

## **NDTV launches NDTVjobs.com - High end jobs for high end talent!**

*The newest entry in the Rs 150 crore Indian online recruitment market is NDTVjobs.com, powered by Yellojobs.*

Noida, Uttar Pradesh, October 27, 2006 /[India PRwire](#)/ The newest entry in the Rs 150 crore Indian online recruitment market is NDTVjobs.com, powered by Yellojobs. The new recruitment portal is a co-operation of New Delhi based NDTV and Yello, headquartered in Bangkok, the parent company of Yellojobs.com India and owner of multiple classifieds and jobs sites in South East Asia.

The e-recruitment market in India is currently estimated at INR 150 crores and likely to grow over 50% year on year. There are an estimated 6.5 million online job seekers out of the 38.5 million internet users in India. This number is expected to double in the next few years. Job portals are catching on to be the most immediate, economical and comprehensive source of fulfilling the large job requirements that employers have to offer.

Raj Nayak, CEO of NDTV Media says: "NDTVjobs.com is a critical addition to our portfolio of online resources for our viewers and subscribers - and it just fits the values and style of NDTV."

Dr. Andreas Koestler, CEO and founder of Yello, thinks that "NDTV is the ideal partner for our new job site – and so are NDTV's viewers. Yellojobs is about forward thinking educated individuals, who are 'ahead of the curve', exactly NDTV's audience.

NDTVjobs.com new approach to the market can be described in one word: quality. Jobseekers and employers can expect top quality – of jobs that are posted on the site as well as candidates who register and who can be searched. Why is that? Because, NDTVjobs does not simply accept every job and every candidate. It has clearly defined criteria and is the first job site in India to do so:

- only jobseekers with at least a Bachelor's degree can register
- each job posting requires a minimum salary of Rs 1,50 lakhs per annum

So who will find new NDTVjobs.com most useful? "NDTVjobs.com is for the young, qualified & ambitious job seeker. One who equally understands the merits of self development and career advancement." says Vikramjit Singh Sahaye, General Manager (India).

NDTVjobs.com challenges advanced jobseekers to "high end jobs for high end talent", and has built a site that reflects this appeal. A better categorization of jobs, using advanced filtering instead of searching to make browsing an easier experience. The "salary slider" lets you define the lower salary level of jobs and filters the ones below. Instead of boring old content pages, NDTVjobs uses blogs, reporting international and national news for recruiters and employers, as well as jobseekers. The training and education section is called Boot Camp and currently offers all training and educational institutes free postings of their courses.

Niraj Dutt, EVP of NDTV Media says: "Yello's competency and experience in creating a great consumer experience in running their classifieds sites in Asia was one of the keys to our partnership – we simply wanted the best for our viewers."

"The sharp growth in internet connections and the current economic situation of India makes us very positive on our projections" says Nina Alag Suri, Director YelloJobs.com India and the head of Sales for the venture. "With NDTV's brand position in the market and a world class product, we are extremely confident to meet the business plan forecasts."

Wolfgang Viragh, Chairman & CFO of Yello, thinks "India offers the most interesting online opportunities of our time. We now have the absolute right partner and also an excellent service to participate in the recruitment boom on the subcontinent."

### **Notes to Editor**

## **About NDTV**

New Delhi Television Ltd. (NDTV Ltd.), founded in 1988, is India's first and largest private producer of news, current affairs and entertainment television. NDTV is home to the country's best and brightest reporters, anchors and producers; 23 offices and studios across the country host India's most modern and sophisticated production and newsgathering facilities.

As an organization, NDTV is totally committed to one cause: to use its extensive expertise, experience, technology and reach to create unparalleled coverage of the latest in domestic and international news and entertainment for viewers at home and around the world.

## **About Yello**

[Yello Classifieds](#) is the fastest growing classifieds ad service in South East Asia. Started and headquartered in Thailand in 2005, it is now operational in Singapore, Malaysia, Indonesia, the Philippines and Vietnam.

Yello Classifieds lets users post unlimited classified ads with up to seven pictures for free – the ideal way to sell a car, motorcycle, real estate and property, mobile phone or PC, new or used.

[Yellojobs.com](#) is the brand new jobs website for academically trained, aspiring professionals who search for the most challenging jobs and career opportunities from the most renowned companies. Yellojobs.com is operating in Thailand as MSN Careers and in India as NDTVjobs.com. Both are “powered by Yellojobs.com”.

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