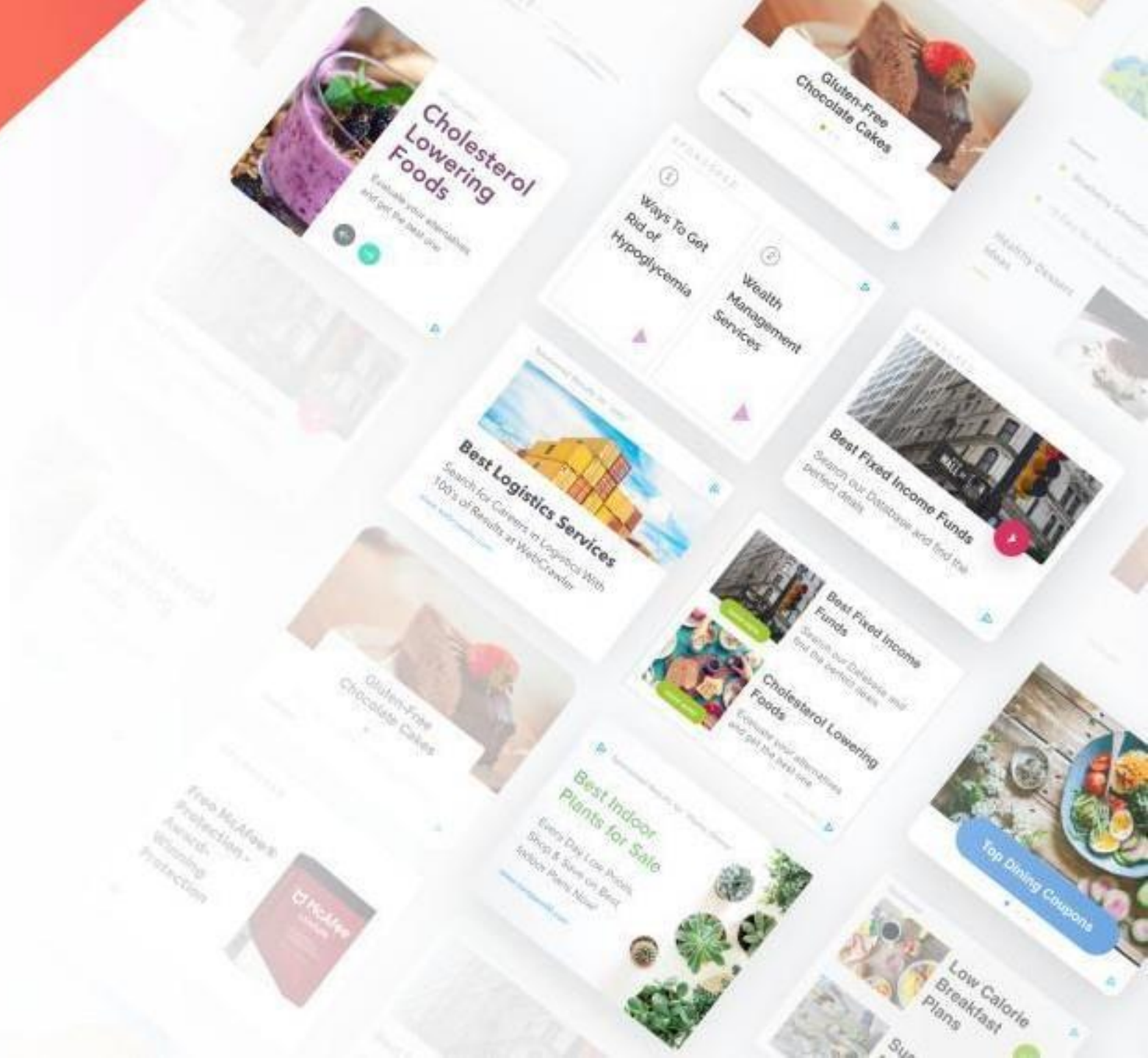


media.net



# Who we are



Largest independent contextual advertising company globally (2nd only to Google AdSense) in addition to being one of the largest independent software development & distribution companies globally.



Most comprehensive portfolio of advertising technology in the industry, with several technology solutions in use by large blue-chip companies. Builds tech that supports publishers, advertisers and end users all across the world.



Focused on client growth, custom solutions and service delivery with 700+ world class engineers and 700+ client services staff.

**1500+**

Employees Globally

**1B+**

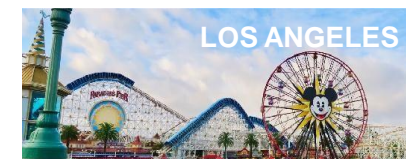
Ad Clicks Managed  
annually

**500M+**

URLs  
monetized annually

**50+**

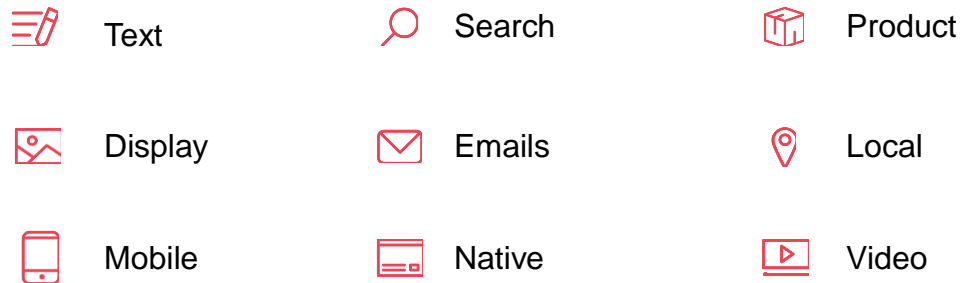
Demand  
Partners



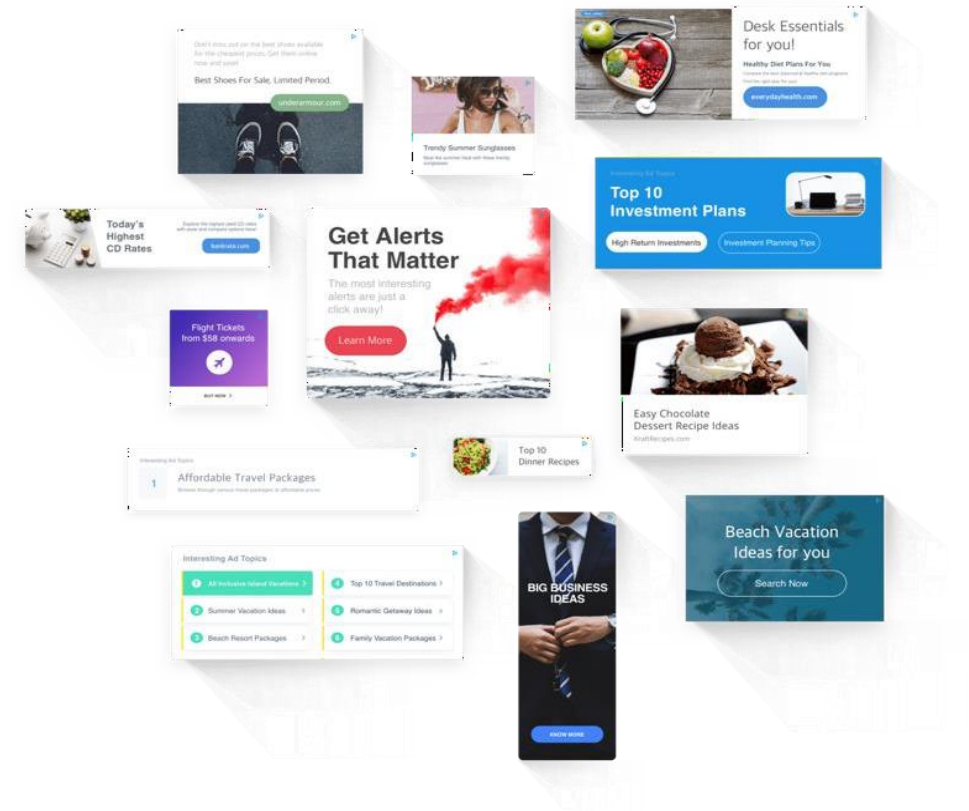
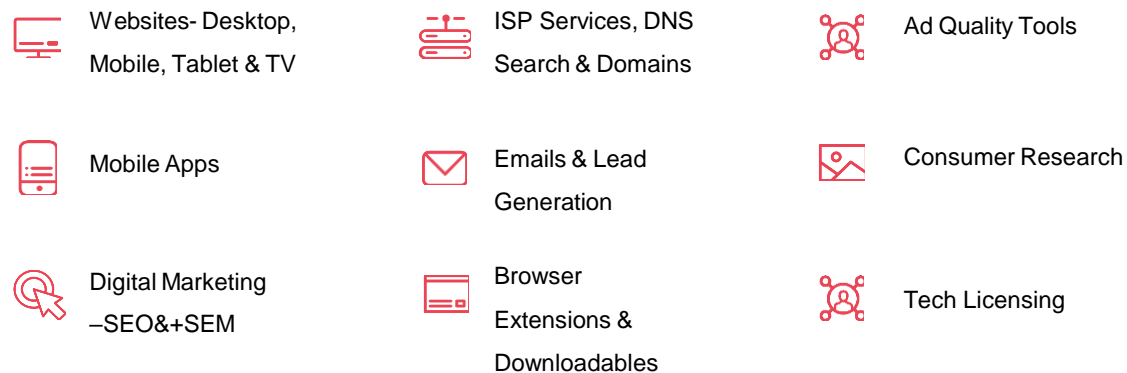
# What we do

A constantly expanding catalogue of formats and mediums

## Serving a wide range of ad formats



## Building Products & Platforms across mediums and devices



# Influential Publisher Relationships





# Blue Chip Advertisers

## Selected Direct Advertisers



\$7 Bn+ demand from Yahoo/Bing





# Investing in people

**1500+ employees**  
across the world split into agile teams  
with skill-depth across functions

**700+ world-class engineers**  
exclusively dedicated to bettering the  
future of AdTech

**Regularly compared to Google,**  
Microsoft, Facebook and Amazon for  
recruitment and employer attractiveness  
in India



# Recruiting Top Talent

Under our recruitment brand name, Directi, we compete and win for top global talent

## Welcome to the campus, IIT-style

### ORIENTATION

**IT-B has unique programme to ease in the fresh batch**

**Ravi Mathias**  
Senior Software Engineer

adjust to campus," said Aditya Gaud, who leads the jobing programme. "The orientation programme introduces them to all the necessary facilities and helps them settle in."

From the arrival of the fresh batch, the orientation programme is designed to ease in the fresh batch. The orientation programme is designed to ease in the fresh batch. The orientation programme is designed to ease in the fresh batch.

"It was so much fun with videos and interactive sessions and every evening seniors have some fun activities planned for us. He told students the story of how he began his career with Rs. 25,000 loan from his father and now his company is worth \$300 million operating in 60 countries. Students were very inspired."

## Global Tech Cos Go to Town to Hire Fresh Talent

### Looking Beyond IITs

Line up more offers, better perks at regional tech colleges

**DEVELOPMENT & OPERATIONS**

**W**hen Directi's CEO visited the National Institute of Technology in Madras, he was looking for fresh talent. He was looking for fresh talent. He was looking for fresh talent.

Sample this: Amazon, Google, Pepsi-Co, Yahoo, Cisco, Oracle, Deloitte, Adobe, DE Shaw, Flipkart, Directi, Caterpillar, Future First and IBM are making offers is year at non-IIT campuses in Vellore, Madurai and Mesra

## Directi takes on Google in pampering employees

**Rajesh Karap**  
Mumbai, Sept. 17

Bharat Turakhia sits relaxed in his plush Andheri office, wearing a grey T-shirt on a weekday. The 32-year-old head of Directi, the Web products development company he founded in 1998, is rarely seen in formal, not even when meeting senior clients.

"Nobody comes to us for what we wear... They come to us for what we are and for the quality of our products," said Turakhia, who is also chairman and CEO.

The company's office in the Mumbai suburb is much like a college, swarming with teenagers in jeans and T-shirts, some even in Bermuda paired with matching sandals.

Directi pampers its employees with flexible working hours, free food, a gym and play areas (ping-pong tables and gaming bags, and salsa lessons). Trekking, clubs and cricket are also organised. "I need to display the courage age of 23 years. Directi (has) more offices in Bangalore, the UAE, the US

"We can swipe in at any time, timings do not matter, only the output matters," said Nikhil Mangal, a developer with the company since 2009.

Directi, which was started with a capital of just Rs 25,000, now has a net worth of \$380 million, according to an internal audit. It owns BigRock.com (a Web hosting company), LogicBoxes and ResellerClub (domain registrars), Shemoo (Internet traffic monetisation business) and Radix (registry business).

This draws a lot of parallels with Google (ranked as the world's best company to work with), which has bocce courts, bowling alleys and food, all gratis. Facebook and Yahoo similarly pamper staff.

Directi's employee referral plan takes the cake. The staffer who refers a candidate has to conduct the first interview. And if the candidate gets the job, the employee is rewarded with a car (Honda Brio) or cash equivalent.

With salaries of Rs 20 lakh a year for an engineer just out of college, Directi is a good payer too. The firm recruits just 35 freshers every year, after interviewing at least 6,000 applicants.

**rajesh.karap@directi.com**

## Business Standard

HOME MARKETS COMPANIES OPINION TECH SPECIALS PF PORTFOLIO MULTIMEDIA

Today's Paper Latest News Economy Finance Current Affairs International Management

**JUST IN** Ajit Pawar reviews progress on Ambedkar memorial in Mumbai

You are here: [Home](#) > [PTI Stories](#) > [National](#) > [News](#)

## Media.net to hire over 130 freshers from top engg colleges, B-schools

Press Trust of India | New Delhi  
Last Updated at December 11, 2019 21:05 IST

[f](#) [t](#) [in](#) [+](#)

[f](#) [t](#) [in](#) [+](#)

**SendGrid** Email delivery service that gets to the inbox in 2.6 seconds.

**ALSO READ**

Google tightens political ads policy to thwart abuse

Media.net, an advertising technology company, on Wednesday said it plans to hire over 130 freshers from top engineering colleges across the country.

# Recruiting Top Talent

Continually compared by mainstream media to Google, Microsoft, Facebook and Amazon with regard to its people quality and HR practices. Consistently a day 0 or day 1 recruiter on top-tier campuses



“

“Prominent recruiters in the technology space included Microsoft, Microland, WNS, MindTree, Texas Instruments, Sutherland Global, Walmart Labs, Lenovo, Juniper Networks and Directi among others...”



“

“Flipkart was the second highest recruiter with six offers at Rs 14 lakh each. Other major recruiters include Oracle, Directi, Deloitte, Mu Sigma, Thorogood, Futures First, Kuliza Technologies and MAQ Software.”

THE HINDU  
**BusinessLine**

“

“New recruiters or old recruiters returning to campus included HSBC Markets, Macquarie Group, Rocket Internet, IDG Ventures, DBS, Saint Gobain, Snapdeal, PwC Diamond, and Directi.”

THE ECONOMIC TIMES

“

“Others who have offered PPOs, include Schlumberger, Directi, Adobe, Reliance, Shell Technology, Cadbury, Qualcomm, Deutsche Bank, Credit Suisse, ... Samsung, VMWare, ... LinkedIn, ... Goldman Sachs (Tech) Intuit, Futures First and P&G.”



media.net

# Associate – Key Account Management

(The above-mentioned designation is subject to further specialized segregation into team specific designations once the candidate clears the rounds, as different teams have different nomenclatures for their roles as per our org structure. For eg: Associate - Demand Management, Associate - Publisher Development, Associate Program Management, etc.)



Mobile Article Docker

Last 7 Days

# What's in it for you?

- Manage relationships with some of the top 500 of the worlds' leading websites/advertisers.
- Build reports to analyze data and consistently work towards increasing revenue
- Study client's existing advertising options and consult them on the most appropriate process, to ensure seamless integration of our solution.
- Strategize and ideate with multiple internal teams to identify new revenue opportunities and increase revenue streams from existing clients.
- Become the commercial liaison and provide necessary assistance on escalated or urgent issues
- Identify and segregate potential Market Segments
- Develop relevant advertisements, sales collaterals and business proposals
- Determine targeted pitch for each client segment

# Who should apply for this role ?

- Graduate from any stream
- Experience in Online Media is a bonus
- Excellent oral & written communication skills.
- Excellent analytical skills.
- Good Team Player
- Ability to complete large volumes of work quickly and independently.
- High level of drive, initiative and self-motivation.
- Avid internet user, with strong inclination towards technology
- Familiarity with Internet search industry preferred.





media.net

Thank you



### Media.net Has Been Quietly Helping Publishers Move To Server-Side Bidding

Two years ago, Media.net started helping publishers move their header bidding partners to a speedier...



### Media.net Launches Next Generation Ad Targeting at IAB Annual Leadership Meeting

Today at the Internet Advertising Bureau's Annual Leadership Meeting (#IABALM)...

PPC•LAND

### Media.net donates OpenRTB 3.0 converter code to IAB Tech Lab

Media.net yesterday announced the donation of code to help IAB Tech Lab...

The Drum

### Lost in translation: Gaining clarity around AdTech transparency

It is the latest and likely the most enduring concern to hit the advertising industry in recent times...



### White Ops, Media.net Partnership Extends Pre-Bid Fraud Protection For Brands

Media.net has announced a partnership with White Ops to extend protection across programmatic...



### Media.net Bets Its Contextual Data Can Offset Death Of The Cookie

The amount of online media with audience data attached is shrinking, thanks to Apple...