



MEDIA DECK

VOICE • VISIBILITY • TRUST

Arghya Sarkar

Founder & CEO, Recruitment Mantra

Corporate Profile | Media Coverage | Thought Leadership



Recruitment expertise. National visibility.

A concise view of the brand and its public narrative.

27

SELECTED MEDIA FEATURES

20+

PUBLICATION PLATFORMS

PAN-INDIA

HIRING PERSPECTIVE

AI + HUMAN

RECRUITMENT APPROACH

Recruitment Mantra

An ISO 9001:2015 certified HR consultancy and recruitment agency supporting employers across executive search, permanent hiring, bulk recruitment, staffing and RPO.

POSITIONING

Technology-enabled recruitment strengthened by human judgement, employer understanding and ethical hiring practices.

CORE MEDIA THEMES

- AI-first hiring & ATS readiness
- White-collar talent-market outlook
- Recruitment strategy for startups
- RPO and agency models
- Entrepreneurship & leadership
- Awards and industry recognition

LEADERSHIP PROFILE

Arghya Sarkar

Founder & CEO | Recruitment Mantra



A practical voice on the future of hiring

Arghya Sarkar contributes perspectives on AI-enabled recruitment, candidate readiness, talent-market trends, employer strategy and the evolution of recruitment partnerships.

His media presence connects operational hiring experience with accessible guidance for employers, candidates and emerging businesses.

PROFILE HIGHLIGHTS

- Founder & CEO - Recruitment Mantra
- TEDx Speaker and author of Recruitopia
- AI Hiring and Ethical Hiring Specialist
- TV panelist and business commentator
- Recognised recruitment leader in West Bengal

RECOGNITION

A growing record of industry credibility

Awards and editorial milestones supporting the Recruitment Mantra story.

2026

Best Recruitment Agency in West Bengal

International Buddha Peace Awards

2025

Impact Beyond Measure - CSR Award

Government of Goa recognition

2024

Leading Recruitment Consultant in West Bengal

Times Business Awards, 7th Edition

2024

Visionary Leader of Bharat

Talent acquisition leadership

2024

Best HR Leader

NewsX & India News Business

FEATURED / PROFILED BY

Forbes India • ET Edge Insights • TV9 Bangla • ThreeBestRated

Coverage across business, national and regional media

A multilingual mix of profiles, expert commentary, trend analysis and recognition.

BUSINESS & ECONOMY

Forbes India • The Economic Times • Financial Express •
Businessworld • CNBC TV18 • ET Edge Insights

NATIONAL NEWS

Times Now • NewsX • Republic World • India TV • ANI • The
Telegraph

REGIONAL & VERNACULAR

TV9 Bangla • Asianet News Bangla • News18 Hindi / Bangla •
Sanmarg • NDTV India • Good News Today

ENTREPRENEURSHIP

StartupTalky • Siliconindia • Times of India Blog • India.com •
Dainik Jagran MPCG

Leadership in the public eye

Gallery 01-06 | Broadcast, stage, recognition and editorial appearances.



Executive portrait



National television commentary



Honoured by the Governor of West Bengal



Television news appearance



Honoured by the Governor of Haryana



Speaker at Connect India

Leadership in the public eye

Gallery 07-12 | Broadcast, stage, recognition and editorial appearances.



TEDx Kirti Nagar speaker



TEDx address



Startup leadership panel



Media interaction



Visionary Leader recognition



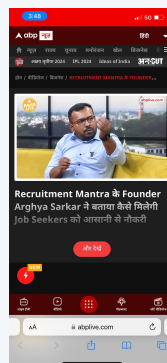
Leadership award

Leadership in the public eye

Gallery 13-18 | Broadcast, stage, recognition and editorial appearances.



Television studio appearance



Digital media feature



Hiring-market television debate



Live business-news discussion



Print media coverage



Live television commentary

Leadership in the public eye

Gallery 19-24 | Broadcast, stage, recognition and editorial appearances.



Print editorial feature



Employment outlook discussion



Business-news studio interview



Editorial profile montage



Industry recognition



Employment outlook broadcast

Leadership in the public eye

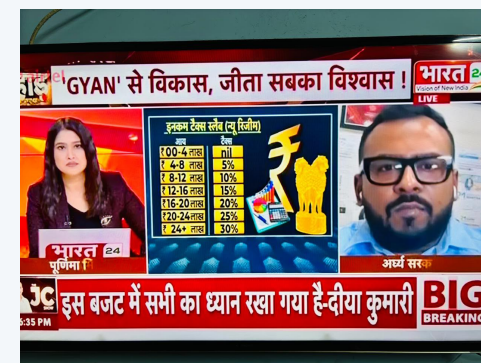
Gallery 25-30 | Broadcast, stage, recognition and editorial appearances.



Workplace-policy editorial



National TV expert panel



National TV commentary



Print profile and recognition



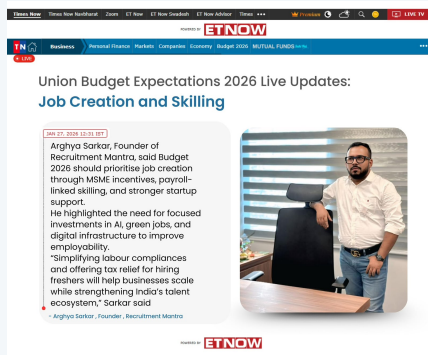
Industry forum appearance



Leadership interview

Leadership in the public eye

Gallery 31-36 | Broadcast, stage, recognition and editorial appearances.



Budget and jobs commentary



Honoured by the Governor of West Bengal



Public leadership felicitation



Regional print coverage



Television news appearance



Calcutta Times feature

SELECTED COVERAGE

Publication directory 01-07

Each feature below is linked to the live article.



01 FORBES INDIA

Founders building India's most iconic brands

[OPEN ARTICLE →](#)



02 THE ECONOMIC TIMES

AI rejecting your job applications? How to make a resume ATS-friendly

[OPEN ARTICLE →](#)



03 SANMARG

Haryana Governor honours Arghya Sarkar with Gaurav Shree Samman

[OPEN ARTICLE →](#)



04 OUTLOOK BUSINESS

How candidates can succeed in an AI-first job market

[OPEN ARTICLE →](#)



05 NEWSX

The new hiring game: what candidates must do differently

[OPEN ARTICLE →](#)



06 ET EDGE INSIGHTS

How AI is transforming recruitment, hiring and talent acquisition

[OPEN ARTICLE →](#)



07 ASIANET NEWS BANGLA

Recruitment Mantra receives international honour

[OPEN ARTICLE →](#)

SELECTED COVERAGE

Publication directory 08-14

Each feature below is linked to the live article.



08 ASIANET NEWS BANGLA

Kolkata entrepreneur humanises AI hiring

[OPEN ARTICLE →](#)



09 TIMES NOW

Economic Survey 2026: expectations and reforms

[OPEN ARTICLE →](#)



10 DAINIK JAGRAN MPCG

White-collar hiring set to surge in H1 2026

[OPEN ARTICLE →](#)



11 FINANCIAL EXPRESS

How Recruitment Mantra uses AI and human insight to redefine hiring

[OPEN ARTICLE →](#)



12 THE TIMES OF INDIA

White-collar hiring stable in March 2025

[OPEN ARTICLE →](#)



13 BUSINESSWORLD

Top 10 recruitment strategies for startups

[OPEN ARTICLE →](#)



14 TV9 BANGLA

Founder of Recruitment Mantra honoured at Goa Raj Bhavan

[OPEN ARTICLE →](#)

SELECTED COVERAGE

Publication directory 15-21

Each feature below is linked to the live article.



15 GOOD NEWS TODAY

Expert expectations from Union Budget FY 2025

[OPEN ARTICLE →](#)



16 CNBC TV18

Budget 2025 proposals: tax clarity and key reforms

[OPEN ARTICLE →](#)



17 STARTUPTALKY

How Arghya Sarkar built Recruitment Mantra

[OPEN ARTICLE →](#)



18 NEWS18 HINDI

Arghya Sarkar honoured as a leading recruitment consultant

[OPEN ARTICLE →](#)



19 ANI

Times Business Awards 2024 recognition

[OPEN ARTICLE →](#)



20 SILICONINDIA

A commitment towards revolutionising the recruitment landscape

[OPEN ARTICLE →](#)



21 TIMES OF INDIA BLOG

Recruitment Mantra editorial blog

[OPEN ARTICLE →](#)

SELECTED COVERAGE

Publication directory 22-27

Each feature below is linked to the live article.



22 NEWS18 BANGLA

Recruitment Mantra launches Hire Employee @999 campaign

[OPEN ARTICLE →](#)



23 NDTV INDIA

Outlook on economic growth and new government policies

[OPEN ARTICLE →](#)



24 THE TELEGRAPH

Hire Employee @999 recruitment campaign

[OPEN ARTICLE →](#)



25 INDIA.COM

Founder shares an intelligent hiring approach

[OPEN ARTICLE →](#)



26 REPUBLIC WORLD

Recruitment agencies vs. RPO companies

[OPEN ARTICLE →](#)



27 INDIA TV

From career setbacks to building a prominent recruitment agency

[OPEN ARTICLE →](#)

Video interviews & conversations

Watch selected interviews featuring leadership, hiring insights and the evolving world of work.



FEATURED INTERVIEW 01

Video Interview

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FEATURED INTERVIEW 02

Video Interview

Click to watch the full video

[WATCH INTERVIEW](#)



FEATURED INTERVIEW 03

Video Interview

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FEATURED INTERVIEW 04

ABP Live Business Interview

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FEATURED INTERVIEW 05

Video Interview

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FEATURED INTERVIEW 06

Video Interview

Click to watch the full video

[WATCH INTERVIEW](#)

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