

## Shine revamps mobile app with new features, launches new advertising campaign New Delhi – 3<sup>rd</sup> December, 2014

Shine.com – currently India’s second largest jobs site – is capping off an excellent year that saw them launch a portal exclusively for IT jobs (tech.shine.com), increase their database to 15 million, venture into e-learning offerings for candidates and substantially increase their new client count apart from improving satisfaction levels of existing clients.

Seeing the increasing usage of mobile phone in job search, Shine.com is now targeting to become a ‘mobile-first’ company where the entire registration and job search process for a candidate can happen only on a mobile phone. Apart from simplifying the user flows on mobile, Shine.com has also added exclusive features on its mobile app that lets candidates leverage their personal networks to find people in companies where they want a job.

An extensive research of jobseekers brought about their increasing need for the mobile phone to aid their search for the next career move along with the fact that people are always on the lookout for ‘connections’ to get them an entry into their ‘dream company’. Shine.com’s new mobile app uses the phonebook and email contacts of candidates to connect them to people in companies they really want to join.

Commenting on this unique feature, **Amit Garg, Business Head – Digital, HT Media**, said, “For us to give value to jobseekers and recruiters, we are always experimenting with new technology to create brand new solutions that would take the industry ahead. While doing so, our research pointed us to the ‘power of weak ties’, a seminal study that says that your next career move is likely to come from people who are not our closest friends but are likely to connect you to professional circles that you don’t have access to. Our new app leverages these ‘weak connections’ of a candidate and our consumer proposition says that Shine.com will come to your use where your best friends cannot.”

While talking about the idea behind the new campaign for this product, **Rajan Bhalla, Group Marketing Head, HT Media Limited**, said, “The communication brief was to highlight the large number of jobs that are available on Shine.com and how the website – with its suite of services – is the friend who helps you get to your dream job. To position Shine.com as the #KaamkaDost, we are introducing a new friend for all seasons – a handsome, young working professional who happens to be a mouse! We have created a series of films that place this mouse – called Mr M – in a variety of situations and he offers solutions to find your next job in his trademark cheeky style. By bringing him on as a mascot, we are bringing a fresh new take – different from the typical negativism of the job search category. We are launching this across media – TV, online, print, radio and outdoor – and looking forward to reaching out to large numbers of people among jobseekers and recruiters.”

**Rohit Ohri, Executive Chairman, Dentsu India and CEO Dentsu Asia Pacific (South)**, said, “We’re really excited about the new Shine.com campaign. Conceptualised by Soumitra Karnik and the Dentsu Creative Impact team, the campaign introduces a mascot for brand Shine.com. A mascot who is an innovative thinker and a quick solution provider to everybody’s job-related problems. We’re hoping that Mr M will become a brand property that will give Shine.com memorability, relevance and ultimately leadership in the category.”

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

Shine.com is India's 2<sup>nd</sup> largest job portal with over 1.5 cr candidate database and over 220,000 job openings on site. It is built on a unique 2-way matching technology to deliver better relevance to both candidates and recruiters. Shine.com's new mobile app leverages the strength of a candidate's social and personal networks to help him find the perfect job. Apart from this feature that increases the chances of recruiters finding the perfect candidate on Shine.com, the jobs site also offers services in employer branding and social hiring. In addition to its powerful online recruitment products, Shine.com offers a complete portfolio of recruitment solutions involving print and on-ground events.