



INDIA'S **1** PLATFORM
NO. FOR COMPANY REVIEWS
AND SALARY INSIGHTS

**Showcase your Employer Brand and
Get insights about your company culture**

About AmbitionBox

AmbitionBox is **India's No. 1 platform** for company reviews and salary insights.

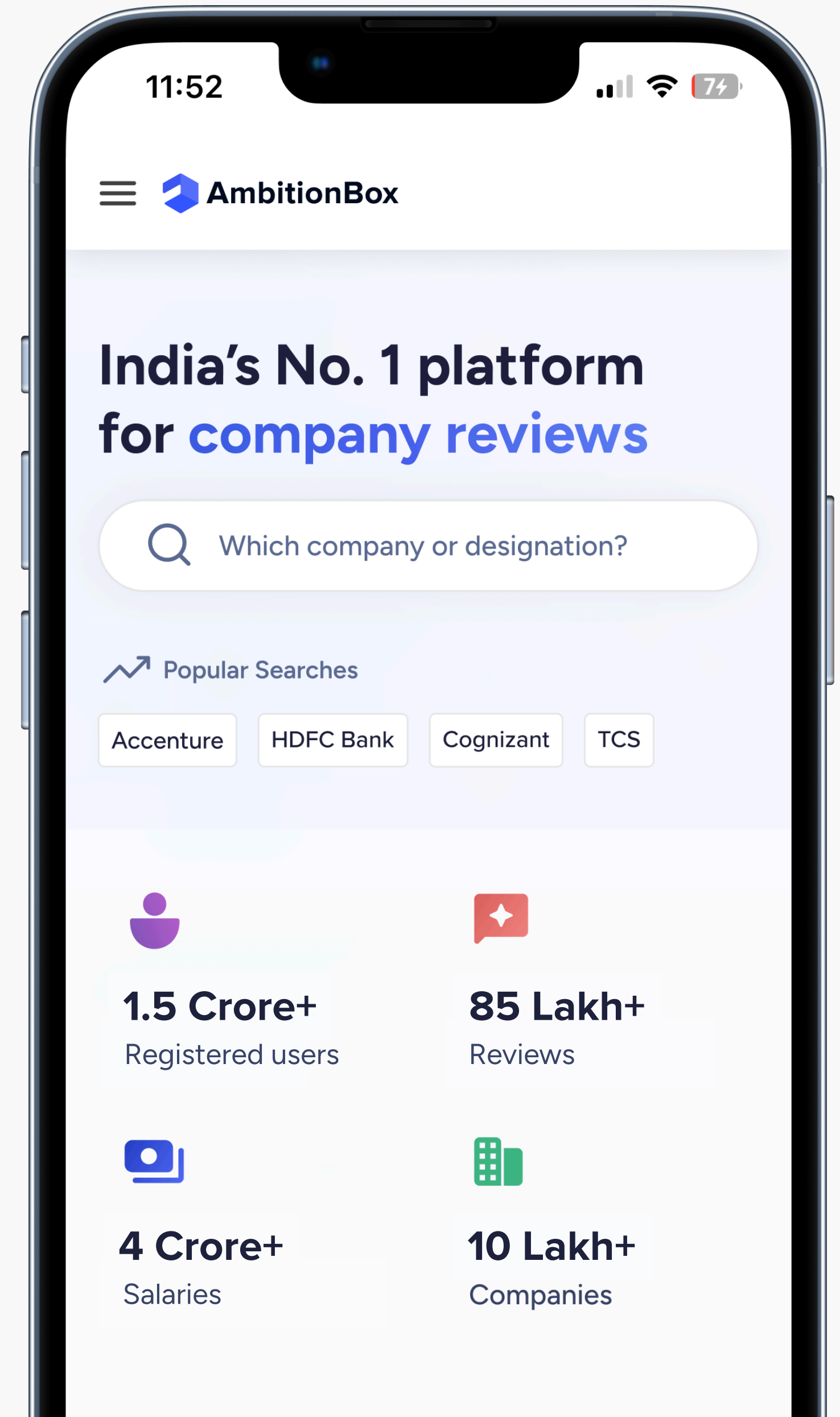
We provide company reviews, salary information and interview questions helping users make an informed career choice.

Trusted reviews and opinions are the heart and soul of the platform that helps jobseekers make wiser decisions in their career journey.

Feedback from employees enables millions of businesses to flourish, in turn driving billions of dollars in economic value across the globe.



AmbitionBox is a part of the Infoedge group which also owns other recruitment portals:

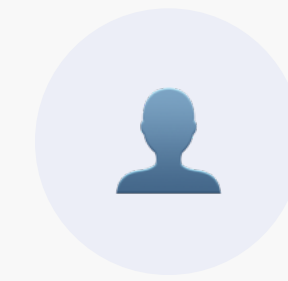


AmbitionBox is
India's number 1
platform that has
helped over
20 crore job seekers
to make informed
career decisions ❤️



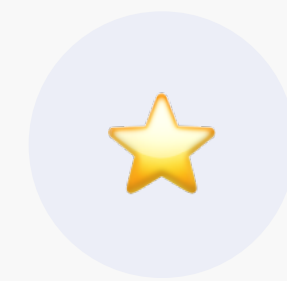
3 Crore+

Page views/month



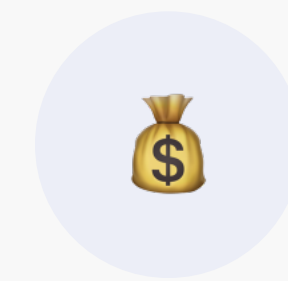
1.5 Crore+

Registered users



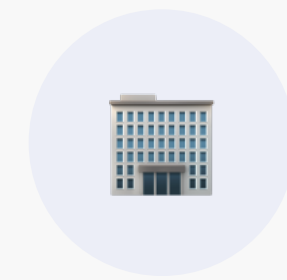
85 Lakh+

Reviews



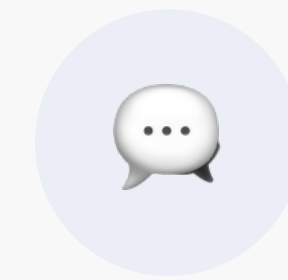
4 Crore+

Salaries



10 Lakh+

Companies

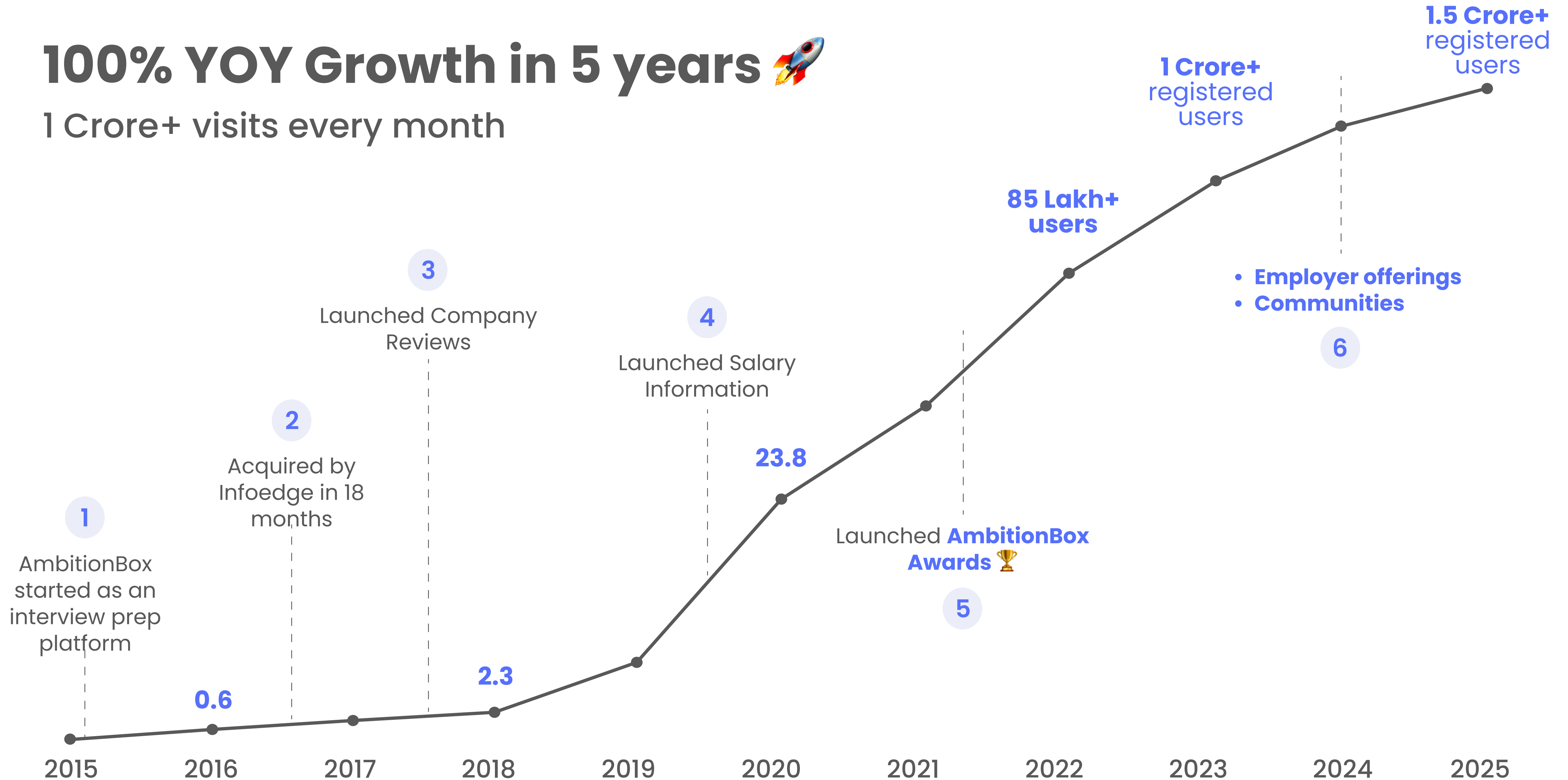


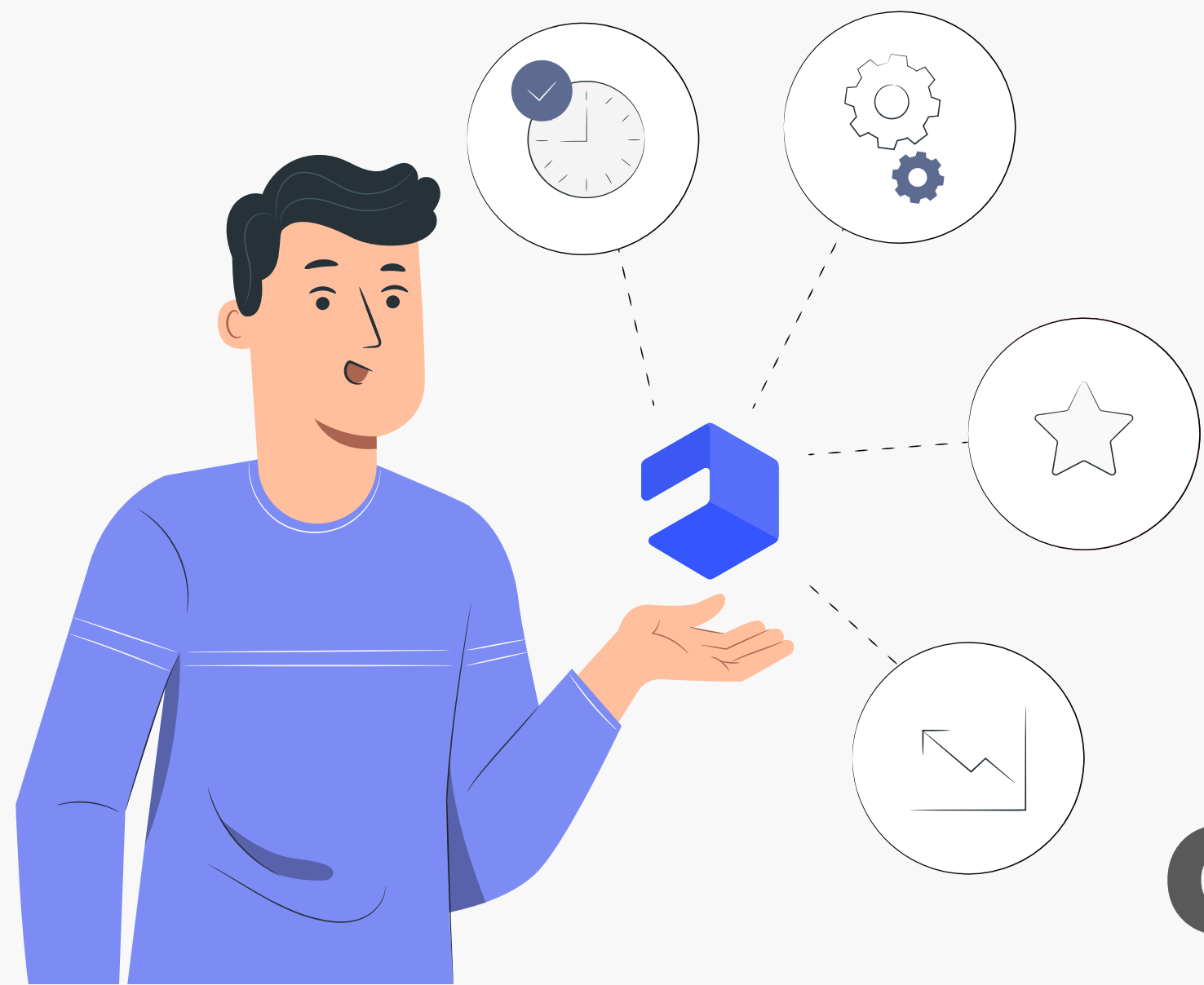
10 Lakh+

Interviews

100% YOY Growth in 5 years 🚀

1 Crore+ visits every month





AmbitionBox's offerings for employers

How AmbitionBox helps employers?

🕒 Showcase your brand to jobseekers

- Custom sections to tell your story in your own way
- No competitor branding on your Showcase page
- Featured reviews

🕒 Promote your brand to reach more jobseekers

- Create ads within 60 seconds using ready to use templates
- Target jobseekers via industry and location

🕒 Get insights into your culture

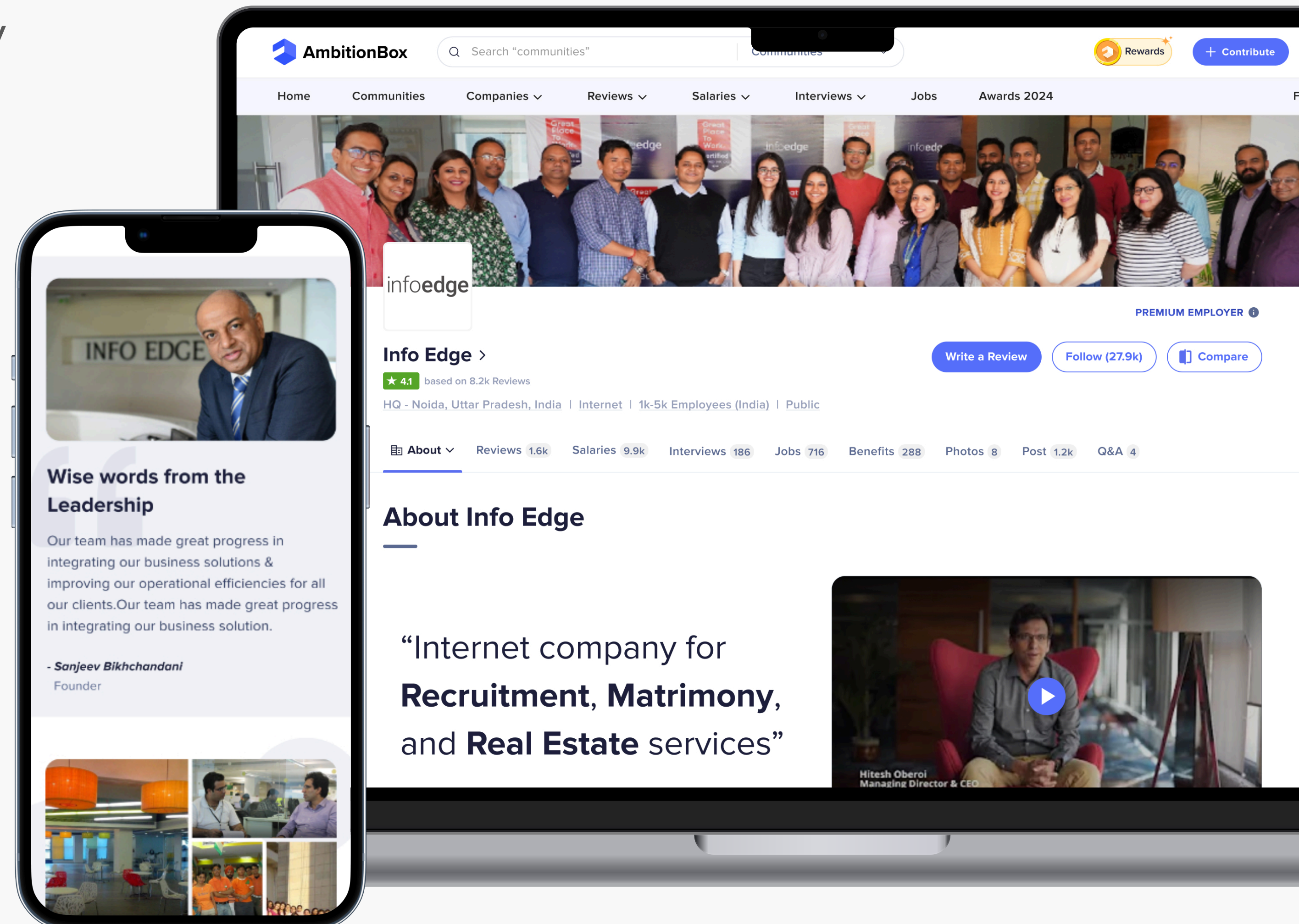
- Benchmark against competition
- Ratings trends and breakdown via location, role, etc.
- Traffic analytics and demographics
- Interview insights
- Real time insights and monthly/quarterly reports



Showcase your brand to jobseekers

Tell your story to jobseekers the way you want to with Showcase page

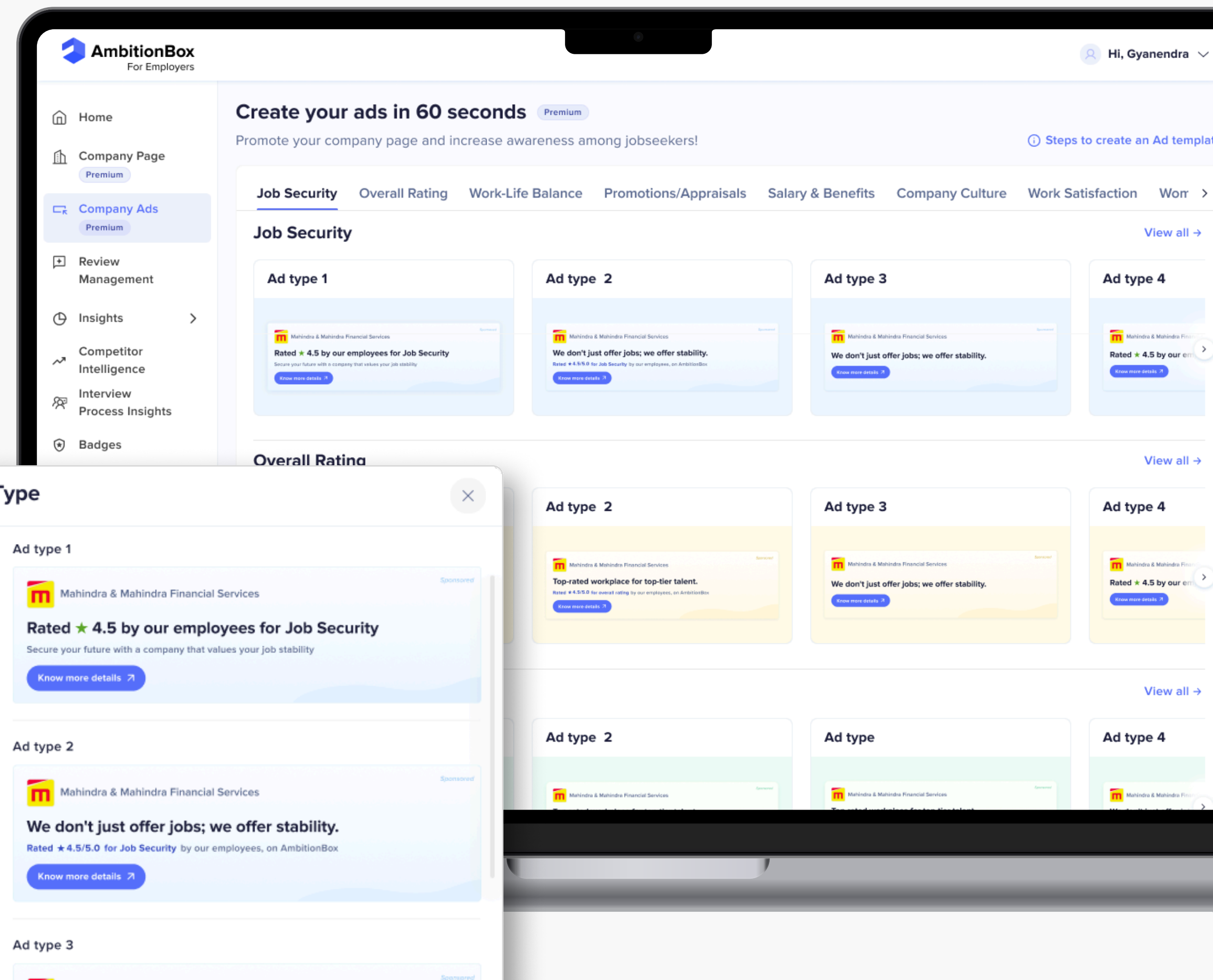
- ⦿ Custom sections to showcase your story your way
- ⦿ Exclusive multimedia sections to bring your brand to life
- ⦿ Leadership spotlight to build trust among jobseekers
- ⦿ Highlight your employee benefits and let jobseekers know that you care
- ⦿ No competitor branding on Showcase page
- ⦿ Featured reviews of your choice on Showcase page



Promote your brand to reach more jobseekers

Place your employer brand in spotlight by running brand ads

- 🎯 Promote your employer brand where jobseekers are looking at you
- 🎯 Ready-to-use ad creatives at your disposal
- 🎯 Targeted campaigns to deliver your employer brand to the right audience
- 🎯 Targeting available across **12 industry-clusters and locations (metro/non-metro/Pan-India)**



Get insights into your culture

Deep dive into your employee feedback, candidate experience and page insights

- Granular rating analytics at department, designation and location level
- Rating trends analysis by various cohorts
- Traffic insights and user demographics to understand your audience
- Competitive intelligence to understand your competitors better
- Interview process insights to capture candidate's feedback

The screenshot displays the AmbitionBox For Employers dashboard. The top navigation bar includes the logo, user profile (Hi, Gyanendra), and a home button. The left sidebar lists navigation options: Home, Company Info, Review Management, Insights, Competitor Intelligence, User Demographics, Badges, Employer Branding Score, and Team. The main content area is divided into several sections:

- Rating Breakdown:** Features filters for Department, Location, Designation, Gender, Employee type, and a date range. A legend indicates rating levels: Excellent (4-5 stars), Average (3-4 stars), and Poor (1-3 stars).
- Department-wise Breakdown:** A table showing overall ratings and detailed scores for various departments across categories like Promotions/Appraisal, Work Satisfaction, Salary & Benefit, Work Life Balance, Skill Development, and Job Security.
- Competitor Comparison:** A table comparing key metrics for competitors like TCS, Wipro, Mahindra & Mahindra, Concentrix, Hexaware, and HCL Infosystems.
- Interview Process Insights:** Provides an overall rating (4.5 Good) and a breakdown by fresher status (4.5 Good). It also includes a bar chart for average ratings by interview result and a count of ratings.

Department	Overall Rating	Promotions / Appraisal	Work Satisfaction	Salary & Benefit	Work Life Balance	Skill Development	Job Security
IT & Information Security (12)	★ 4.5	★ 2.6	★ 1.2	★ 1.2	★ 3.7	★ 5.0	★ 5.0
Data Science & Analytics (10)	★ 4.5	★ 3.6	★ 2.2	★ 2.2	★ 3.2	★ 3.5	★ 4.5
Product Management (4)	★ 2.8	★ 4.9	★ 2.6	★ 2.8	★ 4.5	★ 5.0	★ 5.0
Product Management (4)	★ 2.8	★ 4.9	★ 2.6	★ 2.8	★ 3.9	★ 5.0	★ 5.0
Finance & Accounting (2)	★ 4.5	★ 5.0	★ 3.2	★ 5.0	★ 5.0	★ 5.0	★ 4.8
Operations & Strategy (2)	★ 4.5	★ 5.0					

Competitor Name	Overall Rating (Review Count)	Total Followers	Interview Process Rating	MoM Reviews	MoM Traffic	MoM Followers
TCS	★ 5.0 (1.9k)	20k	★ 3.2	1.2k	10.2k	1.9k
Wipro Enterprises Ltd	★ 4.5 (1.9k)	20.3k	★ 4.5	587	1.9k	2.2k
Mahindra & Mahindra Financial Services	★ 3.8 (1.9k)	13k	★ 4.5	1.9k	9.8k	1k
Concentrix Corporation	★ 3.2 (1.9k)	12.4k	★ 2.7	2.4k	7k	200
Hexaware Technologies	★ 2.8 (1.9k)	40k	★ 3.8	899	5.2k	500
HCL Infosystems	★ 2.2 (1.9k)	50k	★ 2.2	677	2k	3k

Interview Result	Average Rating
Yes, I joined the company	★ 4.5
Yes, but I declined the offer	★ 3.9
No, I didn't receive an offer	★ 2.9
I didn't hear back from the company	★ 2.1

Rating	Count
★ 5.0	High
★ 4.0	Medium
★ 3.0	Low
★ 2.0	Very Low
★ 1.0	Very Low

Tools to maximise your employer branding Rol

🕒 **Manage reviews**

Respond, share and report reviews shared by your current and former employees

🕒 **Invite employees to rate**

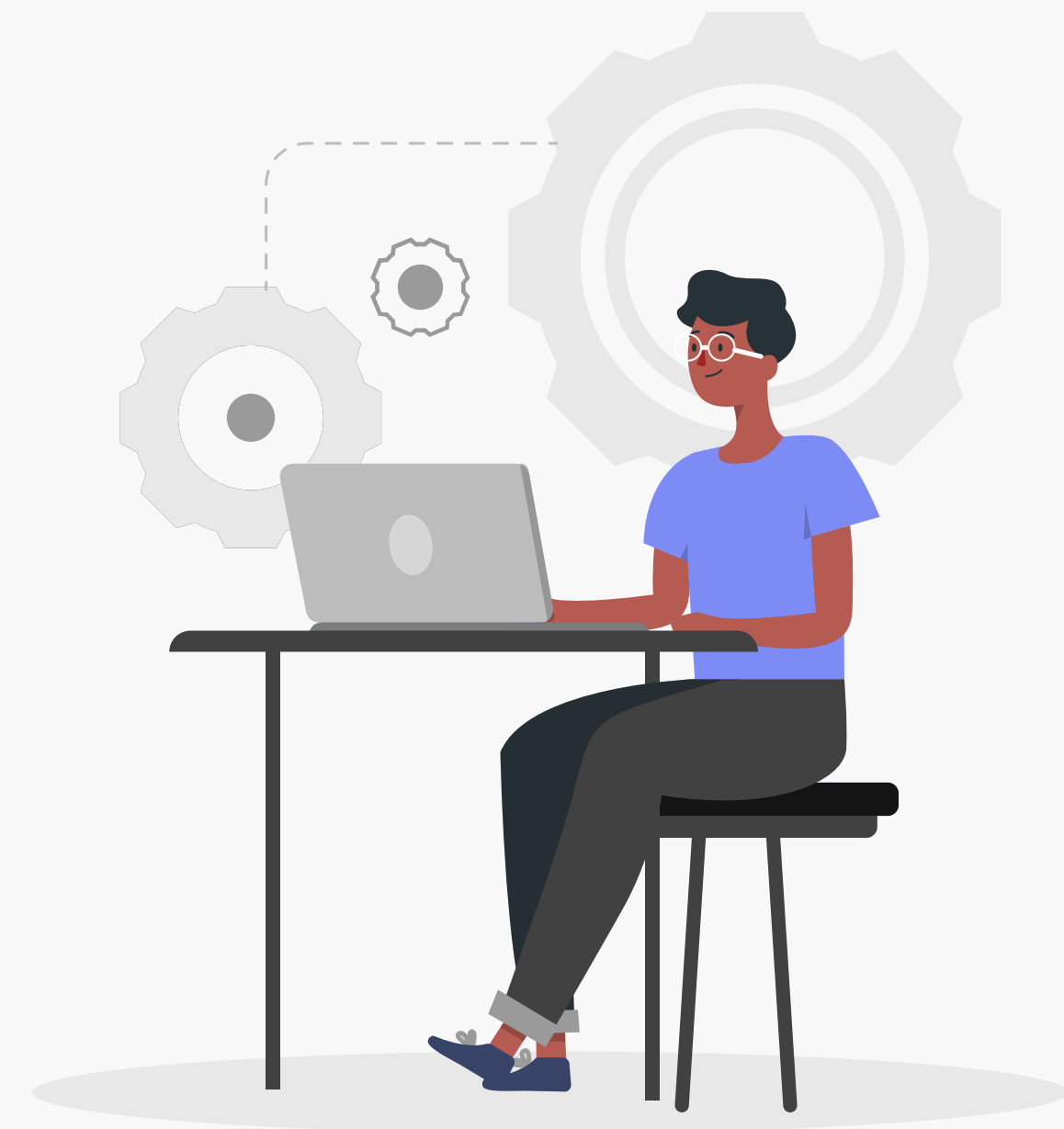
Get more reviews from your employees in just 1-click by leveraging ready-to-use email templates

🕒 **Notification and alerts**

Get regular notifications about your company's performance on AmbitionBox

🕒 **Promotional media kit**

Promotional media kit with banners, creatives and badges to help you showcase your brand on different platforms



AmbitionBox offering for employers

Features	Free	Paid
Showcase your brand		
Company info (About company, mission, vision, industry, employee count, locations, etc.)	✓	✓
Invite employees to rate	✓	✓
Basic insights (YoY rating trend, Page views, Category-wise ratings)	✓	✓
Review management (Respond/Share/Report a review)	✓	✓
GenAI powered one-click responses to reviews	✗	✓
Featured reviews on Showcase page	✗	✓
Custom sections on Showcase page (Diversity, Life@Company, CSR, photos, leadership, benefits, awards & recognition, etc.)	✗	✓
Remove competitor branding from Overview page	✗	✓
Promote your brand		
Ready-to-use employer branding ad templates	✗	✓
Ad impressions	✗	✓
Get insights into your culture		
Monthly/Quarterly/Annually branding and insights reports	✗	✓
Quarterly Employee pulse check report	✗	✓
Rating trends & breakdown insights dashboard	✗	✓
Candidate experience through interview process insights dashboard	✗	✓
Competitor intelligence & traffic analytics dashboard	✗	✓

Top brands leveraging AmbitionBox to improve their employer brand



& more



Thank You

Have questions? Write to us at branding@ambitionbox.com