा को सहेजना." However, if the EN-US source is in the command form, we mirror this command in Hindi. E.g. "Save your data" would be "अपने डेटा को सहेजें."

Application Names

Apple software contains a mix of translated and untranslated application and utility names. The translatability of application names is often dictated by marketing.

Do not localise the names of the following Apps: QuickTime Player, Numbers, Pages, Find My, Keynote, etc.

If an application name is not listed in the L&RE DNT list, then it should be translated using the most appropriate linguistic variant.

EXCEPTION: Mail is transliterated as मेल; likewise, iCloud Storage is rendered as iCloud स्टोरेज and Find My Friends is translated as दोस्तों को ढूँढें. There are other exceptions as well; if you are ever unsure as to whether or not a product name is DNT or needs to be translated, please consult with your language team and/or the producer of the task in question.

Button labels

Button labels denote the action that will be performed by clicking/tapping it.

Sometimes, button labels will change while and after performing the action. See the Tab, Panels and Menu names section above for more information on this.

Here is one example:

US English	Hindi
Save	सहेजें
Saving	सहेजा जा रहा है
Saved	सहेजा गया

Check boxes and option names

These are the elements (usually check boxes or radio buttons) in dialog boxes. Generally speaking, these options refer to actions. Again, mirror the EN-US source wherever possible by transforming commands (Save!) into commands in Hindi and gerunds (Saving) and infinitives (To Save) into infinitives in Hindi.

Drop down menus

Please make sure that the items in the drop down menu use parallel construction—that is, all complete sentences, all noun phrases, all verb phrases or all adjective phrases.

Tooltips

A tooltip is meant to help the user, to explain the functionality/use of a button, or what checking a certain checkbox entails. It should therefore be written in clear, natural style - the target text should flow and make sense in the target language, rather than be a word by word translation of the source.

L. Variables

Be careful to keep variables in strings in English, do not localize them. They are replaced at runtime with the appropriate text and if they are altered in any way, this replacing will fail. However, you can change their order in the sentence when needed.

When localizing sentences with variables, try to anticipate and prevent any gender and number issues that you may come across in your language.

M. URL addresses

Normally, there will be specific URL localization guidelines or instructions for each project. In case there isn't a localized webpage, or if the localized link opens a blank webpage or redirects to a webpage with significantly different content, the source URL should be kept unless otherwise instructed.

Consult the Apple URL Localization Guidelines regarding the localization of URL addresses. Generally, URLs with "apple.com/xxx" are localized by adding the country code: in. Currently, the Apple website is not available in Hindi, so the English-India website URL is used for localization purposes.

III. Trademarks and Other Legal Considerations

A. Apple trademarks

Special treatment: Do Not Translate
Do not translate a trademark. Spell trademarks in English as they are shown in the Apple Trademark List. Never abbreviate or otherwise alter trademark names. See www.apple.com/legal/trademark/appletmlist.html for the Apple Trademark List.

B. Footnotes: disclaimers and copyright lines

- Translate the copyright text.
- Never add any content that does not exist in the original unless instructed to do so by Apple. Copyright translations need to be as literal (yet comprehensible) as allowed.
- The abbreviation "Inc." must be left untranslated.
- The word "Copyright" is left untranslated.
- The symbol © should be preserved.
- The phrase "All rights reserved." is translated into Hindi as "सर्वाधिकार सुरक्षित।"
- "Apple Inc." should not be translated either.

    English: *© Apple Inc. All rights reserved.*
    Hindi: *© Apple Inc.* सर्वाधिकार सुरक्षित।

IV. Grammar and Spelling Afterword

Spelling Guidelines
Although nuqta (◌़) is not often used in colloquial Hindi, whether spoken or written, Apple Hindi style dictates that spelling must strictly follow standardised Hindi spelling rules, which dictate that a nuqta must also be used in a word that requires it (typically, these words originate from Arabic, Persian or English). If you are unsure at to whether or not a word requires a nuqta, refer to the academic dictionaries mentioned above.

Here is a helpful list of some commonly used words that require a nuqta (this is not exhaustive):

Hindi Word	Word Origin
क़ानून, क़ानूनी	Arabic
ख़त्म	Arabic
ख़बर	Arabic
ख़राब	Arabic
ख़याल	Arabic
ख़रीदारी	Persian
ख़्वाब	Persian
ख़ास	Arabic
ख़ुद	Persian
ख़ूबसूरत	Persian
ग़लत	Arabic
गुज़रना	Persian
ज़रूरी, ज़रूरत	Arabic
ज़्यादा	Persian
तरीक़ा	Persian
बाक़ी	Arabic

For more information on nuqta, see the following: *https://en.wikipedia.org/wiki/Nuqta*

के साथ vs. से

Although it's common in colloquial Hindi to use "के साथ" in an instrumental sense, for Apple localizations it is always recommended to use "से" for such instances. "के साथ" is best reserved for sentences and phrases where a sense of "accompaniment" is present. Here are some examples:

1. Apple Music के साथ संगीत सुनें।

This wrong. Here, के साथ is being used in an instrumental sense. As a general rule of thumb, if you can substitute "के साथ" (or से) in this sentence with "using" (as in "Listen to music using Apple Music"), you should be using से rather than के साथ.

Correct: Apple Music से संगीत सुनें।

2. अपने दोस्तों के साथ Apple TV+ देखें।

This is a correct use of के साथ within the context as, here, this phrase has an "accompanying" sense; as in, you, accompanied by your friends or "with" your friends,

watch Apple TV+. If we substituted के साथ for से here, it would not make sense or might even be comical "अपने दोस्तों से Apple TV+ देखें" (Watch Apple TV using your friends/from your friends).

3. दवा का एक नया प्रकार, प्रोटीन के साथ कस्टम बनाया।

This is incorrect. Here, whoever has made the medicine, has made it "using" (or "with") protein. The protein does not "accompany" the medicine in any sense. Because the protein functions as a something used instrumentally in this sentence, the correct phrase would be:

दवा का एक नया प्रकार, प्रोटीन से कस्टम बनाया।

4. आपको ईमेल के साथ आमंत्रण मिलेगा।

This is a correct use of "के साथ" as the email is accompanied by an invitation. Here, we cannot substitute के साथ with the word "using" as it would not make sense.

5. Apple Cash के साथ स्क्रीन रीडर का उपयोग करें।

This is also incorrect. Here, you are "using" Apple Cash in an instrumental sense in order to use the screen reader; Apple Cash is not "accompanying" you in your use of the screen reader. Thus, से should be used here as Apple Cash is the instrument with which you are attempting to use the screen reader.

Apple Cash से स्क्रीन रीडर का उपयोग करें।

Correct Usage of the Reflexive Pronoun, अपना

At times, it can be difficult to know when to use the reflexive pronoun, अपना, correctly in a sentence. A general rule is that, in order to use अपना, this pronoun must refer back to the subject. When there is a compound subject (राम और रवि, for example), you may not use अपना. Here are some examples:

1. क्या आपने हाल ही में **अपना** नाम या मोबाइल नंबर बदला है?

In this sentence, अपना refers to the same subject of the sentence (आपने) translating to, in English, "Have you recently changed your name or phone number?" "You" (the subject of the sentence here) and "your" refer to the same person, thus अपना is a valid choice here.

2. निश्चित करें कि आप हर सप्ताह **अपना** तापमान जाँचें।

Whenever you have a command, "you" is always the subject of the sentence, whether it is explicitly stated or not. So even if आप was not written here, you would still use अपना because the subject of the command (आप) and अपना (your temperature) refer to the same person. This following sentence, then, would be incorrect:

निश्चित करें कि आप हर सप्ताह आपका तापमान जाँचें।

This sentence clearly calls for a reflexive pronoun as the subject of the sentence (आप) and अपना (your) refer to the same person.

Oblique Case
Nouns and pronouns, both singular and plural, change to the oblique case when they are followed by a postposition. The oblique case changes depending on the last vowel of the noun.

Examples:

English : Only your main account can use Bookmarks, Photo Stream, iCloud Drive, Backup, and Find My iPad.

Translation: केवल आपके मुख्य **खाते द्वारा** ही बुकमार्क्स, फ़ोटो स्ट्रीम, iCloud Drive, बैकअप और "मेरा iPad ढूँढें" का उपयोग हो सकता है।

English: Updated 1 hour ago

Translation: 1 **घंटे पहले** अपडेट किया गया

Passive Voice
The passive voice is preferred by Apple when the string involves a message directed to a user without specifying any explicit subject. So, broadly speaking, if the answer to the questions "what" or "who" cannot be found in the string, and if the English string uses active voice, then Hindi must use passive voice.

Here are a couple of scenarios to consider before choosing which voice you'll use:

1. Only verb in the sentence is a gerund (that is, ends in -ing) = Passive voice
English: Updating…
Translation: अपडेट किया जा रहा है… or अपडेट जारी है…

2. Verb + object = Passive voice
English: Adding %@ Videos
Translation: %@ वीडियो जोड़े जा रहे हैं

3. Verb in gerund form followed by something = Passive voice
English: Sharing from: %@
Translation: इनसे शेयर किया जा रहा है : %@

4. Strings in which it is unclear what/who will do the action = Passive voice
English: Displays photos while locked.

Translation: बंद रहने पर तसवीरें प्रदर्शित की जाती हैं।

*If in doubt, opt for passive voice rather than active.