

# Shine Launches the World's First Integrated Recruitment Solution

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Earlier this year, Shine.com announced a strategic partnership with social recruitment platform **MyParichay**, making **Shine.com** the first Indian job portal to integrate recruitment services through Facebook. Today at a press conference in New Delhi, a completely revamped shine.com was unveiled with the launch of this new integrated recruitment solution and the new campaign for this breakthrough product.

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 **Facebook** for recruitment can be seen as a game-changing social recruitment platform. It 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. The **Shine MyParichay** social bar 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.

Commenting on this breakthrough innovation on Shine.com, **Amit Garg, Business Head, Internet Business, HT Media**, said, "With Shine.com, HT Media has focused on recruiter needs and strive for innovative solution which provides tremendous value in the recruitment industry. After our candidate database crossing the 1 crore mark and with 2 Lac Job Openings on site, we are now the world's first job portal to integrate Facebook hiring solutions with our mainstream offering. Our latest survey with candidates suggests that 65% of respondents are more likely to use Facebook over LinkedIn for job search – we now have a product that bridges this opportunity between recruiters and candidates. Our strong technological capabilities and a focused team working on integrating social media for recruitment have been instrumental in creating this unique product for this space."

While talking about the idea behind the new campaign for this product, **Rajan Bhalla, Group Marketing Head, HT Media Limited**, said, "The communication challenge was to showcase, how the power of personal network can help you with your next job search and the campaign is crafted around this thought. The core proposition of 'a friend can now help you get your next job' is very simply articulated with the campaign idea of Yaar Tu God Hai. It's a story of two friends and the way one helps the other in getting his dream job through the face book network represented through a human pyramid and a high energy hummable song – Govinda Ala Re. This is a very different and refreshing new take on the category normally associated with boss bashing and quitting because of not being paid well enough. We are positive that this campaign will strike an emotional chord with both the candidates as well as the recruiter fraternity. This will be a multimedia campaign comprising TV, Print, Digital and unconventional media. So catch it and discover a whole new world of job search."

**Rohit Ohri, Executive Chairman of the Dentsu India Group**, which was the creative agency behind this campaign, said, "The Shine.com film, conceptualized by the Dentsu Creative Impact team, brings alive the unique proposition of the brand through a very distinctive and memorable metaphor - that of a human pyramid of friends that helps one rise to the top, literally. In today's connected world, social networking that helps one land one's dream job is a powerful proposition. We're really excited about our work on Shine.com and hope it works for the brand in the marketplace."

For further information:

Contact : **Brinda Kumar**

+91 - 9971944069

[Brinda.Kumar@hindustantimes.com](mailto:Brinda.Kumar@hindustantimes.com)

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

Shine.com is India's 2nd largest job portal with over 1.2 cr candidate database and over 200,000 job openings on site. It is built on a unique 2-way matching technology to deliver better relevance to both candidates and recruiters. The New ShineMyParichay, is the world's first integrated recruitment solution, which powers candidate search with the network of social media. This integration now allows recruiters to recruit from Shine.com's Cr+ candidate database & their facebook friends. 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