



## P R E S S R E L E A S E

For immediate release

### **India's leading job site Naukri.com enables recruitment anytime, anywhere instantly via sms**

**New Delhi, April 21st, 2006:** Naukri.com, pioneers and leaders in the online recruitment space today announced their new initiative – **INSTA HIRE: Instant contact by recruiters and Instant apply by recruitees by sms.**

It has always been Naukri.com's endeavour to provide recruiters with tools and technologies that enhance the recruitment process, simplify the recruitment cycle and help the recruiter get in touch with the jobseekers quickly, directly and efficiently.

Keeping this goal in mind, naukri.com with its latest initiative – INSTA HIRE, has taken an innovative step into the future by making a breakthrough recruitment solution available on a revolutionary new platform- **the mobile phone!**

In today's age of instant choices and connect INSTA HIRE will provide recruiters access to a never before seen way of recruiting. Insta Hire helps connect recruiters and recruitees all over India instantly via **sms**, thereby reducing the time taken in the hiring process.

Now recruiters with Insta Hire will not have to go through the traditional processes adopted so far of e mailing or calling which could take days but instead will be able to send instant recruitment messages to potential candidates on their **mobiles**. The candidate can then **sms** back according to the instructions in the **sms**. Once the candidate responds via mobile his/her cv gets sent to the recruiter and the recruiter can contact the candidate who are interested (and achieve a high rate of applies as all the people who **sms** back will have the right contact details and numbers) directly, all in a matter of minutes. (instructions are pre-coded in the **sms** for each recruiter and each message being sent out by Naukri's intelligent **smsing** mechanism)

**Commenting on the development, Sanjeev Bikhchandani, Founder & CEO, Naukri.com, emphasized,** *“ Insta Hire will remarkably increase SPEED, EFFECTIVNESS AND PRODUCTIVITY thereby decreasing turn around time undertaken for each hiring exercise. This will also enable a wider REACH, as we are essentially an sms driven nation. This innovation is perhaps the first*



*complete recruitment solution on **sms** and will change the way recruitment works”.*

**Apurva Kumar, Head Mobility & Ad Sales, Naukri.Com** who is leading this initiative also stressed, “This is a complete self serve module- where thousands of recruiters can customize job messages according to their requirement and send to potential matching candidates **via sms**. The value of this new development will be instant contact by recruiters and instant apply by recruitees and will provide a win – win situation for all concerned”.

Insta Hire further makes recruiting independent of platforms and devices for both the recruiter and recruitees and provides integrated solutions to the recruiters. Responses by candidates are instant and the entire process of selecting a candidate is reduced considerably thus resulting in huge savings for recruiters.

#### **About Naukri.com**

Naukri.com is the definitive Indian careers website on the internet. It is a forum where employers, placement agencies and job seekers can exchange information, quickly, effectively and inexpensively. At Naukri.com, you can advertise for a job, search for a job, browse through resumes, place your resume, place your home page, visit employers' home pages and visit other Indian and International career sites. It is a one stop information clearing house about jobs and careers for Indians.

Log on to [www.naukri.com](http://www.naukri.com)

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