



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 567

23<sup>rd</sup> May 2023

**Sub. Placement opportunity for B.Tech CSE/IT students of USICT, GGSIP University of the batch passing out in 2023 in the company “NowFloats Technologies Ltd.”**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for B.Tech CSE/IT students of USICT, GGSIP University of the batch passing out in 2023 in the company “NowFloats Technologies Ltd.” for your reference and circulation to students to apply on given link by **24<sup>th</sup> May 2023**:

**Registration Link** – <https://forms.gle/9rQfSjyMzVxSbLA69>

**Name of Company** – NowFloats Technologies Ltd.

**Eligibility** – B.Tech CSE or IT (USICT only) students of 2023 passing out batch.

The role requires candidates who understand basics well from the academics with good problem solving and coding abilities with logical thinking.

**Work Location** – Hyderabad

Please find below the details of positions offered:

| Format                     | Function    | Designation                  | Total Requirement | Target Specialization | CTC Budget    |
|----------------------------|-------------|------------------------------|-------------------|-----------------------|---------------|
| NowFloats Technologies Ltd | Engineering | Software Engineer - Flutter  | 4                 | B.Tech                | 6L to 10 L PA |
| NowFloats Technologies Ltd | Engineering | Software Engineer - Backend  | 4                 | B.E/ B.Tech           | 6L to 10 L PA |
| NowFloats Technologies Ltd | Engineering | Software Engineer - Frontend | 4                 | B.E/ B.Tech           | 6L to 10 L PA |

Company profile attached for more information.

LAST DATE FOR REGISTRATION IS 24<sup>th</sup> May 2023.

**(Ms. Nisha Singh)**  
Training and Placement Officer,  
CCGPC, GGSIP University

# NOWFLATS™

Simplifying the digital journey of every business in India

**COMPANY PROFILE**



NOWFLOATS

## Who we are

Incorporated in 2012, NowFloats is a Hyderabad-based software company dedicated to simplifying the digital journey of millions of Indian businesses.

With cloud-first and mobile-first products, our mission is to enable businesses to harness the power of digital. From having one product at inception, we have grown to five products in 2022. Today we have a pan-India footprint, serving over 550,000 businesses and professionals.





NOWFLOATS

## Mission & Vision

### **Mission**

Our mission is to simplify the digital journey of millions of businesses in India.

### **Vision**

Our vision is to solve complex problems with solutions that are simple, fast and easy.





## Key Facts

1. NowFloats products are being used by **550K-plus business owners and professionals.**
2. The company is focused on **building innovative products** that cater to customers across categories and business segments in **both MSME and Enterprise sectors.**
3. NowFloats has **independent products in the market,** and is now also **integrated with Jio.**
4. The company has a **total employee strength of 358** including technology, product, and marketing.



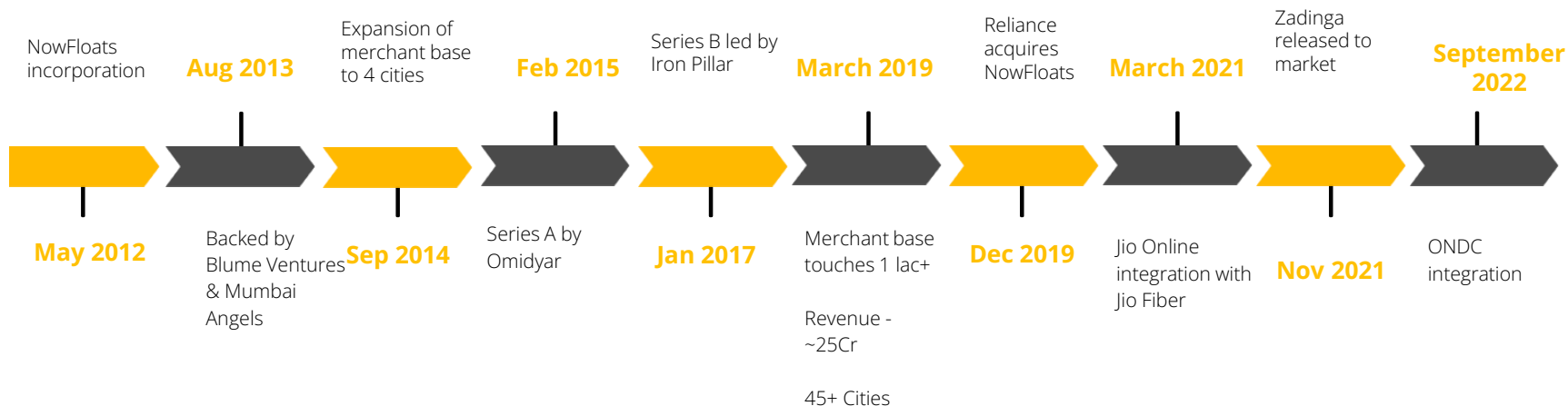
**70K+** Total number of followers on Facebook, Twitter, Instagram, and LinkedIn.



**4.5** GMB rating for all NowFloats sales offices.



# Key Milestones





NOWFLOATS

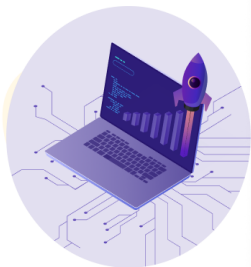
## Products

 boost360



Helps SMBs set up their website and grow online.

 kitsune



Open source framework to accelerate enterprise website

 bizHQ



Helps companies grow their multi-location business online.

 zadinga



Helps retailers manage their shop & create online store.

 JioOnline



Single solution across multiple SMB categories



NOWFLOATS

## Innovations that **simplify businesses**

### **NowFloats ONDC Link**

NowFloats is one of the first companies to start enabling businesses to integrate ONDC to their e-commerce strategy. As a designated Technology Service Provider (TSP) to ONDC, we are equipped to onboard brands through the NowFloats ONDC Link.

### **RIA**

RIA (Relationship Intelligence Agent) is a unique AI-based digital assistant patented by NowFloats that analyses merchant websites and shares customised recommendations.

### **Boost Studio**

Our collection of 1000+ pre-designed customisable message templates enable merchants to greet their customers, share trending messages, and drive customer engagement. Now merchants can communicate with their customers in style!

### **My Biz App**

Dynamic business app to showcase businesses and create the right impression on customers! My Biz App enables merchants to avail of their own business app and share it with their customers to make communication and purchases easier.





NOWFLOATS

## Our Leaders

NowFloats was founded by a team which has previously worked in Microsoft, GE and Saatchi & Saatchi.

Jasminder Gulati - Co- Founder, Head of Research and Advocacy

Ronak Samantray - Co- Founder, CTO

Nitin Jain - Co- Founder and CEO



thank you.