



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.

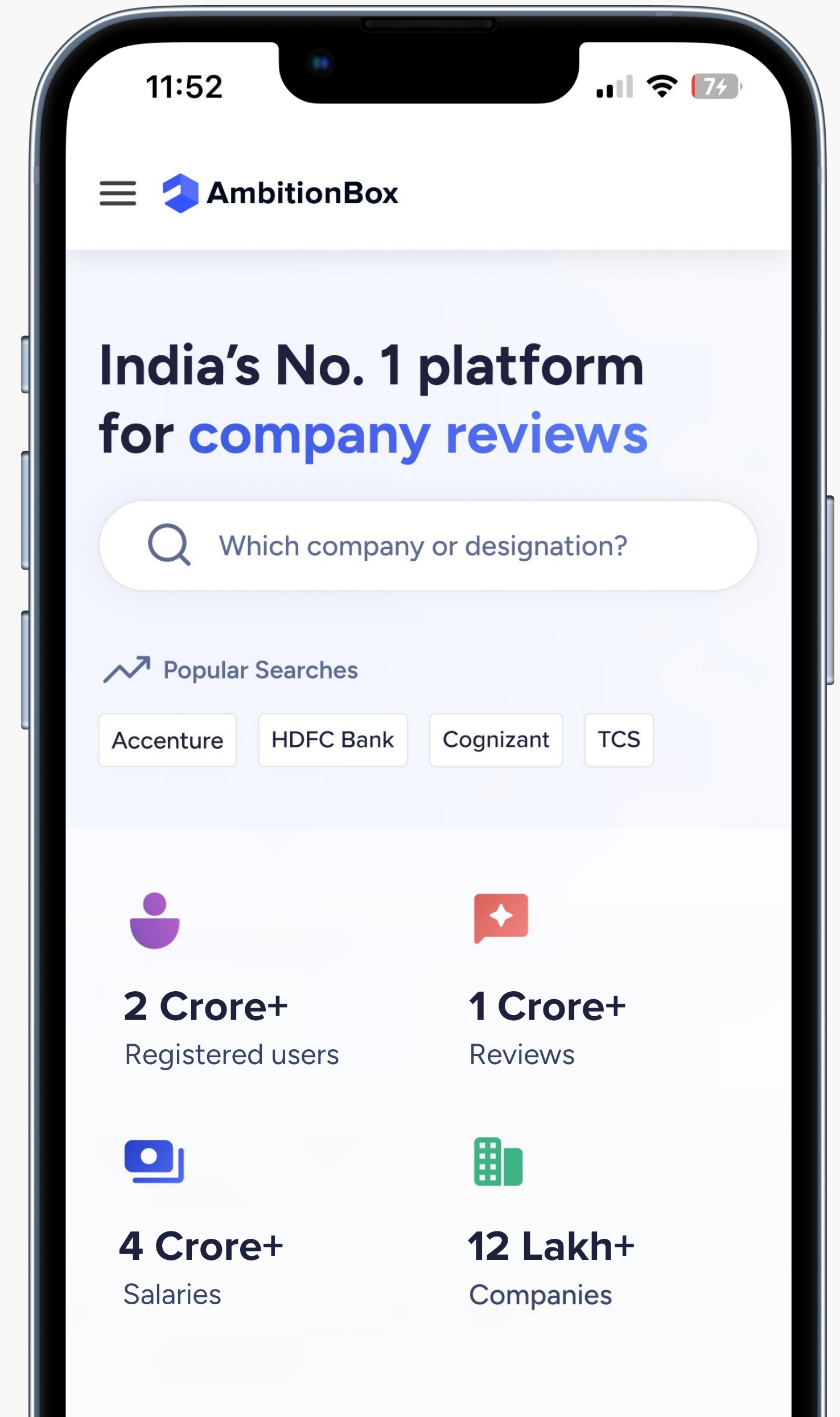
We provide company reviews, salary information and interview questions helping users make an informed career choice.

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

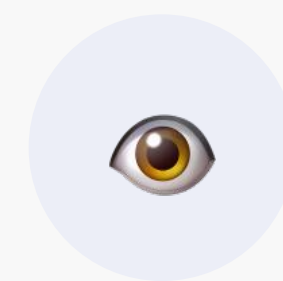
Feedback from employees enables millions of businesses to flourish, in turn driving billions of dollars in economic value across the globe.



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

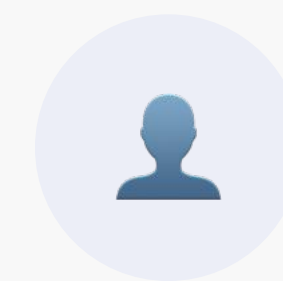


**AmbitionBox is
India's number 1
platform that has
helped over
20 crore job seekers
to make informed
career decisions ❤️**



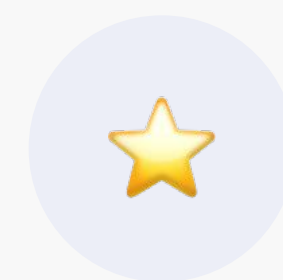
3 Crore+

Page views/month



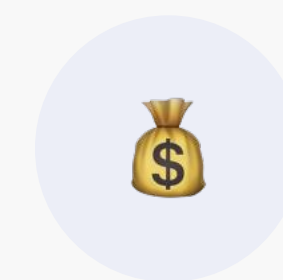
2 Crore+

Registered users



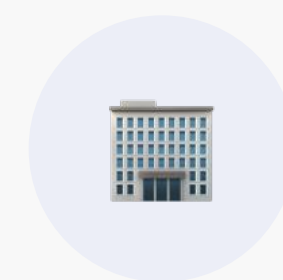
1 Crore+

Reviews



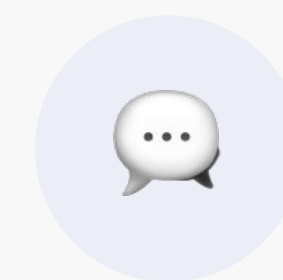
4 Crore+

Salaries



12 Lakh+

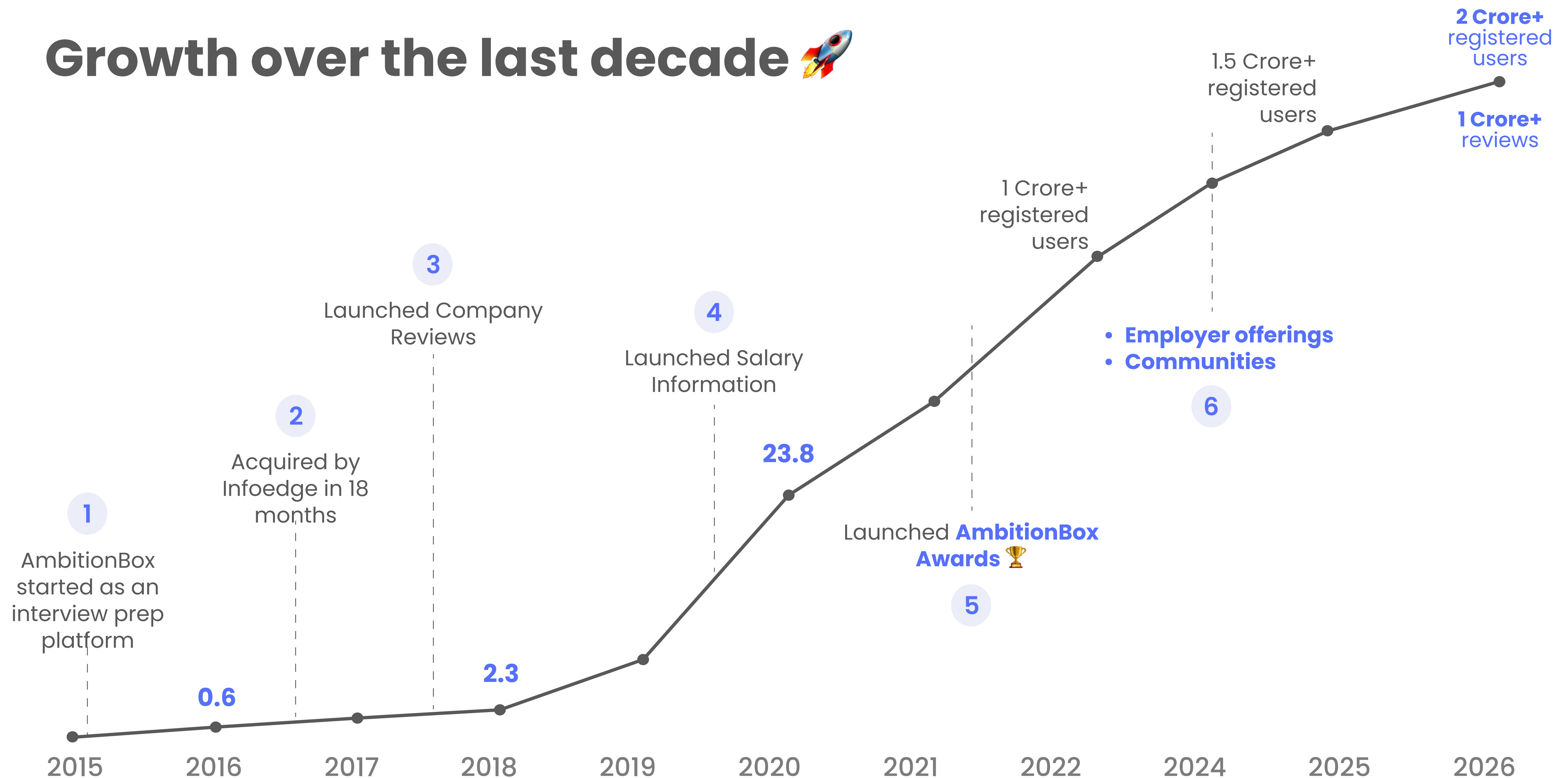
Companies



10 Lakh+

Interviews

Growth over the last decade 🚀





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**

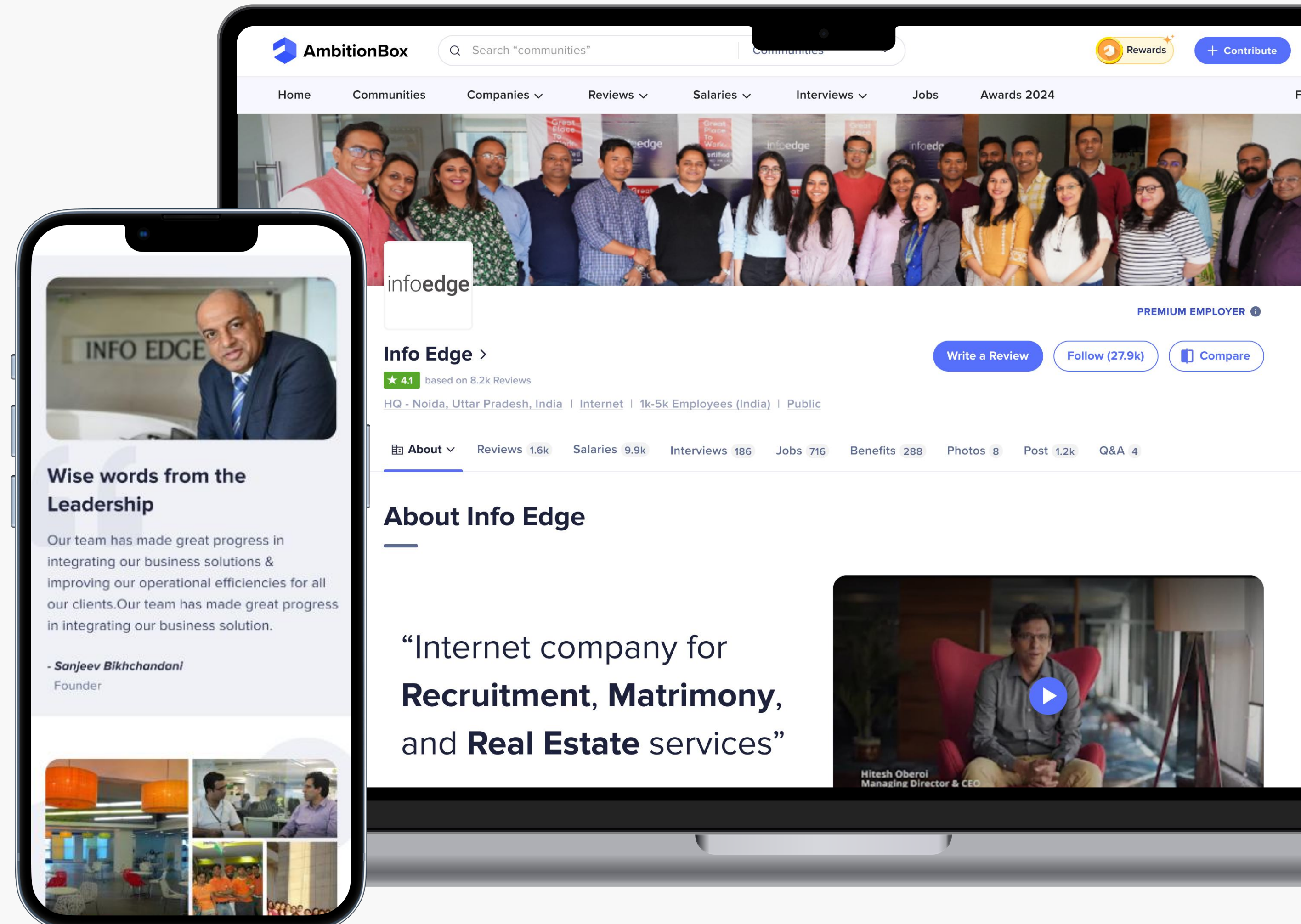
- Benchmark against competition
- Ratings trends and breakdown via location, role, etc.
- Traffic analytics and demographics
- Interview insights
- Real time insights and monthly/quarterly reports
- Attrition Intent and Exit Reason Insights



Showcase your brand to jobseekers

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

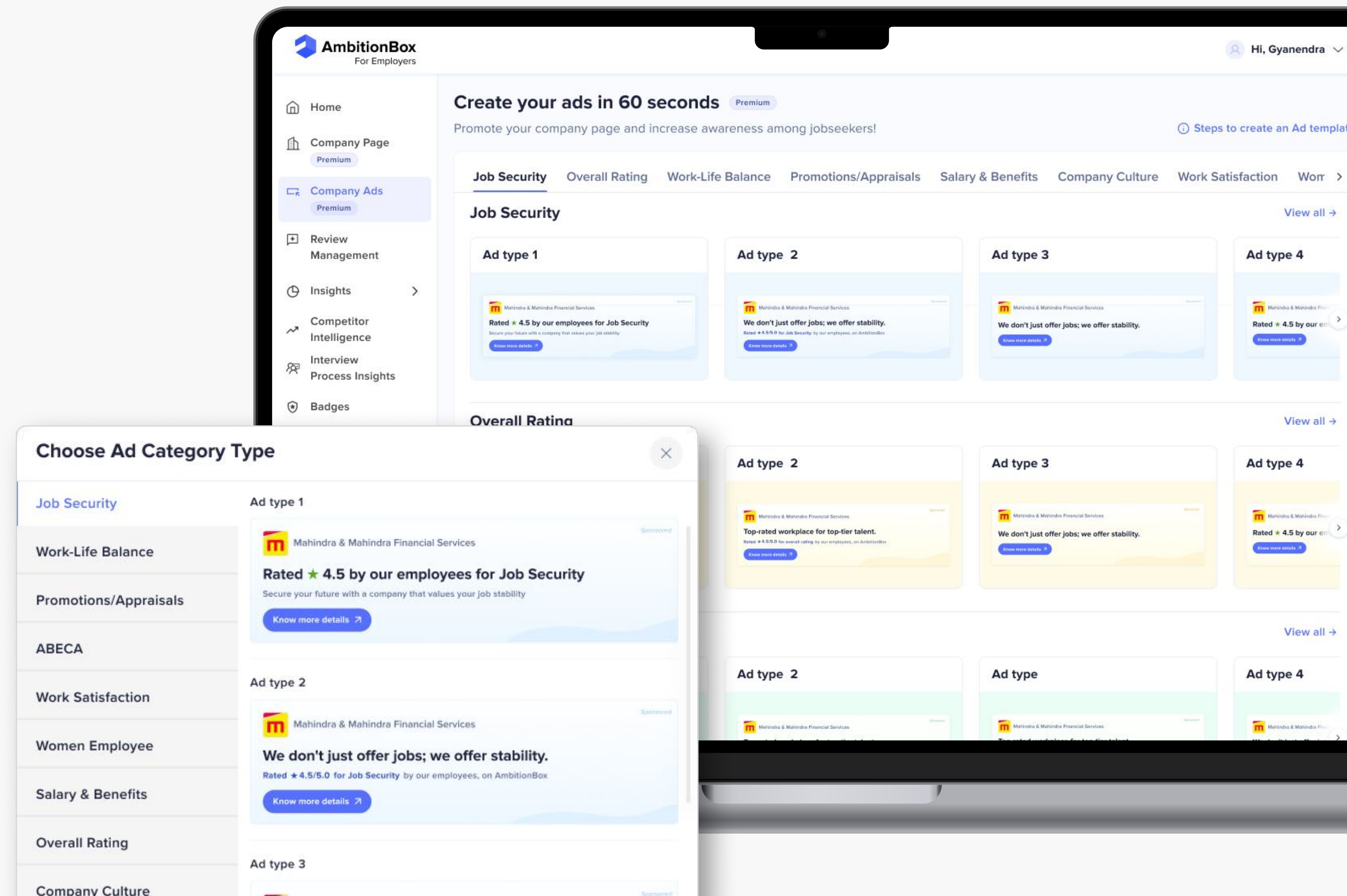
- 🕒 **Custom sections** to showcase your story your way
- 🕒 **Exclusive multimedia sections** to bring your brand to life
- 🕒 **Leadership spotlight** to build trust among jobseekers
- 🕒 **Highlight your employee benefits** and let jobseekers know that you care
- 🕒 **No competitor branding** on Showcase page
- 🕒 **Featured reviews** of your choice on Showcase page
- 🕒 **Company tagline**, announcements, Youtube Shorts, etc.



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

Attrition Intent and Exit Reason insights to improve retention

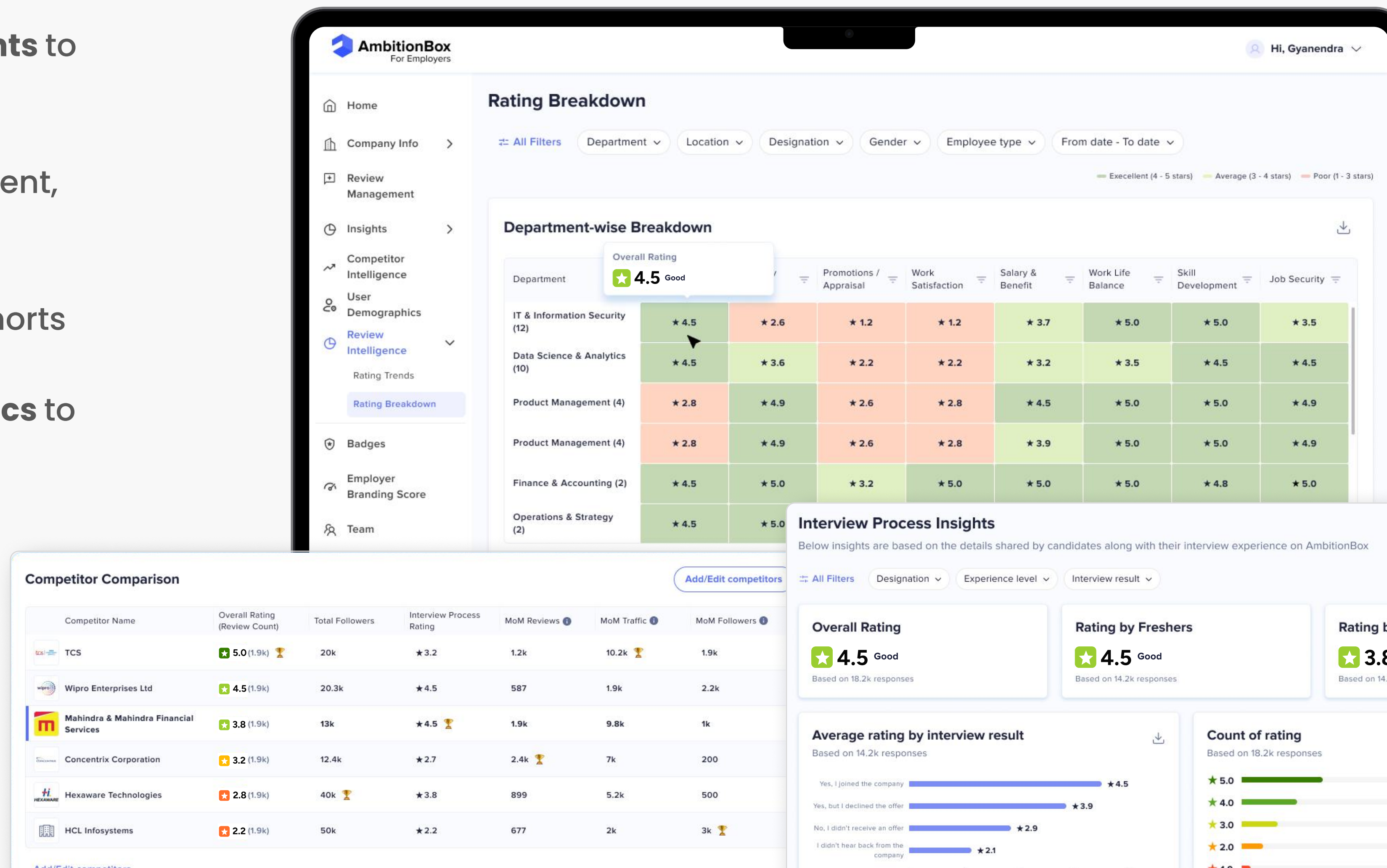
Granular rating analytics at department, designation and location level

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



Tools to maximise your employer branding Rol

🕒 Manage reviews

- Auto-reply to reviews
- AI-agent to generate personalized review responses
- Contest a review

🕒 Invite employees and candidates to rate

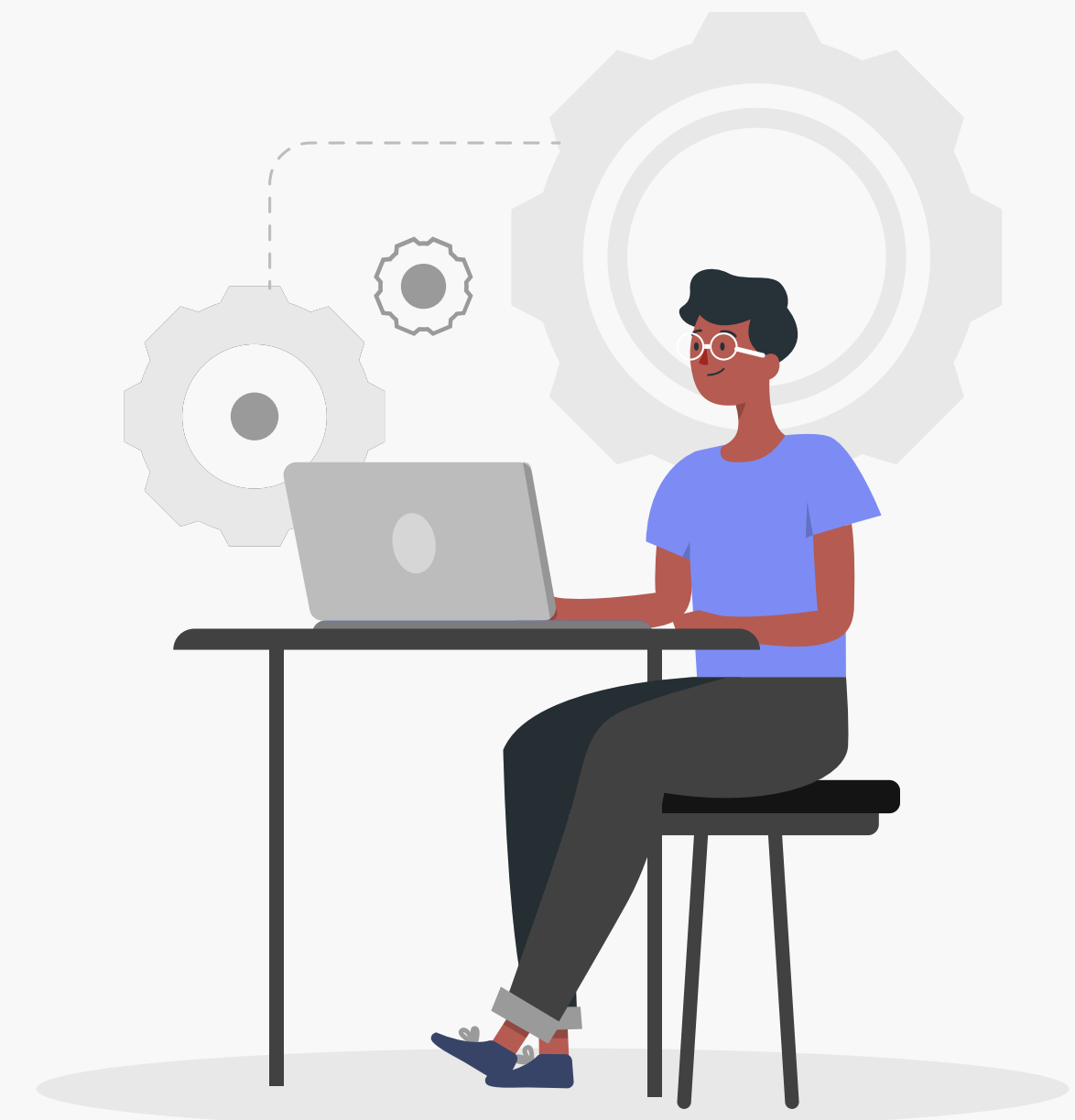
- Customized co-branded forms to get feedback from your employees and candidates
- Ready to use email templates
- Detailed campaign insights

🕒 Notification and alerts

Set up custom alerts for reviews based on your requirements

🕒 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
Build Your Brand		
Company info (About, mission, vision, industry, employee count, locations)	✓	✓
Invite employee to rate & review	✓	✓
Create Showcase page using AI 🔮 AI-powered	✗	✓
Custom sections (Diversity, Innovation, Life@Company, Youtube Shorts, Taglines, etc.)	✗	✓
Featured reviews on Showcase page	✗	✓
Company announcements	✗	✓
Remove competitor branding from Overview page	✗	✓
Manage Reviews		
Respond to reviews manually	✓	✓
AI agent to draft personalised review responses 🔮 AI-powered	✗	✓
Auto-reply to reviews	✗	✓
Contest a review	✗	✓
Custom email alerts	✗	✓
Amplify & Reach		
Ready-to-use employer branding ad templates	✗	✓
Ad impressions on AmbitionBox	✗	✓
Impact Metrics		
Positive influence score (PIS) & Visibility score	✗	✓
Get Insights Into Your Culture		
Attrition intent dashboard & Exit reasons dashboard	✗	✓
Quarterly employee pulse check report 🔮 AI-powered	✗	✓
Rating insights dashboard (Cumulative rating trends, MOM rating performance & Rating breakdown with deepdive)	✗	✓
Interview process insights dashboard	✗	✓
Competitor intelligence & traffic analytics dashboard	✗	✓
Employer branding reports - Monthly/Quarterly/Annual	✗	✓



Investing in Employer Branding on AmbitionBox

Employer branding matters for every company – people are searching for your employer brand



Google Searches up **17%**

Number of searches for company reviews, salaries, etc. happening on Google have increased by 17% in the last few years – the awareness among jobseekers is increasing¹



Your **Employer Brand** is Already Out There

People are noticing your employer brand, whether you accept it or not – If you are not managing your online reputation, then you are already running behind



3 out of 4 Candidates Check Ratings

Company ratings have become ubiquitous for jobseekers in their jobsearch journey – it's no more a hygiene to maintain a good employer brand, but a critical part of hiring

¹ Source: Google Search Console

AmbitionBox is the preferred platform for employer branding for **32,000+ employers**

India's No. 1 Platform with **2 Cr+ users**

AmbitionBox is India's No. 1 platform with **2 cr+ registered users, 85 lac+ reviews, 4 cr+ salary data points for 10 lac+ companies** – where else would you promote, if not AmbitionBox?

85% of Visitors are Interested in You

The traffic coming on to your company profile is **highly relevant with surveys** stating that **85%+ users** coming on to your company profile are interested in joining your company¹

India-Centric Reach with **95% Traffic** from India

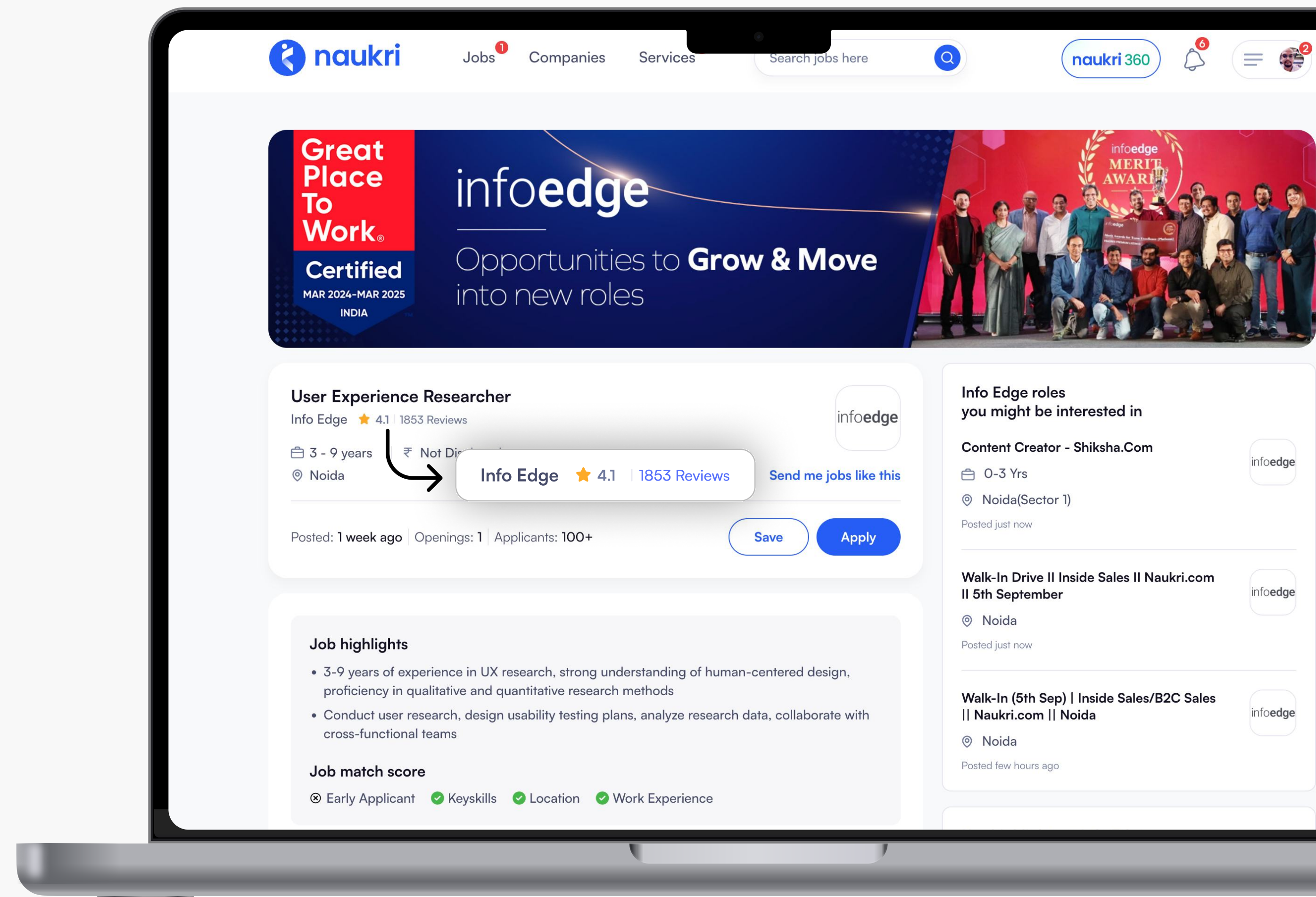
AmbitionBox's India-centricity, with **95%+ traffic** from India spread across **metro and non-metro cities**, makes it the go-to platform India hiring²

Prominent presence on Naukri resulting in **100% users** on Naukri seeing your ratings

Your rating is present on all your job listings and details are visible on all job descriptions

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**.



AmbitionBox vs Glassdoor

- Despite Glassdoor’s early mover advantage and higher brand recall, **AmbitionBox leads on every critical performance metric.**
- The **insights and analytics** provided by AmbitionBox are far more **detailed and granular.**
- Unique features** such as ‘Interview Process Insights’, ‘AmbitionBox Pulse Report’, etc. provide you with the **right ammunition to catalyze your employer branding efforts.**

Categories	AmbitionBox	Glassdoor
Platform		
Monthly traffic (Jul'26 – SimilarWeb)	67 lakh users/month	45 lakh users/month
Registered users	2 crore+ users	NA
Companies listed	12 lakh+	3-4 lakh (est.)
Number of reviews	1 crore+	50-60 lakh (India count est.)
Relevance to employer branding	▲ High	▲ High
Insights		
AI-powered reviews intelligence	Detailed	Detailed
Rating trend (Cumulative and Monthly)	Detailed	Detailed
Traffic analytics	Detailed	Detailed
Rating breakdown	Detailed	Limited
Competitive intelligence	Detailed	Limited
Interview process insights	Detailed	Limited
Exit reasons	Yes	No
Auto reply to reviews	Yes	No
AI response generator (Respond to reviews)	Yes	No
Visibility score	Yes	No
Positive influence score	Yes	No
Brand amplification and features		
Showcase page visibility	▲ High	▲ High
Showcase page customisation	▲ High	▼ Low
Showcase Page creation using AI	Yes	No
Custom email alerts	Detailed	Limited
Invite employees to rate	Yes	Yes
Invite candidates to share interview experience	Yes	No
Ready-to-use ad creatiives	Yes	No
Company announcements	Yes	Yes

How employer branding on AmbitionBox impacts hiring?

10x More Jobseekers Reached

AmbitionBox helps companies attract **at least 10x more high-intent job seekers** than they need each year – giving them a high-leverage channel to influence employer perception and drive job applications ¹

25% Decrease in Offer Dropouts

One of the leading IT Services and Consulting companies reported a **decline of 25% in their offer drop-off ratio** after starting employer branding on AmbitionBox ³

2.5x Higher Engagement on Job Aggregation Widgets

Clients have reported up to **2.5x increase in clicks** on their jobs widgets on AmbitionBox during campaign periods ²

Improved Employee Retention

Real-time insights and analytics provided in the employer dashboard helps companies **track employee sentiment** and identify areas of improvement resulting in less attrition among employees

¹ Based on the hiring count of companies and users visiting the company profile in an year | ² Source: The jobs shown on AmbitionBox are aggregated from Naukri, iimjobs and hirist.tech. As an impact measure, redirects to these platforms can be measured directly. | ³ Reported by client – Leading IT Services and Consulting firm with 10,000+ employees

Top brands leveraging AmbitionBox to improve their employer brand



& more



Thank You

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