Partnership Proposal

HangulTrip

A travel-style Hangul service for Korean learners in India

hangultrip.cloud

At a glance

What	A web service for learning Korean by riding a train through 20 places in Seoul
Who	Kids to people in their 30s, K-POP and K-culture fans — India first
Today	Live · 20 lessons · 461 questions · 3 interface languages
Ask	We are looking for partners to grow it in India

Why India, why now

1

More people want to learn Korean

Overseas King Sejong Institute learners grew from 210,374 (2024) to 239,020 (2025) — with institutes in India too.

2

The test is taken inside India

TOPIK is held across India — Delhi, Bengaluru, Chennai, Manipur and more.

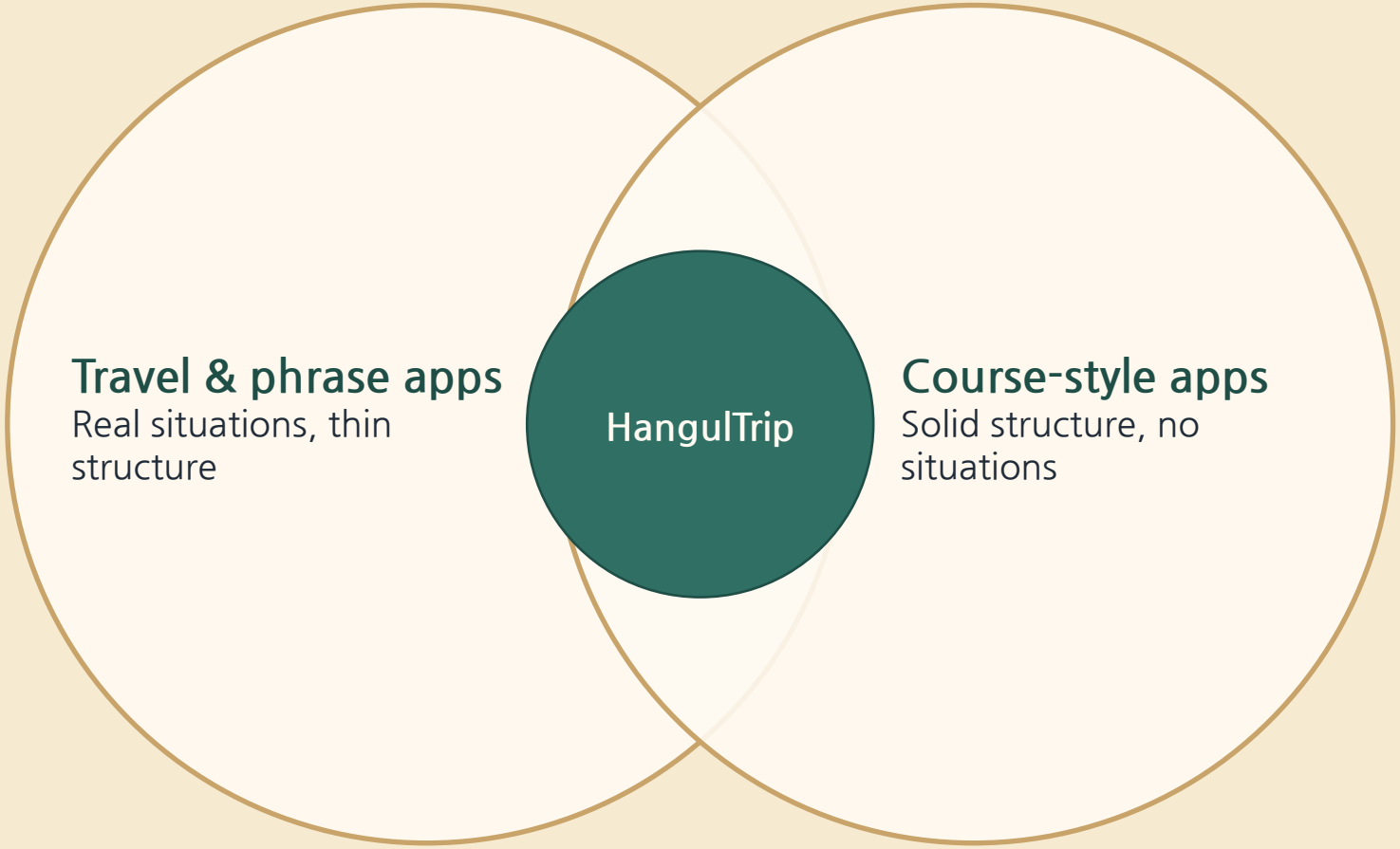
3

Yet few apps are built for India

Most learning apps we reviewed are built for English-speaking markets.

Sources: Korea JoongAng Daily · Asia Economy (King Sejong Institute learners) · Korean Education Centre in India, TOPIK notices (2026). No market-size estimates are included.

The gap we fill



The route is the syllabus

In our review, we did not find a service that combines both.

What already works today

20
landmarks = lessons

461
human-written questions

3
interface languages

3
listening speeds

Live at hangultrip.cloud — try "Look around first" without signing in.

Designed for India

1

Children's data first

Built on India's DPDP Act as the floor — under-18s use no sign-in; data stays on the device.

2

Hindi interface

Korean · English · Hindi — Hindi meanings for lesson words are the next step.

3

Web, no install

Start from a link and add it to the home screen.

4

Ads only where labelled

Never interrupting a lesson, and no targeted ads for under-18s.

Where we can work together

Local operation & reach

Bring the service to learners in India and run it there.

Schools, academies & Korean centres

A teacher-guided mode has already been designed and built (switched off for now).

Brand & destination partners

Meet learners through clearly labelled partner places, in context.

Localisation & content

Hindi meanings, native review, and content for the next cities.

The form of partnership — licensing, joint operation or local operation — is something we decide together.

Next steps

1

Explore

Ride the train yourself at hangultrip.cloud

2

Talk

Agree on learners, partnership form and timeline

3

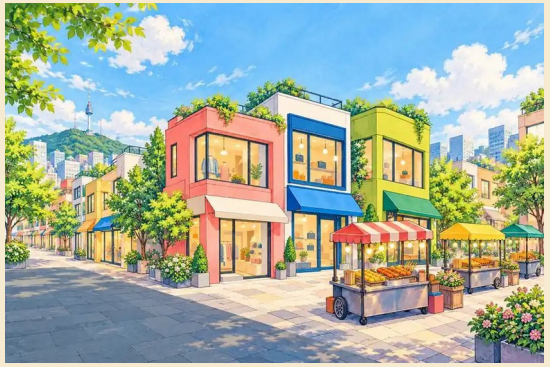
Pilot

Start small with one school or one city

4

Grow

Add localisation and open the next cities



Let's run the Seoul train together

HangulTrip

We would love to hear how you would like to work together.

hangultrip.cloud

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Point your phone camera to open