



## DEPARTMENT OF ELECTRONICS AND COMPUTER ENGINEERING

### Guest Talk by Y16 Alumni Krishna Kishore on "BYJU'S Talent Acquisition and Marketing Strategies"

23-02-2021

3.30-4.40pm

Mr. K. Krishna Kishore (**16500165**) working as Marketing Engineer in BYJU'S, Hyderabad. He is Y16 ALUMNI of KLEF who secured 10LPA highest in ECM history and excited to meet the juniors back through Online. He had a discussion with HoD sir and the faculty and showed interest in taking the session for II/IV B.TECH students and conveyed wishes to Dr. MSG Prasad (ECM-HoD), Mrs. K. Krishnaveni (F/I/C Alumni), arranged the session towards the talk.



Fig. 1. ALUMNI Guest talks towards BYJU'S Hiring process

BYJU'S is an education technology company that offers personalized and easy-to-learn programs for students of grades 1-12. Launched in 2015, the BYJU'S app creates unique learning journeys for school children through engaging videos, interactive quizzes.



Fig 2 Participants Interaction with ALUMNI in R201C

In most companies, identifies technical profile those with some technical expertise. Meanwhile, the non-technical profile is most likely someone who has a business background, probably specializing in an area like finance, marketing or HR recruiting. He advised how may have previously worked in a similar company, or this may well be their first job in the industry. Moving cross-industry isn't as big a deal for these folks as their technical co-workers. Finally Queries by the students are clarified.

Prepared By

F/I/C Mrs. Krishnaveni

HOD-ECM

Dr MSG Prasad