



AmbitionBox

Showcase your Employer Brand

Table of contents

About AmbitionBox

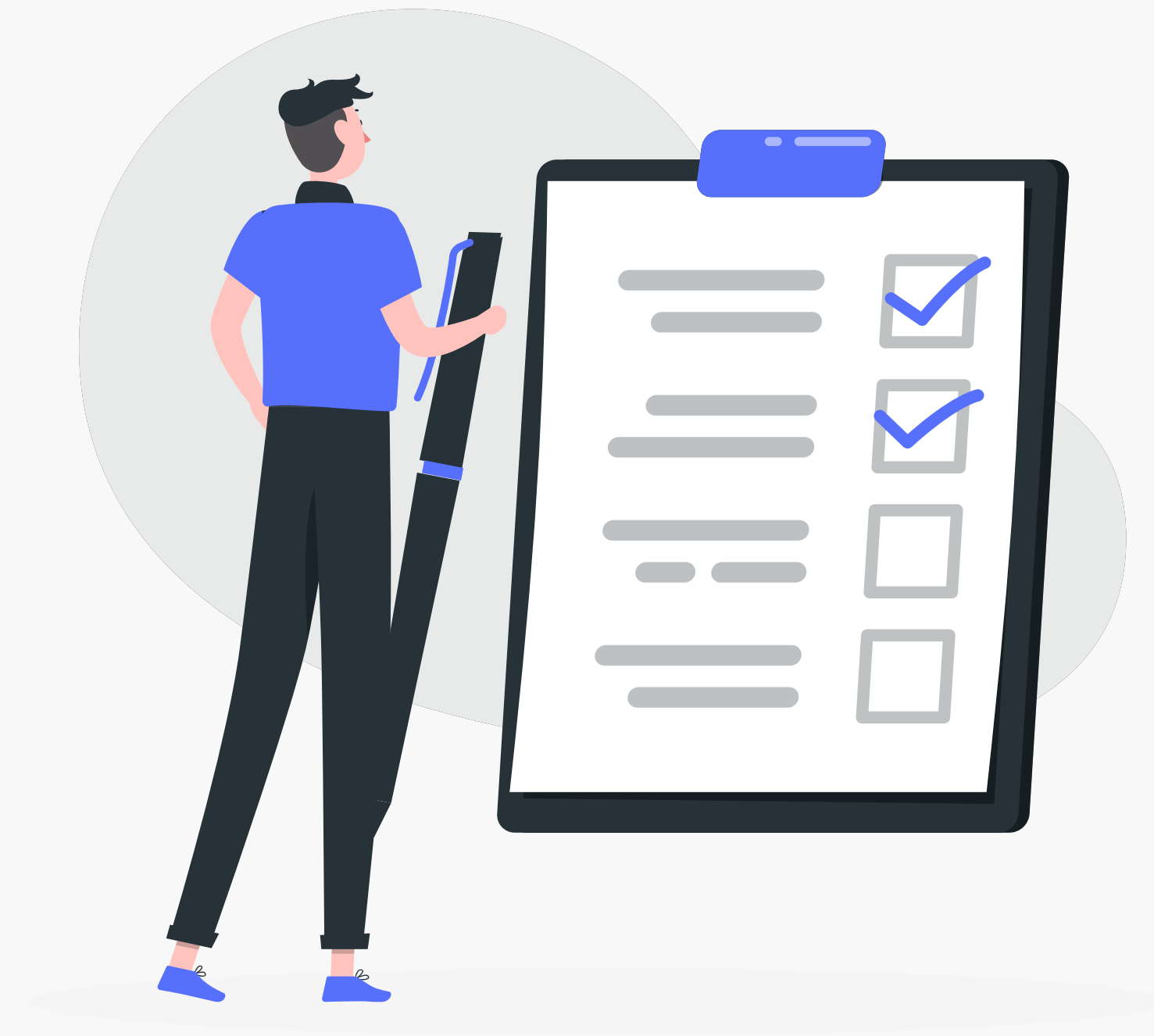
Need for employer branding

Leverage AmbitionBox for employer branding

AmbitionBox Best Places to Work in India Awards

Top engaged employers

FAQs





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

About AmbitionBox

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

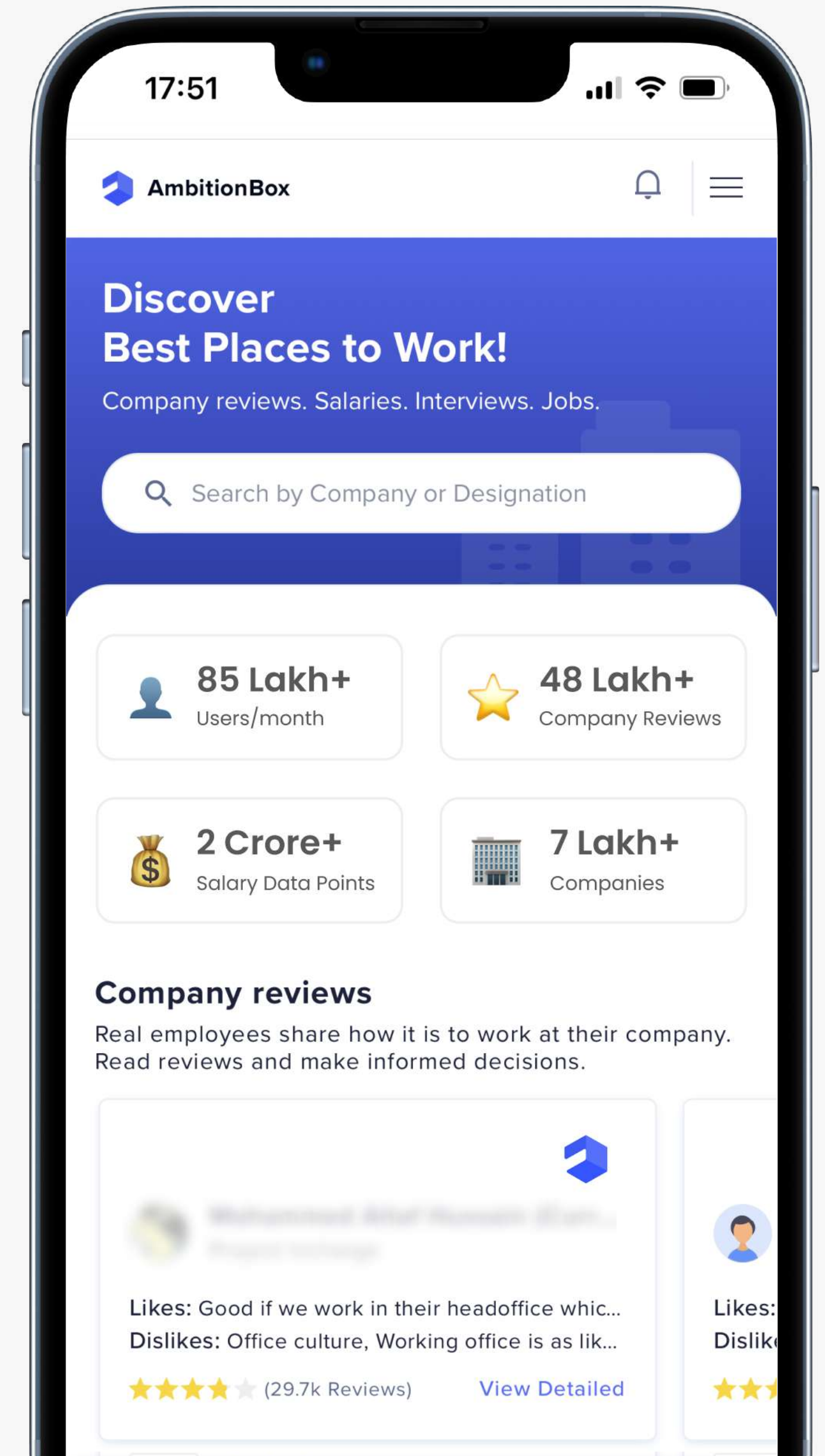
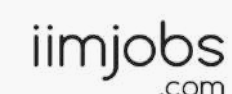
We provide company reviews, salary information and interview questions helping users make an informed career choice.

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

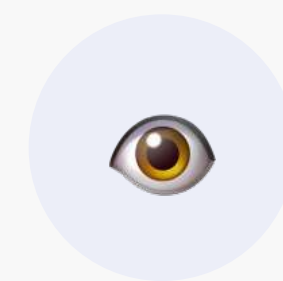
Feedback from employees enables millions of businesses to flourish, in turn driving billions of dollars in economic value across the globe.



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

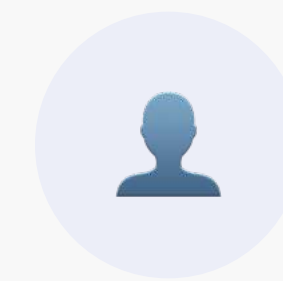


AmbitionBox is
India's number 1
platform that has
helped over
20 crore job seekers
to make informed
career decisions ❤️



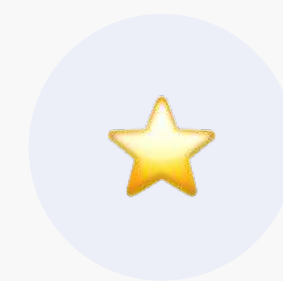
3 Crore+

Pageviews/month



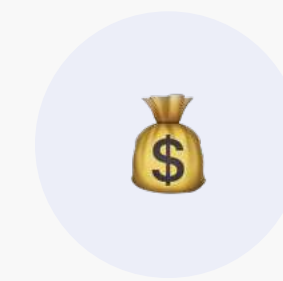
85 Lakh+

Users/month



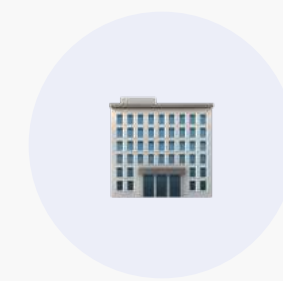
50 Lakh+

Company Reviews



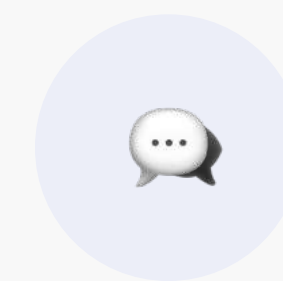
2 Crore+

Salary Data Points



7 Lakh+

Companies

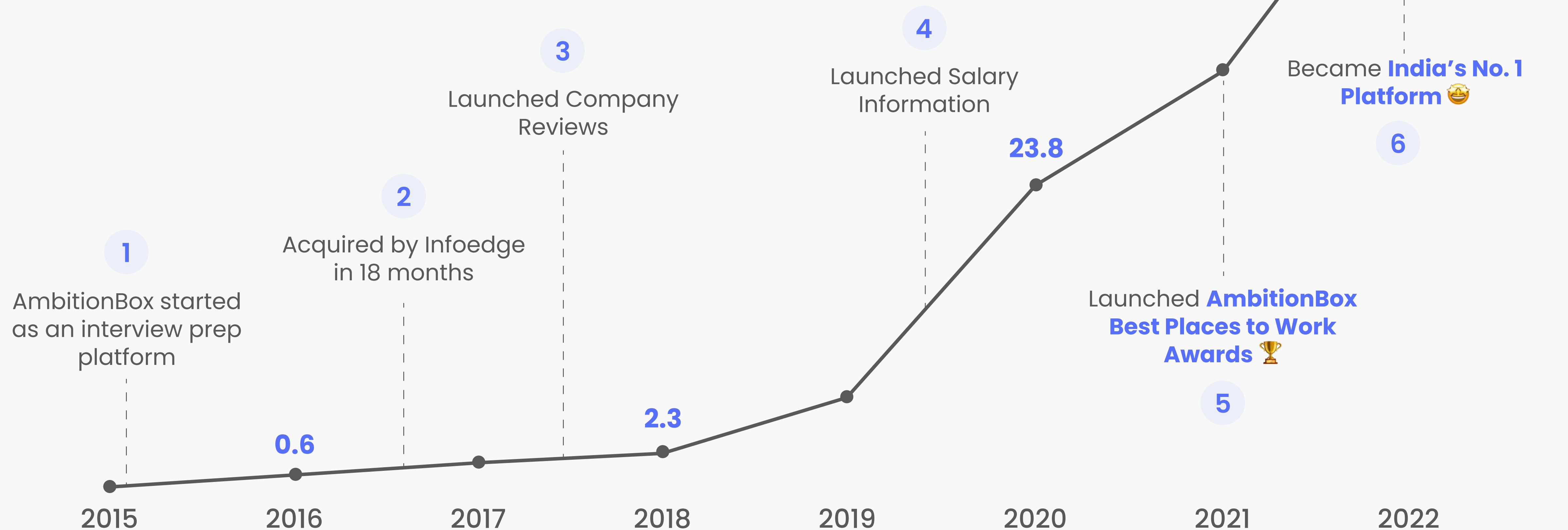


5 Lakh+

Interviews

100% YOY Growth in 5 years 🚀

Serving 85 Lakh+ jobseekers every month



A strong employer brand attracts top talent

4 out of 5 candidates

View ratings of a company before joining

Win the war for talent

Boost your chances as a preferred employer

Create brand visibility

Candidates are 86% more likely to engage with a positive employer brand

Increase Retention

Awards reflect a transparent workplace leading to higher employee retention



Best workplaces are built by happy employees

"Employees come first. If you take care of your employees, they will take care of the clients."



**Richard Branson,
Founder, Virgin Group**

"The key component of a strong EVP (Employee Value Proposition) is to position your organization as an Employer of Choice through Capacity and Capability Building, Retention Management and Employee Advocacy."



**Shharad Dhakkate,
CHRO, SBI General Insurance**

"Employees are a company's greatest asset – they're your competitive advantage. You want to attract and retain the best; provide them with encouragement, stimulus, and make them feel that they are an integral part of the company's mission."



**Anne M. Mulcahy,
Former CEO – Xerox Corporation**

"CUSTOMERS will never love your company, until the EMPLOYEES love it first."



**Simon Sinek,
Renowned Author and
Speaker**

How AmbitionBox helps employers?



Improve Employer Brand

- Showcase your work culture
- Participate in AmbitionBox Best Places to Work Awards



Engage with Employees

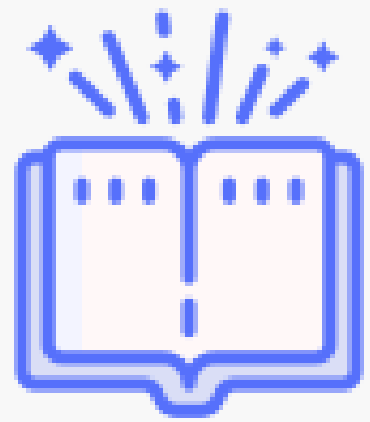
- Respond to employee reviews
- Invite employees to rate your company



Understand Employee Sentiment

- Get actionable insights and identify areas of improvements

As an engaged employer on AmbitionBox, you can



Tell your story

01



Get reports and alerts

02

Manage reviews



03

Promote your brand



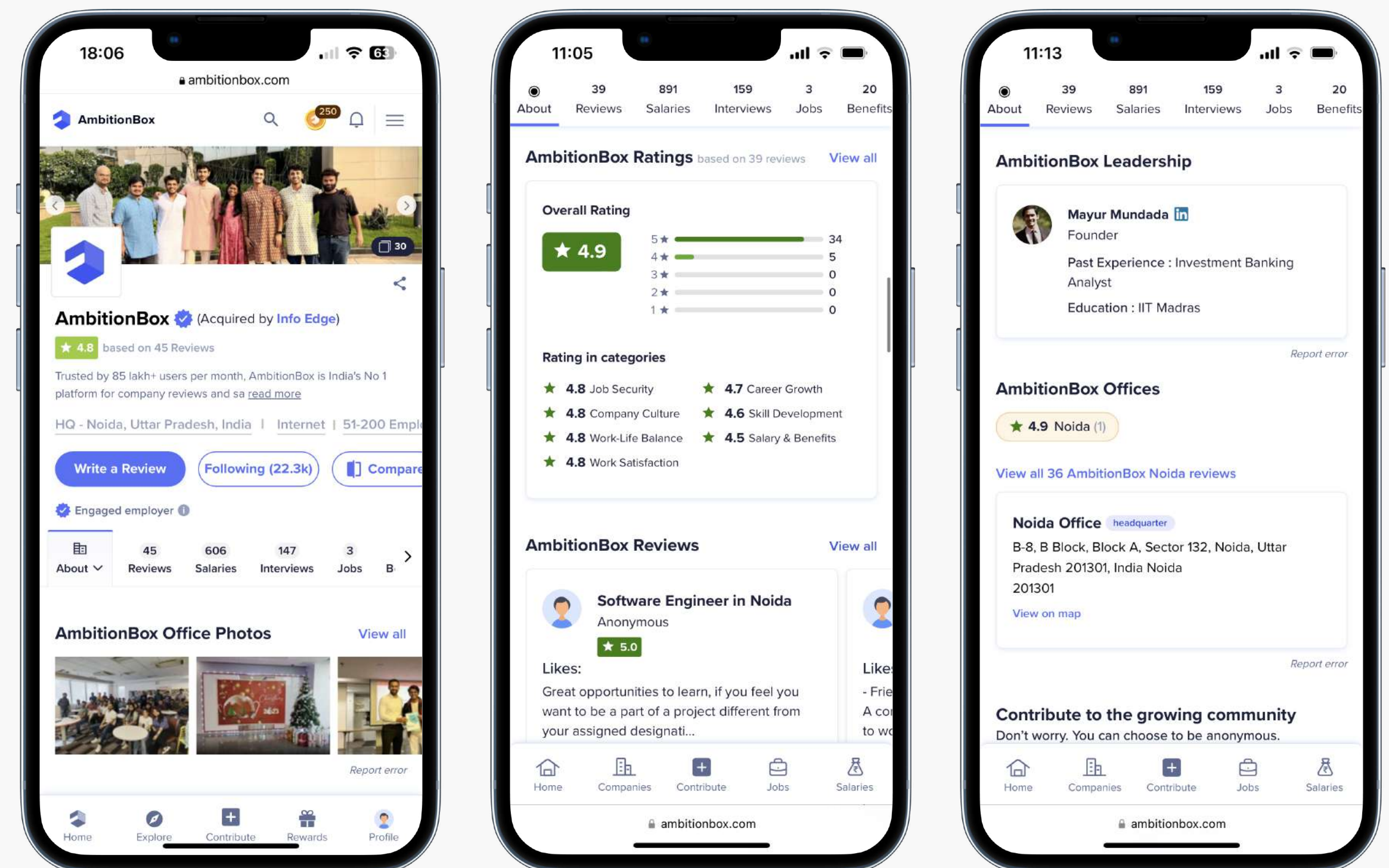
04

01. Tell your story: Showcase your brand

With AmbitionBox, present your brand story to potential employees by adding details and highlighting your company culture.

On your company page on AmbitionBox, you can add

- Company information – Logo, website, employee count, founding year, industry, company headquarters, contact details
- About company, mission and vision
- Benefits and perks
- Photos and videos
- Senior management details
- Office locations
- Associated companies – subsidiaries, acquisitions, brands, parent company

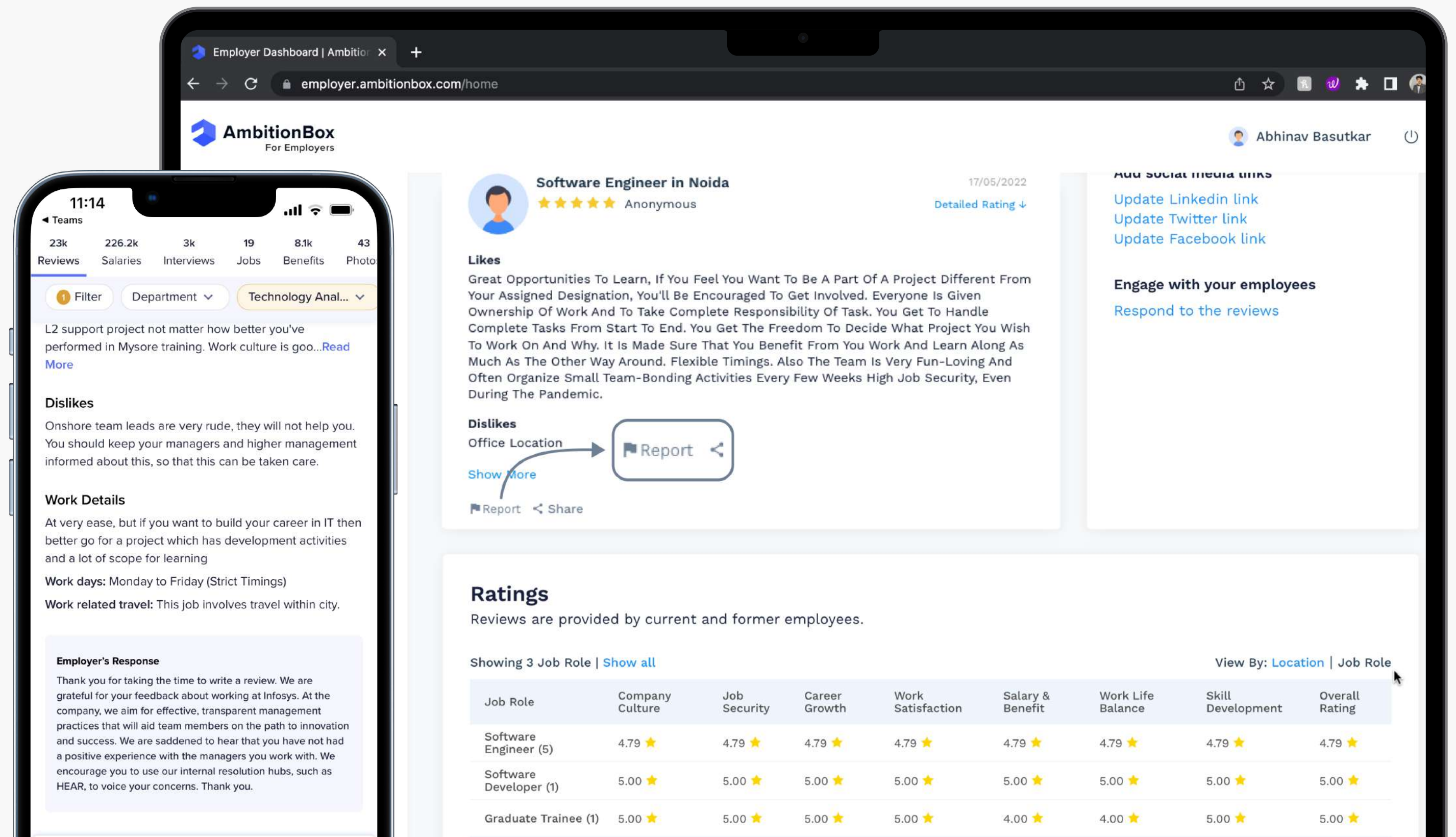


02. Manage reviews: Engage with employees

Make AmbitionBox your chief listening officer to hear reviews and feedback from your employees.

Use AmbitionBox's employer dashboard to

- 🕒 Respond to reviews
- 🕒 Understand ratings analysis and trends
- 🕒 Invite employees to rate your company
- 🕒 Report inappropriate reviews

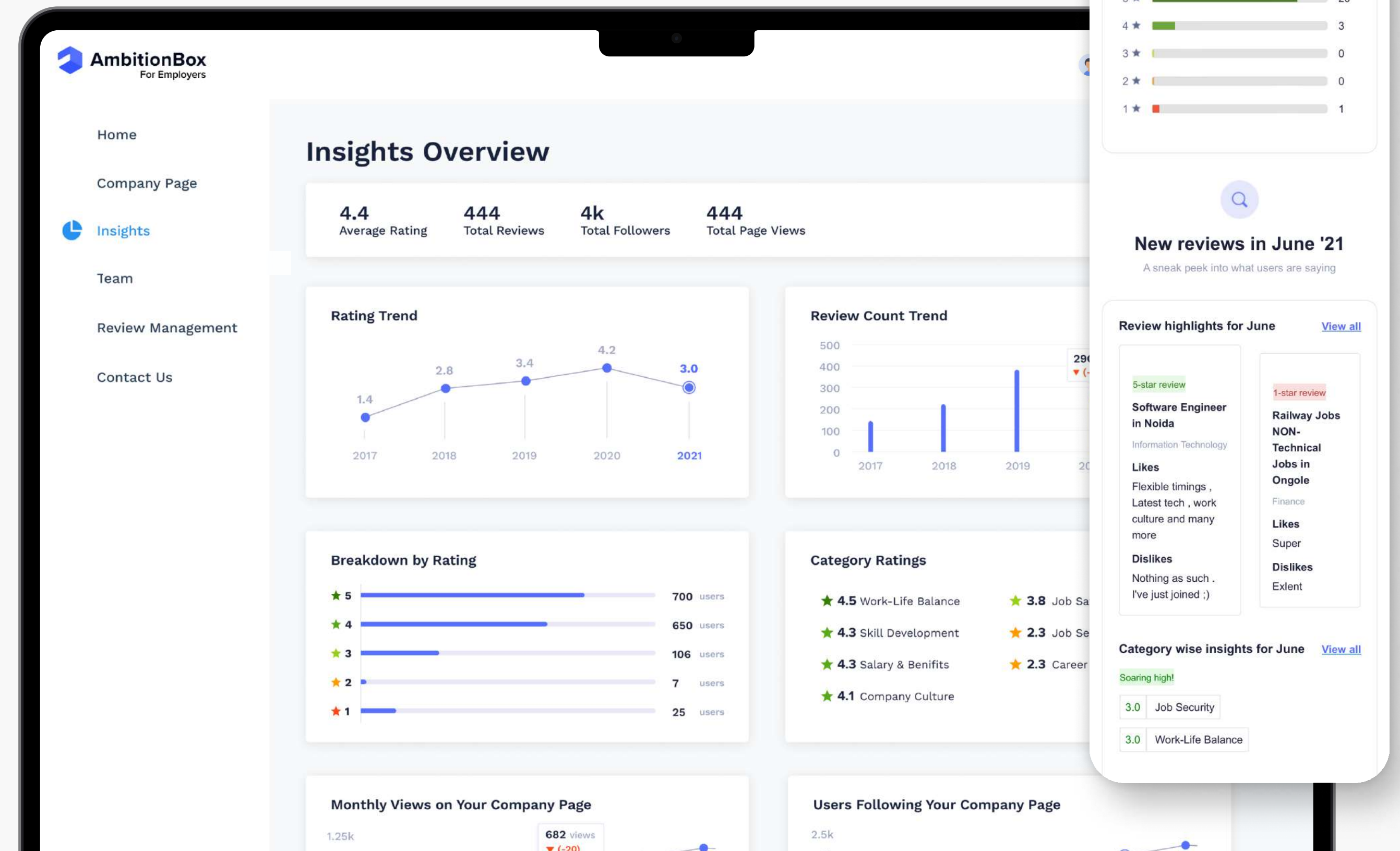


03. Get reports and alerts: Keep yourself updated

AmbitionBox ensures that you have all the right metrics and insights at your fingertips.

After claiming your company page, AmbitionBox provides you with

- 🕒 Monthly performance reports of your company page
- 🔔 Notifications and alerts of new reviews
- 🔑 Key insights about your company page

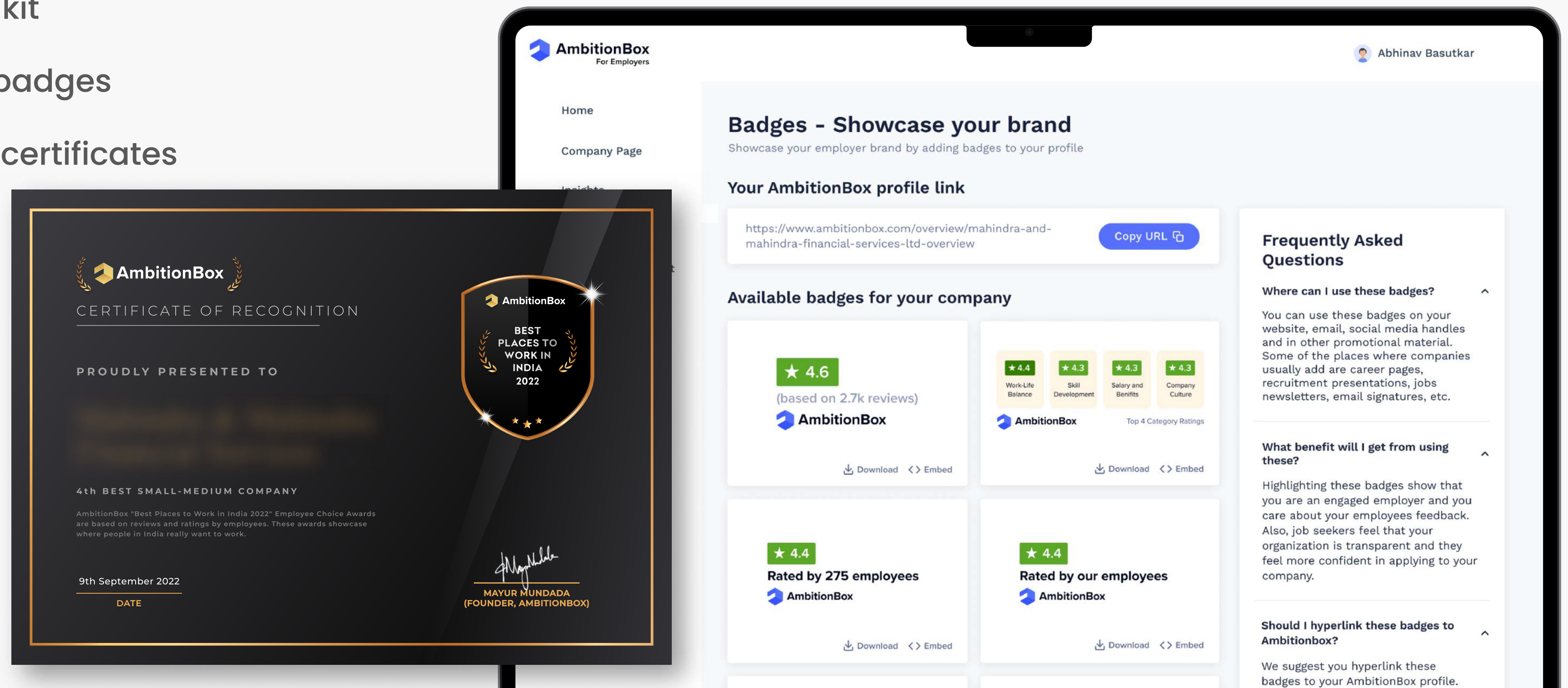


04. Promote your brand: Highlight your rating

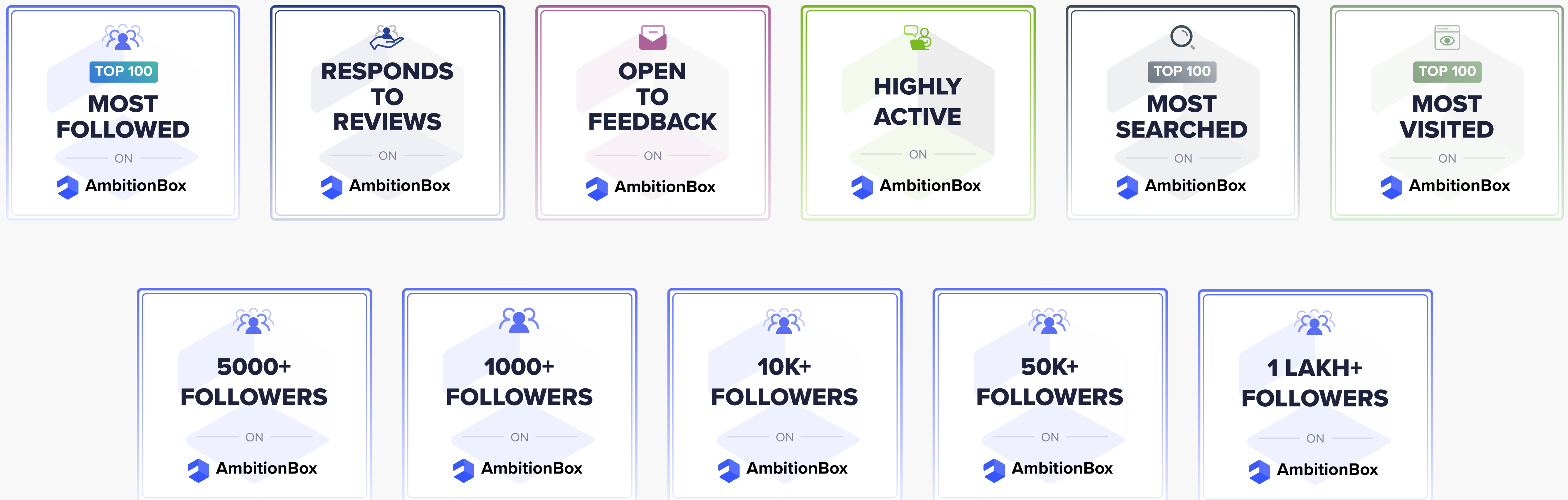
AmbitionBox provides you with customized badges to help you promote your brand on different platforms.

Using the employer dashboard, you can download

- 🕒 Promotional media kit
- 🕒 Customized rating badges
- 🕒 Award badges and certificates

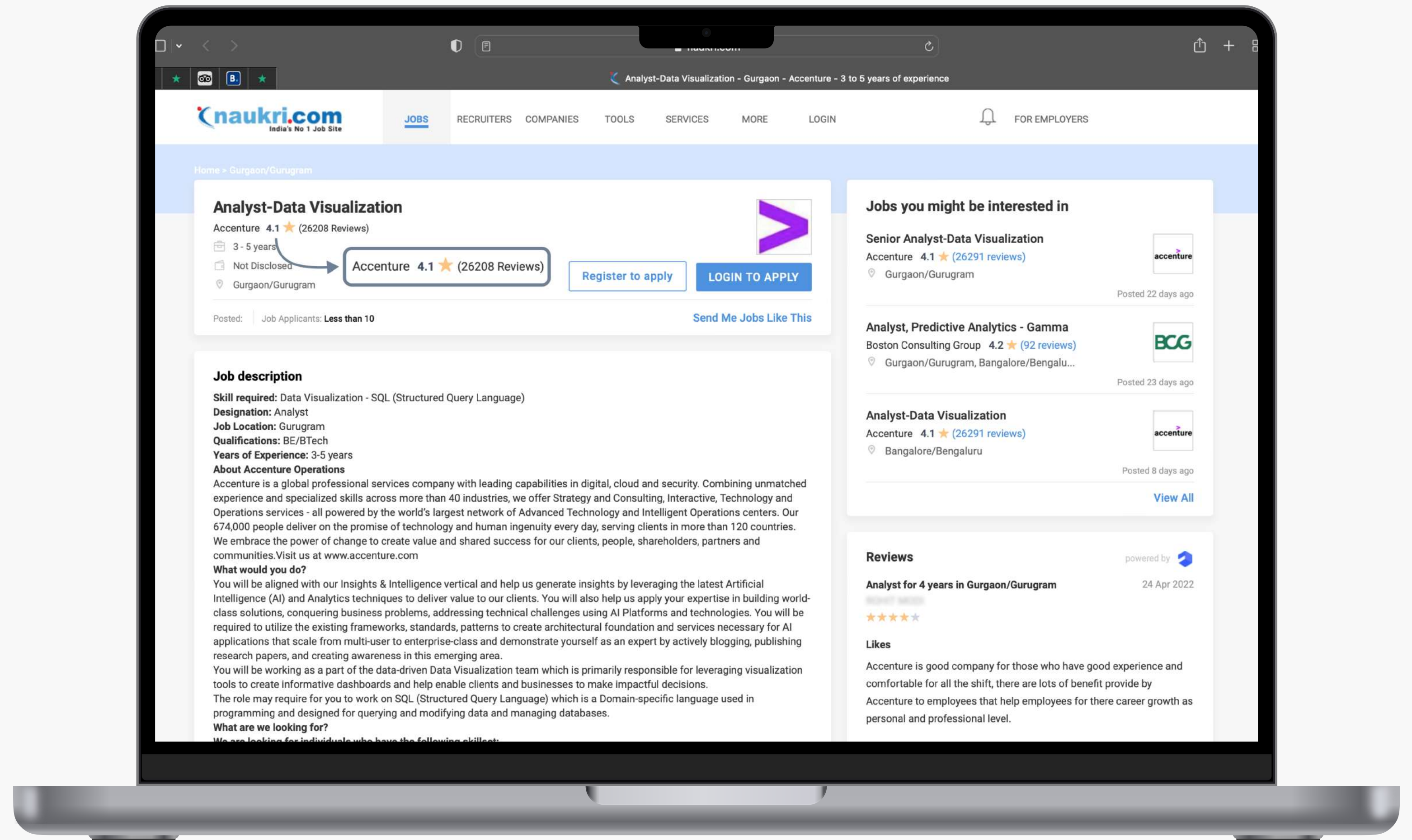


Earn these badges and showcase among millions of job seekers



Your rating on AmbitionBox helps you get higher quality applicants on Naukri

- AmbitionBox is closely integrated with Naukri and help companies attract top talent.
- Company ratings are visible to job seekers on Naukri at the time of applying a job.
- This helps job seekers make a well informed decision.



Unveiling AmbitionBox Best Places to Work in India Awards 2024

AmbitionBox Employee Choice Awards help employers showcase their transparent culture and the great work they are doing for their employees.



Winners are showcased among **2.5 crore+ users!** 🏆



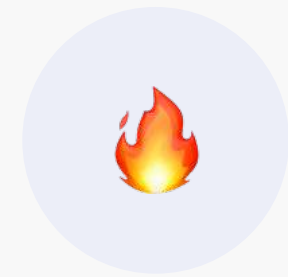
No charges to participate in these awards. 🙋



Helps you build a strong & trusted **employer brand.** 🔥

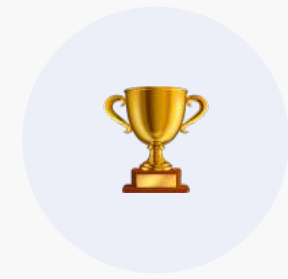


2021 Awards Highlights



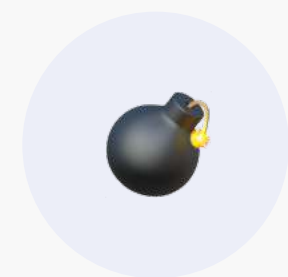
1 Crore+

Job seekers reached



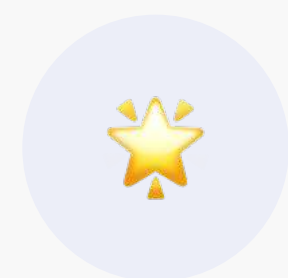
133

Companies won awards



10 Lakh+

Impressions on social media



6.5 Lakh+

Reviews contributed

2022 Awards Highlights



2.5 Crore+

Job seekers reached



150

Companies won awards



1 Crore+

Impressions on social media



13 Lakh+

Reviews contributed

Best Places to Work in India 2022 Winners

across 14 categories

Best Mega Companies

Companies with 50,000+ employees in India



Best Large Companies

Companies with 10,001 to 50,000 employees in India



Best Mid-Sized Companies

Companies with 1,001 to 10,000 employees in India



Best Small Companies

Companies with 501 to 1,000 employees in India



Best Tech Startups

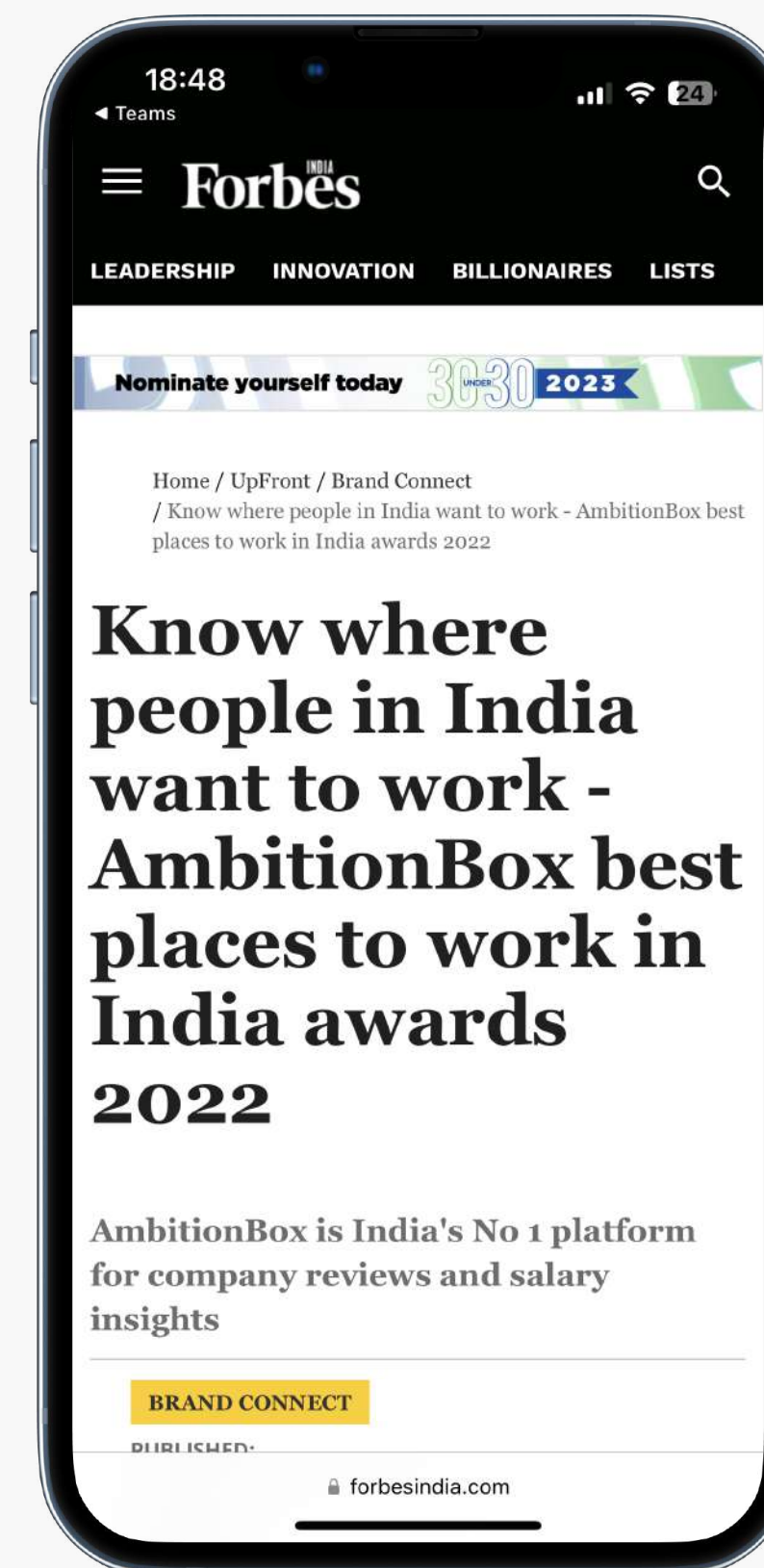
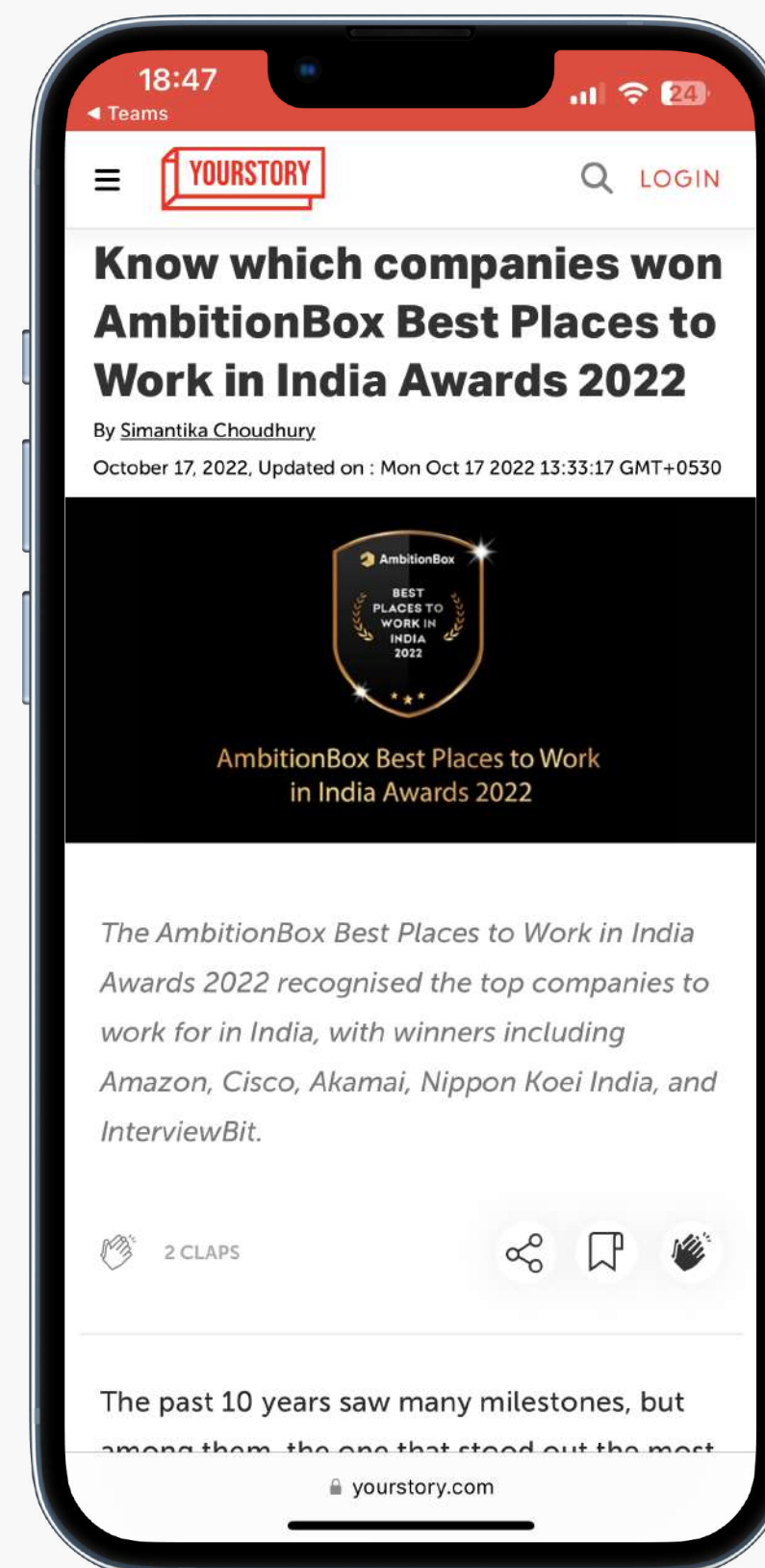
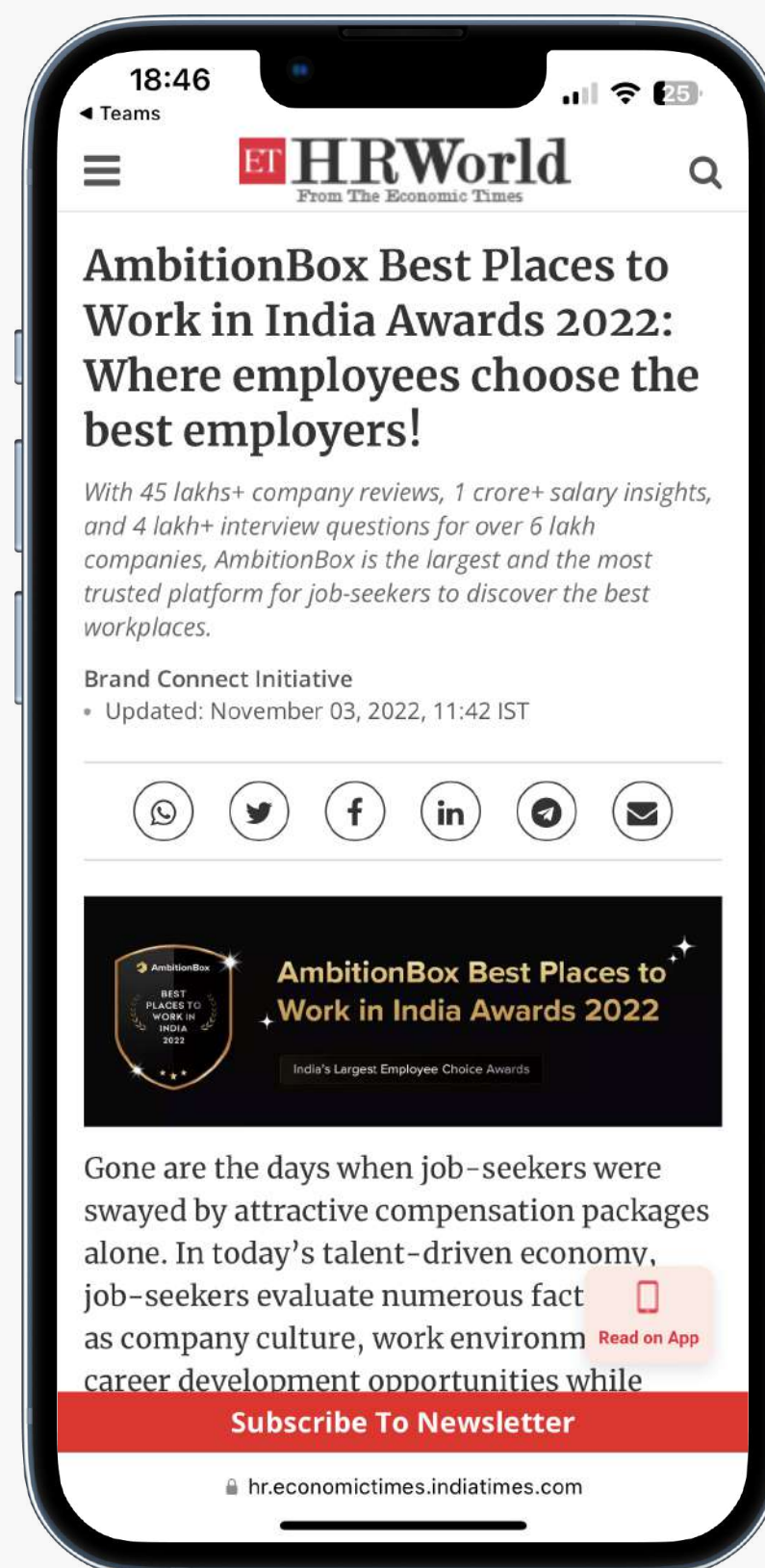
Companies leveraging tech for their business significantly



Best Companies across 9 Industries

Automobile Internet Banking
Pharma IT/ITES Retail FMCG
Financial Services Construction

Front page coverage on ET highlighting the top winners of 2022



105 publications including [ET HR World](#), [Yourstory](#), [Forbes India](#), etc. covered Awards 2022



What companies are saying about AmbitionBox?

"It feels absolutely terrific to be recognised as the AmbitionBox Best Place to Work 2021. We are really **proud that our employees feel the way that they do** and that all this is not just management speak. It is very heartening and encouraging to know that the culture that we are building together, the strategies that we are co-creating and the environment we are trying to set for our employees is being validated and recognised by our employees."



Mohit Bhatia

Joint MD, Maersk GSC

"Totally delighted to receive the AmbitionBox Best Place to Work 2021! This is an award that we always wanted. Our CEO once said that "I don't want an award that is given, I want an award which comes with our employees' testimony." This award to us is that we are actually getting acknowledged that we are on the right path. **A big thanks to AmbitionBox in helping us find out the real voice of our employees.**"



Saurabh Deep Singla

EVP and CHRO, Ecom Express Pvt. Ltd.

"We feel proud that our **employees recognised our efforts.** The AmbitionBox Best Place to Work 2021 award recognised us and our real effort through the years. It is an employer's delight that its employees have voted for the company to become AmbitionBox Best Place to Work 2021."



PT George

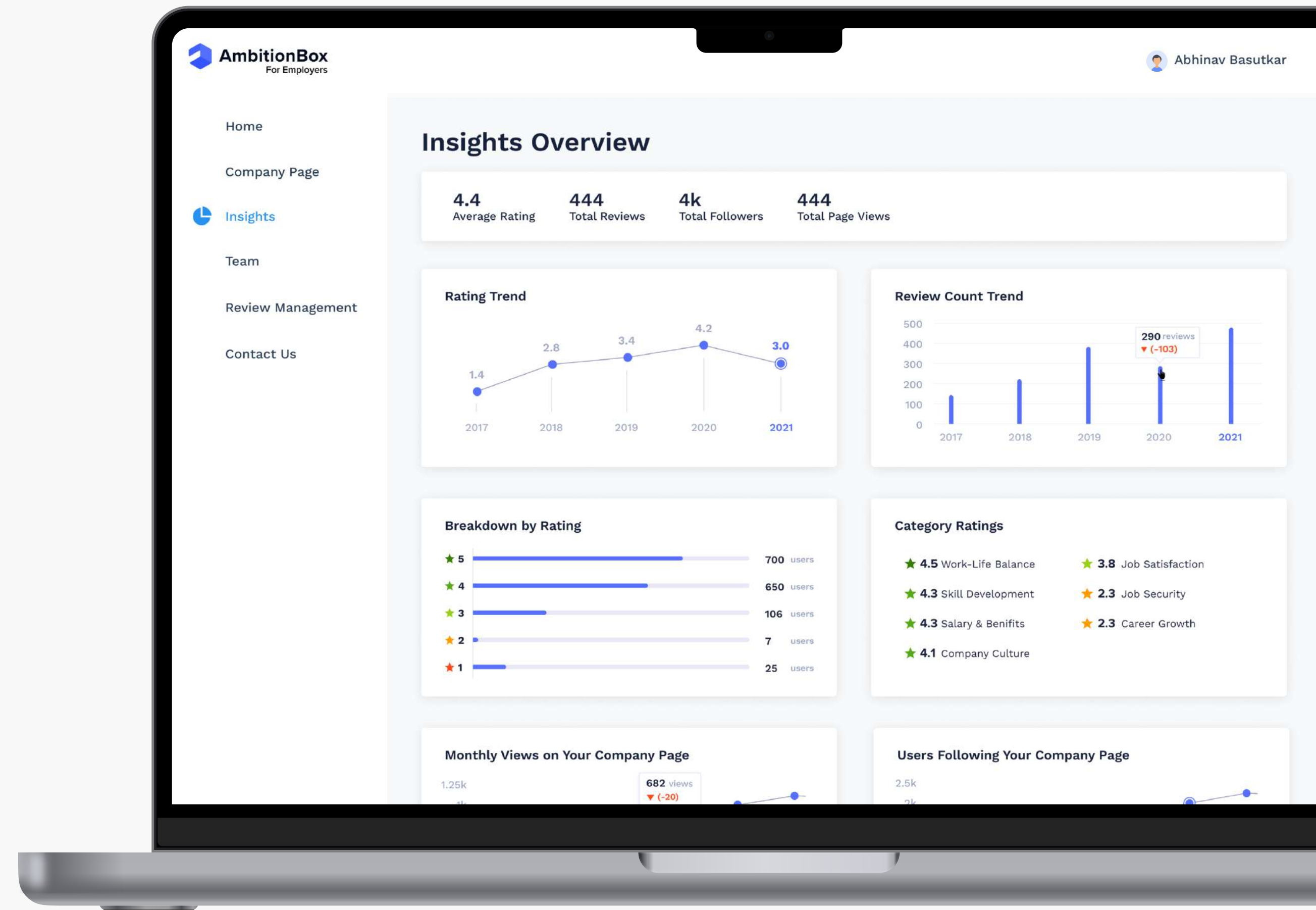
VP & Head, HR and Admin, V-Guard

Top companies leveraging AmbitionBox to improve their brand



Join 10,000+ other companies and grow your employer brand with AmbitionBox

[Claim your account for FREE](#) →



AmbitionBox does not charge any fee from employers to access the employer dashboard.



Frequently Asked Questions

What can you do to improve your rating?

Have sufficient and latest reviews

Having large number of reviews ensures that actual company culture is reflected and not a biased opinion. Latest reviews will reflect the impact of actions you may have taken in the recent past.

Respond to reviews

Respond regularly to reviews shared by your employees. This increases trust among employees and they feel valued, resulting in higher ratings eventually.

Report reviews

You can report fake/spam/inappropriate reviews directly from the website. Our support team will look into those reviews on priority and take action.

Take feedback constructively

Ratings and reviews can be taken as an opportunity to improve areas that the company is lacking in.

AmbitionBox moderates reviews at 3 levels to ensure authenticity

Proprietary Technology

AmbitionBox uses proprietary technology that analyzes multiple attributes (including but not limited to abusive words and gibberish content) to ensure genuine and good quality reviews are published.

Human Moderation

If the content does not pass technological review, a team of human moderators review the content to determine if it meets our guidelines.

Reported Reviews

Any content which is either reported by users on the website or flagged through technological checks is reviewed by human moderators to make the necessary action.

FAQs

Is AmbitionBox Employer dashboard paid?

AmbitionBox does not charge any fee from employers to access the employer dashboard. However, there are certain features which may be paid in the future.

Can multiple users access the AmbitionBox Employer dashboard?

Yes, you can invite additional team members from the employer dashboard to manage your AmbitionBox account.

If a company has not claimed page on AmbitionBox, can users still review it?

Yes, a user can write reviews and interviews about a company, irrespective of the fact whether the company is registered on AmbitionBox or not.

How is the authenticity of reviews checked?

- Our proprietary algorithm filters and analyses multiple attributes of the review – spam, fake, abusive, duplicate and similar factors to decide the authenticity of a review.
- Any reported or flagged content is reviewed by a team of moderators and is removed if it doesn't meet our [community guidelines](#).

AmbitionBox Best Places to Work Awards 2024 FAQs

How are AmbitionBox Awards different from other awards?

- Unlike other awards, the companies cannot self nominate themselves for the AmbitionBox Awards.
- No costs are involved in the process. Ranks are declared based on reviews and ratings given by the employees who have worked in the company.
- AmbitionBox is one of the largest platforms in India for researching reviews and ratings of a company. Given our scale and reach, these awards truly showcase where Indians want to work.

Can companies nominate themselves for AmbitionBox Awards 2024?

No, companies cannot nominate themselves to participate in Awards. All companies on AmbitionBox are eligible for Awards subject to fulfilling the award category qualifying criteria.

However, a company can increase its chances of qualifying if they have sufficient reviews on AmbitionBox. Hence we encourage companies to ask their employees to fill reviews on AmbitionBox.

How will a reviewer's data be used?

Other than awards, the data will be used for displaying reviews and ratings on the respective company page on AmbitionBox. Find out more about our terms of use [here](#).



Thank You

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

