

## Zalo takes 5 million users

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Frequently topping the download rankings of app stores on 4 platforms: iOS, Android, Nokia and Windows Phone since the beginning of the year, Zalo has made rapid progress in the number of users.



Zalo is growing fast in the number of users

After reaching **4 million people** on August 19, 35 days later - September 25, this application has rolled over **5 million**. *'This is the pride of the product developers. The trust of the community is also a great motivation for us to continuously improve and improve the quality of Zalo'*, said Vuong Quang Khai, Deputy General Director of VNG.

Launched a trial version in August 2012, through more than 20 improvements and upgrades, the Zalo version has been completed with messaging, calling and emotional sharing functions. The most prominent function of Zalo compared to other similar applications on the market is voice messaging, with a recording time of up to 5 minutes.

Zalo messaging speed is fast and stable, thanks to compatibility with domestic 3G infrastructure and sending operation simultaneously with the recording process. Besides, this application also makes a difference with the 'diary' function for users to post emotions and download photos.

With 5 million users, Zalo is widely used in 63 provinces, cities, remote islands such as Truong Sa and some countries with a large number of Vietnamese communities such as Korea, Taiwan, and the United States. . Currently many organizations have used Zalo as a tool to promote and propagate meaningful economic and social activities.

At the end of May, Vietnam Television (VTV) used Zalo as a bridge for the community to share personal feelings and thoughts about the island nation and send encouraging messages to the people and the people. soldiers are on duty in Changsha.

There are already a number of "internal" OTT services for texting and voice in progress to prepare for market launch. This shows that there will be a hot race in the OTT service market.

You can download Zalo application for **iOS** and **Android** , **Windows Phone**.

## Below is the growth chart of Zalo:



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