

**Nature Of  
Business :**

**Designation** **Technologist**

**Alphonso is on a mission to make TV an even better advertising medium for brands, agencies and networks. Today, we are the fastest-growing TV data company with the industry's largest TV data set. Since 2013, we have been creating new ways for brands and agencies to reach targeted TV audiences across all digital devices. Our best-in-class TV ad analytics enables brands to see the offline impact of their campaigns.**

## Job Location

- **Bangalore, India**
- **Mountain View, CA, USA**
- **New York, NY, USA**

In Alphonso, all positions are global. What that means is that the team members (including new hires) are eligible (no special requirements) to relocate to any of the overseas Alphonso offices. The title and responsibilities remain the same independent of the location. The salary and other benefits are adjusted based on economic parameters specific to the location.

**The initial posting for all campus hires will be in Bangalore, India. For those who desire to work from an overseas location, will be able to apply for the relevant work permits and VISA. The relocation will be contingent to getting the needed approvals from the foreign government body.**

## What does a Technologist do?

**At Alphonso, technologists design, develop, enhance, test and invent :**

- Description :**
- **OS for smart TVs**
  - **ML based system to discover ads in real time media streams**
  - **ML based system to curate (identify attributes such as brand, product, category etc) commercials.**
  - **Software to be embedded in smart devices (TVs and Mobile) to collect TV Data**
  - **Scalable distributed system to collect, store, process and analyse BIG Data**
  - **Analytical, operational and data-visualization dashboards**
  - **Tools to monitor, manage, operate large scale data center**
  - **Audio/Video Indexing and Search algorithms**
- A few challenges which our team is currently tackling:**
- **Many contents (commercials, movies, tv-shows) which appear to be identical to humans have subtle differences. Algorithms can easily identify such differences which are not identifiable to human eyes and ears. The challenge is to implement algorithms to mimic human perception when it comes to processing content.**
  - **Given a content (given an audio and video segments) classifying it to be a commercial or something else is easy. The challenge is to precisely find where an ad begins and where it ends, if the content contains a mix of commercial(s) and something else. It becomes even more challenging as we have to do this in near real time on a live stream.**
  - **Design an OS for the smart TVs of tomorrow. Identify the gaps and pain points in the existing smart TVs and innovate features as well as technology for tomorrow. For example, can we build a TV (which is a shared device amongst household members) which can identify the viewer by the voice, and reconfigure itself to offer personalized experience.**

Program	AE	BSBE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
BT	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
BS	--	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
MT	No	No	No	No	Yes	Yes	No	No	No	--	--	--	--	--	No	--	--	No	No	No	No	--
DoubleMajor	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dual	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dualB	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	--	--	Yes	--	Yes	Yes	--
dualC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--
Mdes	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--
MBA	--	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--

Phd	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
MSc	--	--	--	--	--	--	--	--	--	No	No	No	--	--	--	--	--	--	--	--	--	No
MSR	No	No	No	No	Yes	Yes	--	No	No	--	--	--	--	--	--	No	--	--	--	--	No	--

#### **Bangalore, India**

<b>Cost to Company :</b>	•	<b>CTC ~35,00,000 INR per Annum (approx)</b>
	•	<b>Gross 30,00,000 INR per Annum</b>
		<b><u>USA</u></b>
	•	<b>CTC ~80,000 USD (approx)</b>
<b>Package Details :</b>	•	<b>Gross 70,000 USD per Annum</b>
		<b><u>Bangalore, India</u></b>
	•	<b>1500 Stock options</b>
	•	<b>Employer's contribution to Provident Fund upto 21,600 INR per year</b>
	•	<b>Medical Insurance Cover of 10,00,000/- Per Annum for employee and the dependents (family floater)</b>
	•	<b>Free Breakfast / Lunch</b>
	•	<b>1-2 Offsite Trips to India / Overseas</b>
	•	<b>2 weeks of Accommodation on Twin sharing basis at the time of joining</b>
	•	<b>One-way Economy Class Air Fare from one's College or one's home town to Bangalore</b>
		<b><u>USA</u></b>
	•	<b>1500 Stock options</b>
	•	<b>401-K (Retirement Savings)</b>
<b>Bond :</b> <b>CPI CutOff :</b> <b>Medical Requirments :</b> <b>Resume Shortlist :</b> <b>Resume Shortlist Criteria:</b> <b>Aptitude Test:</b> <b>Group Discussion:</b> <b>Technical Test:</b> <b>Technical Test</b> <b>Duration:</b> <b>Technical Interview:</b> <b>Technical Interview Duration:</b> <b>Number of Techincal Interview Rounds:</b> <b>HR Interview:</b> <b>HR Interview Duration:</b> <b>Additional Information:</b>	•	<b>Medical/Dental/Vision and Life Insurance</b>
	•	<b>Free Breakfast / Lunch</b>
	•	<b>1-2 Offsite Trips to India / Overseas</b>
	•	<b>Relocation Expenses</b>
		<b>False</b>
		<b>0.0</b>
		<b>True</b>
		<b>N/A</b>
		<b>False</b>
		<b>False</b>
		<b>True</b>
		<b>N/A</b>
		<b>True</b>
		<b>N/A</b>
		<b>3</b>
		<b>True</b>
		<b>1</b>