



Shine revamps mobile app with new features, launches new advertising campaign with Javed Jaffrey

New Delhi – 10th June, 2015

Shine.com – currently India’s second largest jobs portal – capped off an excellent year that saw them reach 1.5 million mobile app downloads. To engage with jobseekers, Shine.com introduced an affable mouse character Mr. M in their marketing campaign, which helped them increase their database to 16 million. Furthermore, the year also saw a substantial increase in their new client count, apart from improved satisfaction levels of existing clients.

With increasing role of mobile phones in the job search domain, Shine.com is now targeting to become a ‘mobile-first’ company where the entire registration and job search process for a jobseeker can happen on a mobile phone. Apart from simplifying user flows on mobile, Shine.com has also added an exclusive feature on its mobile app that lets jobseekers discover their personal networks to find people in companies where they want a job.

Commenting on this unique feature, **Zairus Master, Business Head – Shine.com**, said, “For us to give value to jobseekers and recruiters, we make innovative uses of technology that would take the industry ahead. Our research pointed us to 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. Building on this insight, we have added a new feature to our mobile app which let candidate discover their network to improve their job chances.”

While talking about the idea behind the new campaign for this product, **Rajan Bhalla, Group CMO, HT Media Limited**, said, “With our focus on the mobile first approach, the key benefit which we wanted to highlight was that now jobs are available at your fingertips “Anytime & Anywhere”. This demanded the brief to be sharp enough to articulate benefit in the most clutter breaking and creative way. We have created a series of films where we have shown an innocent character, enacted by Javed Jaffrey, who always gets into funny and awkward situations which threatens to undo everything good that he has done in his job. In other words, ‘*Uski Vaat Lag Jati Hai*’ and at this opportune moment, Mr. M, the brand mascot, comes to his rescue to find his next job using the new Shine.com mobile app right then and there. We are launching this campaign across media – TV, online, print, radio, social media and outdoor – and looking forward to connect with large numbers of people among jobseekers and recruiters.”

Link for the TVC –

Film 1: Lag Gayi Vaat - Kamzor : <https://youtu.be/CK4rf9T6OrI> or logon to youtube.com/shinejobs

Film 2: Lag Gayi Vaat - Naagin Dance: <https://youtu.be/xVHnemWCzIc> or logon to youtube.com/shinejobs

Film 3: Lag Gayi Vaat - Day Dreaming: https://youtu.be/6OQeA_MLk48 or logon to youtube.com/shinejobs

Rohit Ohri, CEO Dentsu Branded Agencies (APAC), said, "It's a VUCA world. The new Shine.com campaign reflects the unpredictability of today's job environment where '*Job mein vaat kabhi bhi lag sakti hai*' and showcases how the Shine.com mobile app comes to rescue of people at critical moments of job stress by helping them get their 'dream job' from anywhere, anytime"

Soumitra Karnik, National Creative Director, Dentsu India, said, "Shine.com has been a really interesting brand for the creative team to work on. The fact is *Vaat* and job are inseparable and no matter how well you play it, you could still land in a soup. And with the Shine.com Mobile App you can get a job anywhere and anytime. Javed Jaffrey was the perfect protagonist to portray the *Vaat* situations and of course we have retained our main celebrity – the talking mouse, Mr. M. We are really excited about this project."

For further information:

Contact : **Brinda Kumar**

+91 - 9971944069

Brinda.Kumar@hindustantimes.com

About Shine.com

Shine.com is India's 2nd largest job portal with over 1.6 Cr candidate database and over 3,00,000 job openings on site. Shine.com 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.