

Press Release – Shine.com Launch

The newest and most innovative Job portal in India has finally announced its presence in a big way, with its mass media campaign breaking in the first week of June,2008.

Shine.com has been launched by Firefly eVentures – which is a 100% subsidiary of HT Media Ltd, its latest initiative that will be focusing on building brands and businesses in the new media space of the Internet.

With regard to Shine.com, Amit Garg, Business Head of Firefly eVentures, explained, “The way the Indian economy is growing, there is currently a huge unmet demand for smart, competent and talented individuals. Shine.com is the place where organizations can find such high-quality candidates, and this is the message that we are conveying through our launch campaign.”

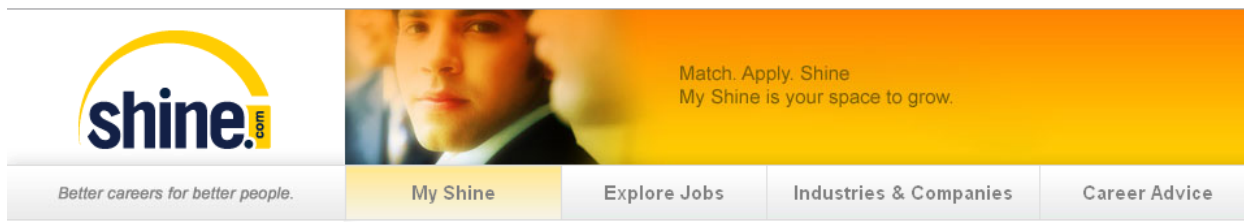
When asked to detail how the site is differentiated from competition, Garg explained, “Shine is actually much more than just a job site – it is a one-stop Career portal. Along with career opportunities, we provide additional features like salary benchmarking, career advice and information on industries and companies which help our candidates make the right career choices.”

Matching, not Searching

He added ‘Shine is expected to revolutionise the Recruitment Process because it works on ‘Matching’ rather than ‘Searching’. With RedMatch powered best-in-class job-matching technology, skill-based short listing and instant opportunity alerts – Shine will considerably change the time and effort put in by a recruiter in finding the right talent.” Elaborating on RedMatch, he said “Redmatch is a world leader in online recruitment solutions. Using unique patent-pending Real-Time Job Matching technology.Shine.com enables recruiter to find and hire the best people, faster and more cost effectively’. Therefore, on Shine.com, neither a candidate nor a recruiter needs to ‘search’ to find each other – Shine’s Matching technology takes into account the requirements of a job profile and a candidate profile – and they are both matched on a real-time basis, so that all a candidate or a recruiter has to do is to log in to find the most relevant and newest Matches.

The Salary Tool

Another key differentiator on the site is the Salary Tool of Shine.com, This is one of the pioneering features of the website through which registered users can instantly get information to compare how much they are earning vis-a-vis their peers of a similar profile. The tool also enables users to perform a ‘What-if’ Analysis and find out how much they could potentially be earning if they worked in a different industry, a different city, had a higher educational qualification, etc.



Match. Apply. Shine
My Shine is your space to grow.

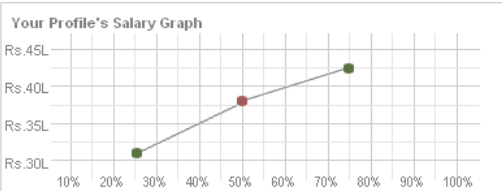
Better careers for better people.

My Shine | Explore Jobs | Industries & Companies | Career Advice

Shine Salary Benchmark Tool [← Back to My Matches](#)

The median annual salary for your profile is: **Rs. 37.7 Lakh.**
This means that 50% of the people in your professional cluster earn below this amount.

Your Profile's Salary Graph



	25th Percentile	Median	75th Percentile
Your Actual Profile:	30.9	37.7	42.2

[Update Your Salary](#) | [About Salary Benchmark Tool](#) | [FAQ](#)

What if?
What if you worked in another location?
What if you worked in another industry?
What if you had a higher educational qualification?

Select any parameters below different from your actual profile and click the 'Result' button to find out the effect of that parameter on your salary.

Top | Top Management and Strategy | SBU Management | Consultant - Top Level | 10 Years | Post Master's Degree | 21 - 50 | Aviation and Aerospace | Delhi-NCR

Result **Reset**

Shine Career Counsellor
Pervin Malhotra, Director, CARING
Smart Strategies for Career Change
[Read full story>>](#)

Shine Workplace Guru

The utility of this tool is that candidates can be empowered with information regarding the market and therefore be in a position to judge whether they are being underpaid in their current position. The What-if Analysis allows candidates to analyse parameters affecting their compensation, so they can make more intelligent career decisions.

Shine's Salary Tool is based on an analysis of more than 1.5 lakh profiles across 52 different industries, with participation from top, middle and junior managerial levels across 230 cities in India during the period April-May 2008. The analysis uses a patented set of algorithms developed by a team of statisticians, headed by Professor Camil Fuchs, a renowned expert in statistical algorithms and data mining technologies from the Tel-Aviv university in Israel.

Amit Garg, Business Head, Firefly eVentures Ltd says, "This tool is based on the most comprehensive salary survey of its kind in India, comprising one of the world's largest database of salary references. Shine.com believes that in order to be paid what you're worth, you must first know what the market is paying people with a profile similar to yours. This does not mean merely the same job title, industry and location, but rather a multitude of parameters that affect

your compensation, such as area of work, specialization, team size managed and educational qualification. This is why our salary reference information is more detailed, comprehensive, and updated.'

Privacy

Shine understands that most candidates do not want their current employer to discover their resume on a Job Portal. Though essential for candidates at all levels, secrecy of job search becomes increasingly critical for senior profiles. It is the key reason why senior level professionals usually refrain from actively participating on the current job portals. Recognizing the need for privacy in the job search process, Shine.com offers candidates the choice of whether to be visible or stay anonymous, and is committed to safeguarding the identity of its registered candidates. Shine's job matching process is designed to ensure that candidates who choose to be anonymous, continue to be matched to the relevant jobs and therefore do not miss any opportunity at all. .

Launch media

Garg further said that the brand has highly aggressive media plans for the whole year, starting with its impactful multimedia launch burst across TV, Internet, Print, OOH, radio, cinema, as well as below-the-line activities.

The TVC is on air since June 6 across all entertainment and news channels. Anand Suspi, Creative Director, Lowe, is the brains behind the campaign. Mohit Beotra, Executive Vice-President, Lowe Delhi, said, "This is a campaign where we have worked closely with the Firefly Team from the very beginning, and have thus been involved with the evolution of the brand's strategy."

He added, "The core creative idea is 'Where are the good guys'? The idea behind this is that there are actually plenty of positions which are available across organizations, but truly deserving, competent candidates are missing. And as the newest, most sophisticated career site in India, Shine.com matches the good candidates with the good positions - this is why the brand promises 'Better Careers for Better People'.



Breaking through the Media Clutter

While the TV Commercial is going to be important for a quick build up of awareness, Shine.com is looking at a multi-media approach, which includes Radio, Print, Cinema and a spate of Online activities. Shine is also looking at ground-level activation to catch its audience at relevant, if slightly unexpected locations. This is where the campaign thought of 'Where are the Good Guys' will extend itself, as evidenced in Shine's recent 'Airport activity'.



Delhi airport, Monday 23rd Jun



Mumbai airport, 23rd Jun

On 23rd Jun at Delhi and Mumbai airports, the Monday morning passengers, largely business travelers heading for meetings, exited the airport and scanned the placards being held out by numerous drivers, looking out for their specific designated driver. They couldn't have missed, even in all the morning rush, the unusual sight of Shine's strategically placed placards, amongst all the other regular placards, loudly proclaiming the search for the 'Good guys' by Shine.com. A simple, yet innovative way of getting the message across.

Shine.com in print

Replying to questions about the transition of 'Power Jobs', Hindustan Times's print job supplement to 'Shine.com', Amit Garg replied "HT Media Ltd. has decided to marry its job properties Powerjobs and Shine.com, and rebrand the print supplement to **Shine.com**. Thanks to this transition, the jobs supplement will get a complete facelift – a fresher, better looking newspaper that will make employers reach out to this medium to advertise and assure candidates of finding relevant jobs and career advice."

He added "Shine aims to achieve synergies between two businesses catering to the same need, making the offering more holistic and complete. By doing this, we will be retaining the strengths of Powerjobs and adding on a freshness and excitement of the new brand- Shine. Its motto will be to help people enhance their career and while we will be carrying job postings as we do right now, we will additionally carry career related articles, advice as well as some relevant industry and company information - making Shine a complete Career Supplement."

Further elaborating the expansion plans he said, "With this venture, we also spread our arms beyond the current circulation and will start distributing Shine in the Hindi belt- giving the youth an opportunity to identify great opportunities that will advance their careers and also give employers a wider reach and catchment area."

About Firefly e-Ventures

Firefly e-Ventures Ltd., a 100% HT Media subsidiary, focuses on creating and building brands and businesses in the Internet media space. Firefly aims to combine HT Media's 84 year old legacy as one of India's largest and most respected names in the media industry, with the innovation and energy that characterize the Internet space.

Compelling product ideas, creative use of design and intuitive user interface, backed by a knowledgeable sales force and customer service are the hallmarks of Firefly products. With brands like Hindustantimes.com, Livemint.com, Desimartini.com and Shine.com in its portfolio, Firefly promises to be an exciting addition to the HT Media family.