

Media contact:

Minal Kakkar/Shreya Ganguly
7795471694/9971286764
mediaenquiries@aspiringminds.com

Start-up hiring goes beyond tech based roles: Aspiring Minds study

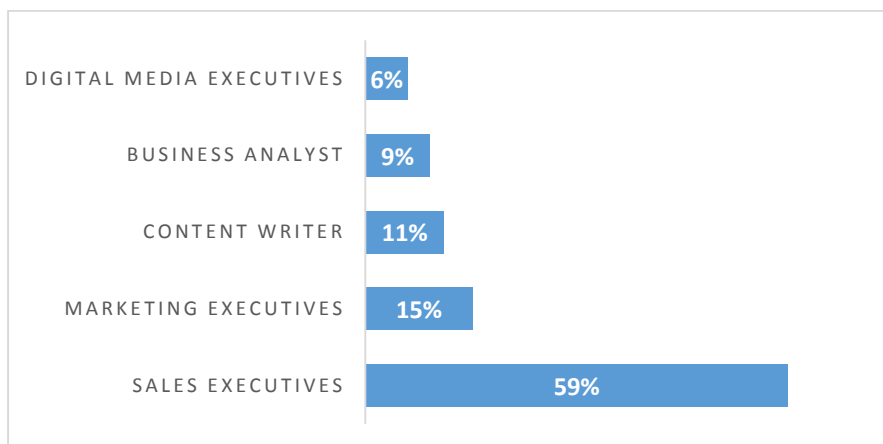
- *Entry level hiring marks an increase in non-technical lead roles*
- *Marketing and content writing profiles see demand across sectors*
- *Start-ups report an increased efficiency in hiring through AMCAT*
- *Jaipur, Indore, Lucknow, Ahmedabad and Chandigarh emerge as start-up hubs*
- *KartRocket, FranklyMe, GoZoomo, TruckSuvidha among the other 800 start-ups that use Aspiring Minds assessments for their hiring needs*

New Delhi, December 02, 2015: A recent study conducted by Aspiring Minds' on start-up hiring across the country has revealed a rising demand for professionals in non-technical roles. Unlike popular notion of start-ups only hiring programmers or developers, as much as **47%** of the entry level hiring comprised of professionals in non-technical roles. The study of trends also revealed how AMCAT is redefining hiring mechanisms of start-ups by building an efficient recruitment system.

Along with scaling up, start-ups today have also become cautious about the talent they get on-board. Backed by state-of-the-art assessment mechanisms, Aspiring Minds is the leading hiring solutions provider for start-ups. Their job matching technology has not just increased access to jobs for candidates, but has also streamlined the hiring process of start-ups for an increased efficiency. Their flagship product AMCAT is the only adaptive assessment in India.

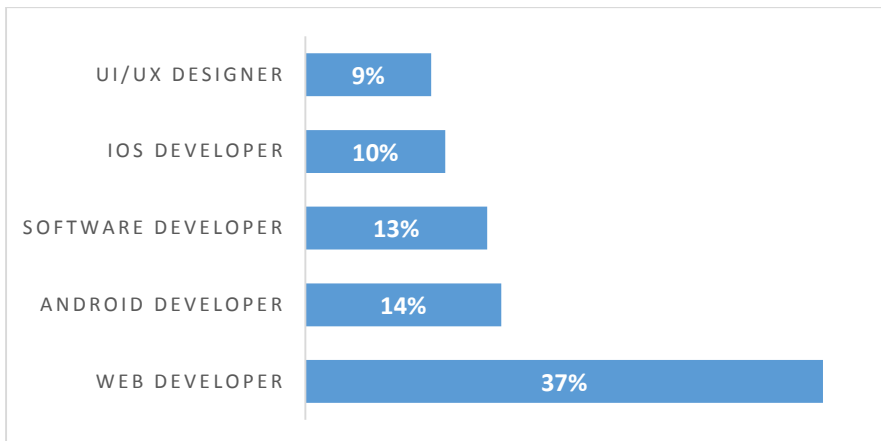
Key highlights from the study:

- While sales workforce continues to play an integral part in the growth strategy of start-ups, non-technical roles like marketing, digital media executives, content writers and business analysts have increasingly gained relevance



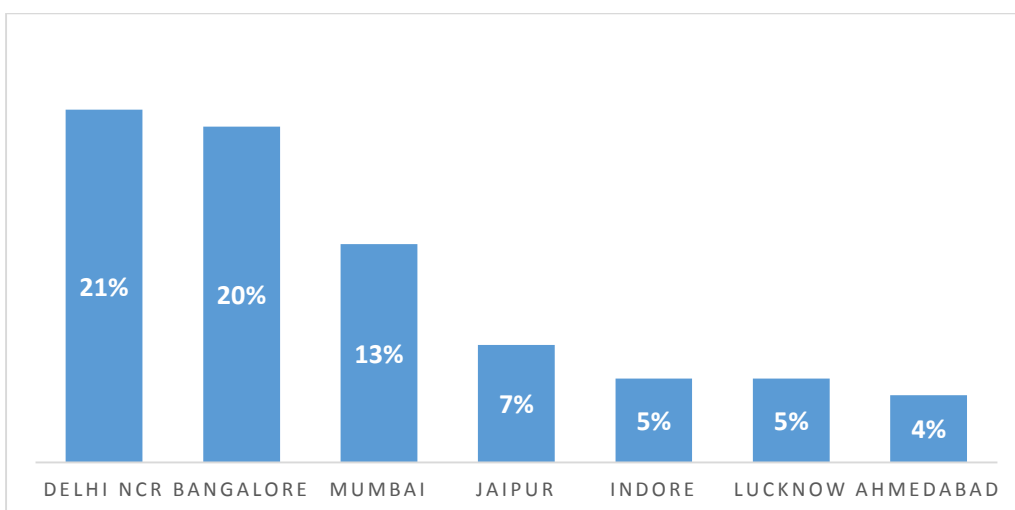
[Figure 1: Top Non-Tech Profiles hired]

- With most start-ups being tech-driven, recruitment for technology profiles was led by web and android developer profiles



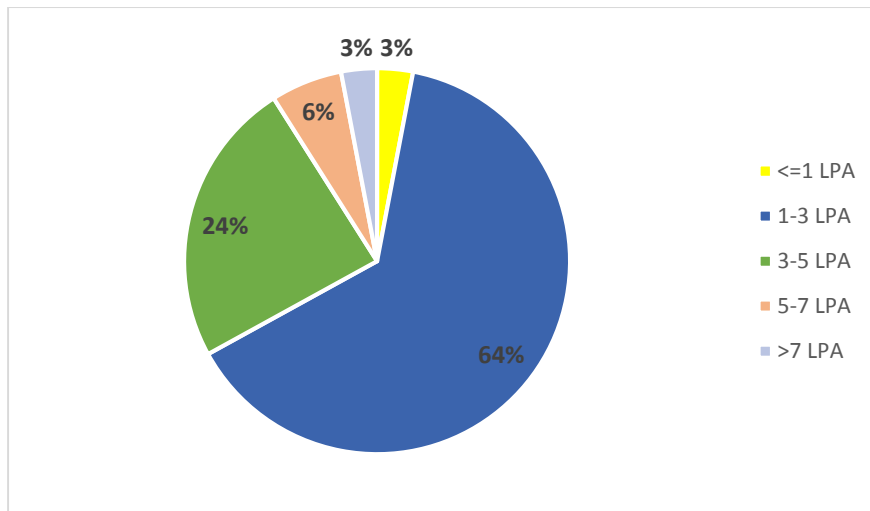
[Figure 2: Top Tech Profiles hired]

- While Delhi, Bangalore and Mumbai continue to remain the hub of entrepreneurial activity, tier II cities like Jaipur, Indore, Lucknow, Ahmedabad and Chandigarh also witnessed an increase in start-up activity with actively hiring for various job roles.



[Figure 3: Start-up hiring across the country]

- The hiring volume and budgets have clearly grown manifold for start-ups to be able to successfully scale and build an efficient workforce. However, only 3% of the hired manpower has been able to cross an annual compensation of more than 7 lakhs per annum.



[Figure 4: Salaries being offered]

KartRocket, FranklyMe, GoZoomo, TruckSuvidha are amongst the many start-ups who are banking on Aspiring Minds' data driven approach. "Our recruitment reach had become limited and working with AMCAT allowed us to increase our reach manifold by giving us a pre-evaluated pool of candidates from across the country. We were able to reach out to and hire candidates with highly specialised skill sets from the shortlisted pool," says Karthik RT, Operations Manager at Gozoomo. "Without much investment in new resources, we now have access to talent which is not just interested, but also pre-evaluated and qualified," he added.

Himanshu Aggarwal, co-founder and CEO, Aspiring Minds said, "AMCAT is the undisputed quality benchmark being used by major Indian and global organizations today. We work with over 800 start-ups across the country and start-up recruitment has evolved needing quick turnaround, high interview convert rates, wide reach and high quality talent. AMCAT and our pre-assessed candidate solutions are designed to deliver in all these aspects very effectively and efficiently. We have been able to cut down recruitment time and cost for these companies by as much as 70% while increasing reach manifold."

Fareye, a workforce management start-up, hiring from AMCAT database has reduced their recruitment time by almost 65%. "A lot of our time was being wasted in screening and shortlisting candidates due to the volume of applications for each role. We decided to hire through AMCAT and posted our requirement for which we could access AMCAT's large database of assessed candidates and pick quality talent very quickly," said Nitin Upadhyay, General Manager – HR & Operations at FarEye.

About Aspiring Minds:

Aspiring Minds is a global job skills credentialing leader set up with a vision to create a merit driven talent ecosystem and enable efficient job skills matching by crafting credible and intelligent assessments. The flagship product AMCAT, is the world's most widely-taken employability test helping over two million candidates find the 'right' jobs every year. Backed by state-of-the-art, adaptive assessment technology and machine learning algorithms – it allows adaptive, standardized and reliable measurement of generic employability skills (language, cognitive, behavior) and a wide range of functional skills using simulated assessments. Aspiring Minds enables job seekers to evaluate

their job skills, earn industry recognized credentials and find appropriate career opportunities. We also help companies dramatically improve their quality and efficiency of hiring and are today associated with more than 3500 corporations. Founded in 2008 by Himanshu and Varun Aggarwal, Aspiring Minds is a 500+ people strong organization with operations in US, China, India, Middle East, Philippines and Sub-Saharan Africa.

For more information, log on to www.aspiringminds.com or www.myamcat.com