



## Hiring Reaches 'Tipping Point': Shine MyParichay lands Facebook in recruiter tool box

*Hiring via social media comes of age as Shine.com partners with MyParichay, a social recruitment platform*

- **65%** Jobseekers prefer to use Facebook for job search over LinkedIn
- Facebook has **28 million** more profiles in the prime hiring age (18 – 34 years) than Naukri or LinkedIn
- **3 out of 4** Facebook users are active, opposed to **1 out of 10** LinkedIn users
- Only **8%** jobseekers have LinkedIn profiles whereas **60%** are only on Facebook

**New Delhi, December 10, 2012** – Social media's increasing role within the Human Resourcing landscape received further confirmation today with the news that Shine.com has announced a strategic partnership with social recruitment platform **MyParichay**, making **Shine.com** the first Indian job portal to integrate recruitment services through Facebook.

Hiring through social media, whilst once seen as nascent, has now reached mainstream recruitment as a credible tool in a savvy recruiter's toolbox. 85% of Indian jobseekers use some or the other online social networking platforms for finding a job, and find both Facebook friends and LinkedIn connections useful in finding jobs.

The integration of **MyParichay**, a game-changing Facebook-based social recruitment platform, with **Shine.com**, the country's leading online job portal, means that recruiters will now be able to connect with the largely untapped set of jobseekers, most of which fall in the junior to mid-level hires. **Shine MyParichay** enables a recruiter to be able to reach out to the personal networks of their employees, match the skills and requirements to those in the extended network, and use the referral feature to connect with potential candidates.

The recent Social Job Seeker Survey 2012, conducted jointly by **Shine.com** and **MyParichay**, presents some interesting facts highlighting the need for recruitment through Facebook, and more importantly, the immense opportunity that lies in this domain. The survey reveals that where 60% respondents only have a Facebook profile, 32% have both Facebook and LinkedIn, and a mere 8% have only LinkedIn profiles. Further, it turns out that only 1 in 10 LinkedIn users are active, as opposed to a remarkable 3 out of 4 Facebook users.

Commenting on this latest development at Shine.com, **Mr.Amit Garg, Business Head, Internet Business, HT Media**, said, "Being an online business, emerging platforms have always presented great opportunities to us. We have focused a lot on providing revolutionary recruitment solutions for the past few years, and this quarter, which also saw our candidate database cross the 1 crore mark, we are

venturing into a new zone which will make us the first Indian job portal to integrate Facebook hiring solutions with our mainstream offer. Seeing the results of our latest survey, where 65% respondents say they are more likely to use Facebook over LinkedIn for job search, it makes sense for us to have the first-mover advantage and become industry leaders, providing our clients cutting-edge hiring solutions. We really look forward to integrating **Shine.com** and **MyParichay**, changing the landscape of social hiring in the near future.”

The key trend seen across the recruitment industry is the focus on building relationships with candidates during the hiring process, in order to assess the best fit within the organization. A significant component of this new trend is the system of employee referrals, which ensures the continuity of company culture. The most talked about feature of the **MyParichay** platform is the Active Referral™ system that has impressed many top recruiters.

**Monica Trehan, AVP – HR, Genpact**, has spoken highly of the application, saying, “**Shine MyParichay** has helped digitize and socialize Genpact’s employee referral program on Facebook. We particularly like the active referral feature that allows recruiters to actively search and find suitable candidates who are connected to our employees on their Facebook network.” The platform can also be linked to a company’s Facebook pages, which will have information about jobs and will give a good insight into the company to the candidates, following which candidates can also check if a user in their network is an employee of the company, and request a referral for the particular job opening.

Sharing his vision and insights on the integration with Shine.com, **Mr. Ranjan Sinha, Chairman & Co-Founder, MyParichay**, said, “MyParichay and Shine.com partnership creates an extremely compelling offering by combining a cutting edge social recruitment technology provider with a leading job board, to provide a comprehensive solution for employers as well as active and passive job seekers.”

With almost 65% respondents relying on Facebook for their next job search, the opportunities are endless and the landscape is set to change with the new development.

#### **About Shine.com**

Shine.com is one of India's leading job portals with over 1cr candidate database and over 150,000 job openings on the site. It is built on a unique 2-way matching technology to deliver better relevance to both candidates and recruiters. In addition to its powerful online recruitment products, Shine.com offers a complete portfolio of recruitment solutions involving print, on-ground events and now social.

#### **About MyParichay**

MyParichay ([www.myparichay.in](http://www.myparichay.in)) is a game changing social recruitment platform on Facebook that reduces friction between job seekers and employers. MyParichay, an award winning company, is a leading software provider of social networking and hiring technologies on Facebook. It offers a one stop solution for job seekers, while it helps employers with social recruitment, employee referrals and employer branding. At over 7 Million profiles, the MyParichay network is adding 1 Million searchable profiles every month.

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