



**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/2024/ 1079

16<sup>th</sup> July 2024

**Sub. Placement opportunity for B.Tech (CSE, IT, AI&ML, AI&DS, IIOT) students of GGSIP University of the batch passing out in year 2025 in the company “DeltaX”**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for B.Tech (CSE, IT, AI&ML, AI&DS, IIOT) students of GGSIP University of the batch passing out in year 2025 in the company “DeltaX” for your reference and circulation to students to apply on given link by **18<sup>th</sup> July 2024**:

**Registration Link – <https://forms.gle/TWrPguTmYuVHatNU7>**

**Name of Company – DeltaX**

**Role – Associate Product Engineer**

**Locations:** Bangalore, Hyderabad and Pune

**Description:** Candidates will go through a training boot camp for 4 months and transform into Full-Stack Developers. This entails a good level of exposure to frontend, database, backend and background services.

**CTC Offered:** INR 7.0 Lakhs per annum

**Eligibility Criteria:**

- B.Tech (CSE, IT, AI&ML, AI&DS, IIOT), 2025 passing out batch
- Minimum overall 50% CGPA

**Hiring Process**

1. Online MCQ Test
2. Shortlisted students from the MCQ Test will have Online Coding Test
3. Shortlisted students from the Online Coding Test will have Interview rounds
4. Selects made an offer to join

Please find attached JD for more information.

**Submission Deadline:**

LAST DATE FOR REGISTRATION IS **18<sup>th</sup> July 2024**.

**(Dr. Nisha Singh)**  
Training and Placement Officer  
CCGPC, GGS IP University

### **About DeltaX**

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the AI and Automation platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology driven campaigns.

Looking to hire students who are passionate about programming and solving problems and hence the hiring process is skewed towards programming, algorithms and problem solving.

Entire placement process will be online. It will be an event consisting of three rounds. Considering it's a virtual drive, candidates can participate from anywhere with good internet connectivity and a computer or laptop. Please note that a **webcam** is mandatory for the candidate to take part in the online test.



# Advertising Cloud for an AI-driven Future

Class of 2025

[www.deltax.com/campus/](http://www.deltax.com/campus/)

CTC: INR 7 Lakhs Per Annum

Location: Bengaluru, Hyderabad and Pune

Training: 4 months



**Do you see yourself as a**

**Problem Solver?**

**Ace Troubleshooter?**

**Code Ninja?**

Find your inner calling @ DeltaX

# Digital Advertising is Growing Globally

“Online Advertising is growing to become the single largest advertising medium globally and has already outpaced TV in developing markets”

## Case Study: Hotstar

**Client:** Hotstar India / Mindshare

### Concept - Moment Marketing

Leverage LIVE match triggers to activate engaging videos getting customers to tune-in and watch the live stream of the match.

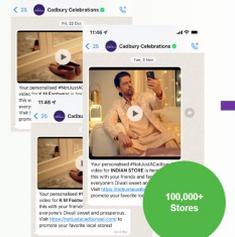
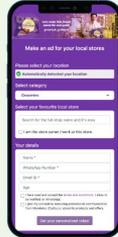


DeltaX

Private and Confidential

## Case Study: Cadbury Celebrations (2.0) contd.

www.NotJustACadburyAd.com



This is how local retailers in India celebrated Diwali in 2021



DeltaX

Private and Confidential

## Case Study: L'Oréal Professionnel

**Client:** L'Oréal Professionnel / Wavemaker

### Concept

L'Oréal Professionnel, a transformative beauty leader, wanted to help their 500+ partner salons in India across 121 cities with qualified leads to give a boost to their sales by giving them an option to pick from 40+ offers that were exclusively made available to them.



DeltaX

Private and Confidential

# We are building for an AI-driven Future

"At DeltaX we are building the 'Advertising Cloud' - to help advertisers leverage and optimize spends across each channel through a unified interface"

# What Makes us Awesome!



## Code is Poetry

You are judged by the code  
you write



## Ownership-driven

You are not limited by a job  
description



## Bullshit-free

Make mistakes; Get work  
done; Have Fun!



## Culture is Recursive

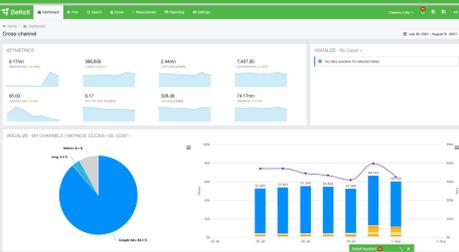
People join us for the work & stay  
for the culture!

# What Makes us Awesome!

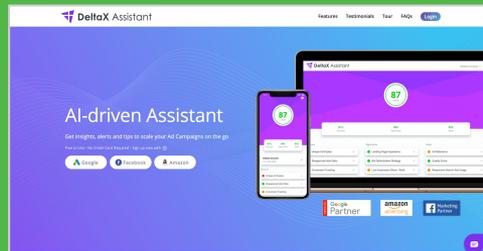
## ★ Product-based Startup

Build products, build strong foundation for your career by working across industry leading products

— You could be working on some of our flagship products —



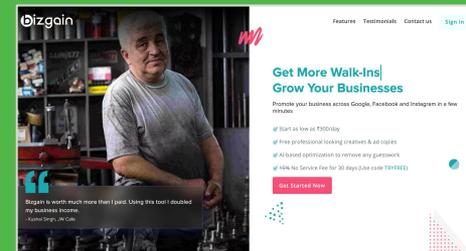
DeltaX Platform



assistant.deltax.com



leadx.app



bizgain.in

# What Makes us Awesome!

## ★ Training Bootcamp

Intensive 4-month bootcamp with mentorship which transforms you into a full-stack developer

– You will be trained to become masters of our technology stack –



# Work with Cutting-edge Technologies

DATASTORE

BACKEND

CLOUD

MOBILE

FRONTEND



elasticsearch



Flutter



Vue.js





Work alongside like-minded engineers who are  
equally passionate about life



# Campus Hiring Process

<b>Round 1</b>	<b>Online Technical MCQ Test</b> Will cover fundamentals for Programming, Data Structures, Networking and Micro-processors.  Expected No. of Questions: 50 Multiple Choice Questions. Assessment Duration: 45 Minutes. Difficulty level: Questions levels vary from easy to moderate.
<b>Round 2</b>	<b>Online Coding Assessment (any programming language)</b>  Helpful alert: Only serious coders will qualify
<b>Round 3</b>	<b>Technical Interview</b>  What we look for? - Logical clarity - Algorithm & Programming Concepts

# Do you have the X?

"I have the freedom to write the code in my way and use the latest utilities/frameworks that I love. Apart from this, I got a full exposure of frontend, backend, database and deploying my code on virtual machines. This is what I absolutely love about DeltaX."



Gautam Gadipudi  
MIT, Manipal (2018 Passout)

"Working alongside highly skilled engineers in a tech driven environment on challenging projects is the kind of drive that a fresher needs to grow as an engineer, and that is exactly what DeltaX provides. Not to mention all the fun!"



Shriganesh PG  
RNSIT, Bangalore (2018 Passout)

"Your first job makes all the difference! I'm happy to have started at DeltaX where I was able learn best engineering practices and work with cutting-edge technologies with guidance from like-minded seniors."



Kishan  
Batch 2018

"There's a lot about the culture at DeltaX. A wide array of problems to solve, new challenges everyday, the best selection of technology and tools, and a kick-\*ss team to be a part of!"



Amrith Yerramilli  
RNSIT, Bangalore (2013 Passout)

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important."



Ankit Ojha  
Batch 2016

"When you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."



Vamsi Sai  
CMRIT, Batch 2017

Visit [www.deltax.com/campus/](http://www.deltax.com/campus/) to learn more

We would love to hear back from you [hireme+campus@deltax.com](mailto:hireme+campus@deltax.com)



# Associate Product Engineer (Fullstack Developer)

Job Description

**CTC:** INR 7 Lakhs Per Annum

**Location:** Bengaluru, Hyderabad and Pune

## Responsibilities

- Write code :)
- Ownership for the entire lifecycle of your code: development, test, production, and subsequent fixes and improvements.
- Implement code that is clear, concise, tested, and easily understood by others.

## Engineering Culture & Practices

- You will work in an agile SCRUM team.
- Our teams follow BDD, REST, Continuous Integration and Continuous Delivery.
- We operate hundreds of multi-tenant databases using MS SQL Server
- C#, Vue.js and SQL are the common languages that our teams use.
- Centralized monitoring across our entire stack using ELK Stack (Elasticsearch, Logstash, Kibana)