

MeraJob India

Headquarters: Gurgaon
No. of Employees: 72
Industry Type: Services Sector
Founded in: 2013
Category: Futurism in Recruitment

MeraJob is an open-architecture employment-marketplace that provides value-added service of pre-screening and job matching. While MeraJob is a new-age digital business, it combines human judgment with technology, process innovation and data analytics to achieve true impact. MeraJob solutions have been piloted across industries from HDFC Bank, Britannia, Indiamart, Quikr to Logicash and grown its pre-screening client base close to 100. The two-year-old company, which clocked a turnover of Rs 109 lakh in FY15, received \$3 million in angel funding from individual HNI investors in December 2013.

The key differentiator: With close to one million people reaching working

age every month, the biggest pressing challenge in the country is employment. The job market in the income range of Rs 7,500-50,000 per month is opaque and highly inefficient. Job seekers are unable to signal presence effectively and distrust recruitment agents. On the other hand, employers are unaware or unable to reach the right talent, particularly those in remote and non-metro locations. Employers are unable to hire high fit candidates from diverse talent pools as the current options provide them with "more of the same". Using technology, new age thinking and data analytics and digital marketing, MeraJob aspires to change mass-recruitment in India (and globally) through SmartProfiles, and is in effect trying to create a "credit bureau" of candidates to enable better matching.

Hurdles & challenges: Challenging conventional beliefs and practices in recruitment was the biggest challenge the company faced. The second major challenge they encountered was that employers who were used to pay per hire model were

reluctant to try new offerings despite the potential savings and quality it offered.

The road ahead: The open-architecture platform allows integrating of third-party products offerings, and next generation tools that ultimately give a jobseeker much more beyond jobs. The integrative business model allows MeraJob to collaborate with all players in the recruitment, skill development and employment eco-system. Existing competitors can also use MeraJob's 'Job Matching Portal' to partner and grow. 🚀



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