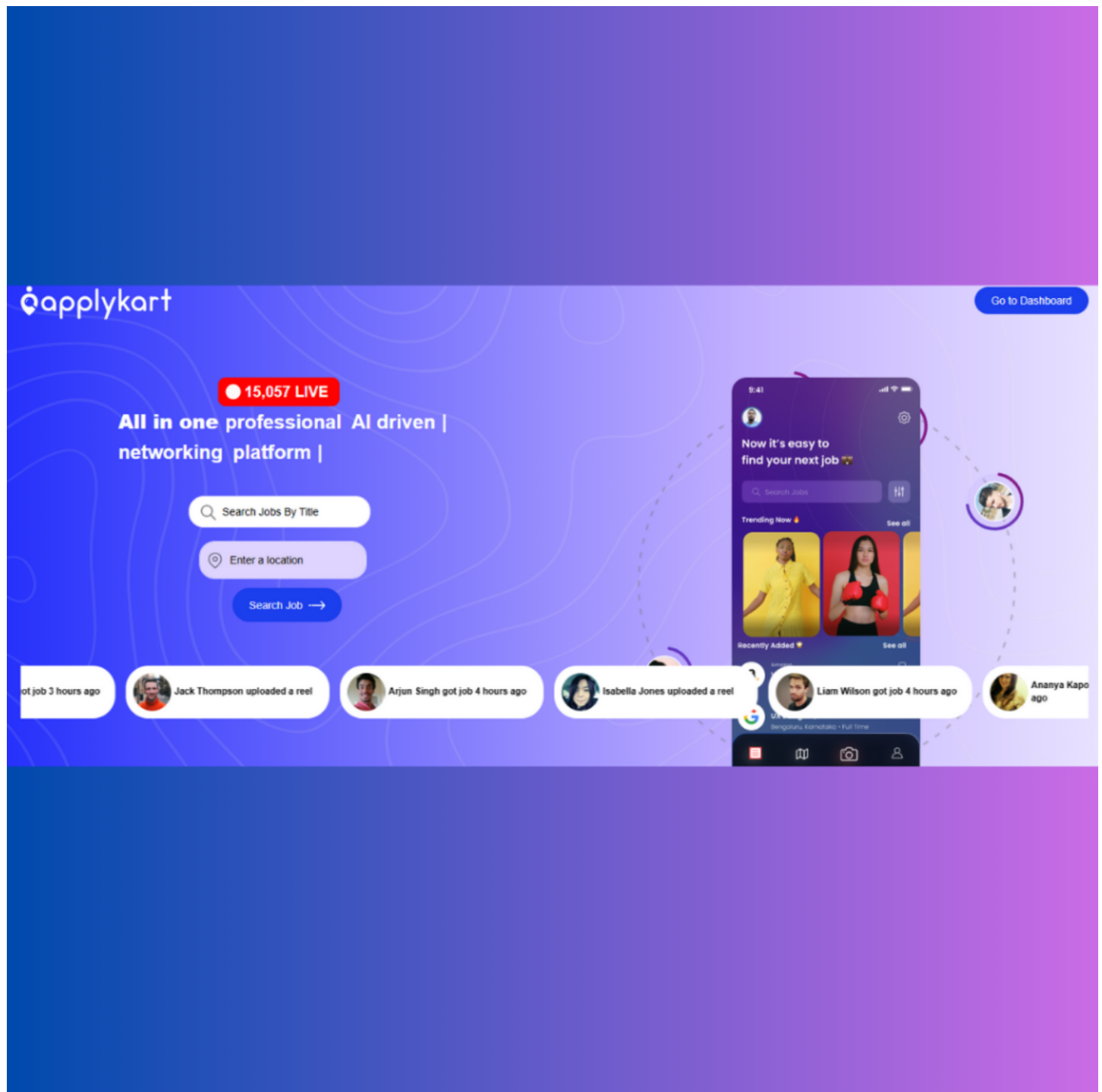


ApplyKart: The App Pivoting To Be The Next TikTok

A Revolutionary Platform for Diverse, Modern Generation



Australian Capital Territory, Australia Dec 19, 2024 ([IssueWire.com](https://www.issuewire.com)) - Similar to TikTok, there's a new player in town! Enter [ApplyKart](#)—the app quickly becoming a favorite among GenZ content creators, especially in India. With its reel feature and growing visibility, ApplyKart is positioning itself as the next big thing in social media. And it's not just India—following TikTok's turmoil in the U.S., ApplyKart is gaining impressive traction stateside too.

The platform has even bigger plans on the horizon, including a monetization policy that could change the game for creators worldwide. With billions of dollars up for grabs after TikTok's exit, ApplyKart, led by founders of Indian origin, is here to fill the void and dominate both the U.S. and Indian markets. Watch this space—ApplyKart might just be the next social media giant!

It is on a mission to transform the job search as well as connecting new generation interactive audiences with each other. Including students and migrants who face unique challenges in the traditional employment market. Founded by Bharati Babbar, a former Citibank marketing manager, ApplyKart provides an efficient and personalized platform for users to navigate job boards and find work within a matter of days.

After struggling with her own job search, Bharati realized the challenges that many job seekers face, from sorting through countless postings to tailoring every application. She saw an opportunity to integrate technology with job-seeking strategies, and ApplyKart was born.

In its early days, ApplyKart operated on Telegram, providing a foundation for what it would later become.

"The group started out small, just a handful of people trying to connect in a simpler way. But we quickly realized there was a demand for a streamlined platform for employers and job seekers to connect, especially for students who struggled to find work", Babbar said.

Understanding the Needs of Today's Digital Workforce

Generation Z, also known as "Gen Z," comprises 2 billion individuals globally and is set to represent 27% of the workforce by 2025, according to Zurich.com. They bring with them unique job expectations, such as flexibility, purpose-driven work, and a reliance on social media, where they spend an average of 4+ hours per day. Recognizing these needs, ApplyKart combines the professional benefits of LinkedIn and the entertaining features of TikTok and not to forget also the interactive appeal of Instagram to create an engaging platform for the upcoming high-tech generation who value authenticity and connection.

"Our platform allows users to be themselves, to show who they are without the pressure to conform to old-school application norms," Babbar explains. "We're building a space where candidates can bring their true selves, connecting with companies and with each other on a deeper level."

Creating a Community of Genuine Connections

ApplyKart goes beyond traditional job boards and social media platforms by allowing users to post short, relatable reels showcasing their experiences, expertise, and even day-to-day insights into their roles. This interactive multimedia approach allows the Genzs to gain real-world insights from peers, mentors, and companies, giving a personalized edge to career exploration. Experienced professional people, in turn, can post their own video content, providing an authentic look into their values, work environment, and team culture. Written posts from companies complement this feature, offering detailed information about job requirements, work expectations, and advancement opportunities.

"Our goal is to bridge the gap between candidates and companies with real stories and experiences," Babbar says. "Job seekers on ApplyKart don't just search—they connect with people and discover the real stories behind companies", Babbar said.

Transforming Challenges into Opportunities

With youth unemployment rates in Australia reaching 10.3%, ApplyKart steps in to support job seekers who may otherwise struggle in traditional employment paths. Migrants, who face a 33% higher unemployment rate than native-born Australians, also benefit from ApplyKart's inclusive approach. According to studies, older job seekers—41% of Australians aged 55 and above—often face outdated hiring practices or skills mismatches that can prevent them from finding meaningful work. ApplyKart's practical tools and job-matching capabilities enable job seekers from underrepresented demographics to find roles that align with their talents and needs, promoting a truly equitable hiring landscape.

"These individuals are highly motivated and bring a wealth of skills to the table. They're simply looking for flexible roles, such as remote or freelance positions, that suit their lifestyles," says Babbar.

"ApplyKart is designed to help them find roles that respect their ambitions."

Leveraging Technology for Job-Matching and Skill-Building

ApplyKart's platform is rich with features aimed at making job searching efficient and relevant. Users can access resume-building tools, profile enhancement tips, and customizable job search options that align with their skills and experiences. Additionally, an AI-powered matching system refines search results to deliver the best-suited opportunities, saving users from sifting through irrelevant postings. Babbar notes that these features aren't just tools—they're gateways for users to find employment that aligns with their strengths and goals, removing barriers often imposed by traditional job boards.

"Our platform is all about creating a space where job seekers don't just search for roles—they connect with real people and real stories behind the companies they're interested in. By sharing relatable work reels and authentic advice, we're making the job search process more engaging and approachable. We want candidates to feel like they're getting a genuine look at the industries they're exploring and the cultures they could be a part of. It's more than a job search; it's about building a community where companies and candidates can connect on a personal level."

Growing a Global Reach

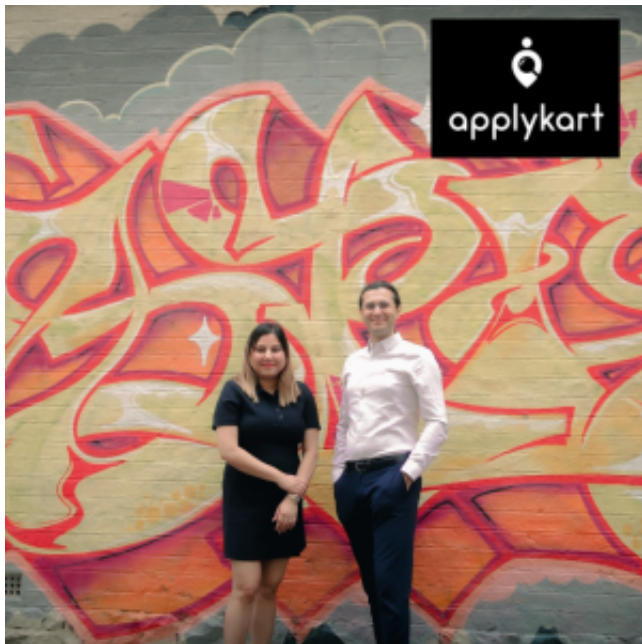
ApplyKart's momentum is only growing. With over 10,000 social media followers on different platforms and more than 300,000 active users on the app, the platform is scaling its services to reach job seekers worldwide. The company's mission extends beyond national borders, seeking to create global connections that make remote hiring as accessible and seamless as possible. With social media predictions showing user numbers may exceed 5.5 billion globally by 2025, ApplyKart is set to play a key role in empowering candidates to pursue global opportunities.

"We're creating a network where talent and opportunity intersect seamlessly," says Babbar. "Whether someone is in Sydney or San Francisco, they're just a click away from their next opportunity."

Empowering Diverse Job Seekers for the Future

ApplyKart's innovative approach is transforming the employment landscape, particularly for groups often overlooked in traditional hiring systems. By making job searching interactive, community-based, and efficient, ApplyKart is more than a platform—it's a movement. Whether users are looking for part-time work, remote opportunities, or industry-specific guidance, ApplyKart is a resource for today's workforce, fostering inclusivity and meaningful professional connections that resonate with a new generation of job seekers.

ApplyKart envisions a future where opportunity knows no bounds, creating a vibrant global community of professionals empowered to achieve their dreams.



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