



zone

*A window to the global
TA market place*



DEBUT ISSUE



SINHATURE

HI FELLOW TA PROFESSIONALS, WELCOME TO THE VERY FIRST ISSUE OF C ZINE!

When I started my recruitment journey over two decades ago, our most advanced piece of tech was a fax machine, and our 'social network' was the nearby watering hole! The thrill was the same: finding a perfect match, changing a person's life and a company's future with a single hire.

Recruitment is a craft that blends art, science, and sheer persistence. It's time we had a space that celebrates our shared experience—the highs, the lows, and the ridiculously funny stories. C Zine is not another corporate mouthpiece, but a mirror and a meeting place for our community; to learn, to laugh, and to celebrate the impact we deliver every day.

At the dawn of the Cognitive Age, our profession is undergoing its most profound transformation yet. No longer a distant concept; AI is a collaborator that is reshaping our workflows and our world. Our vision for C Zine is for it to be your trusted companion on this exhilarating and unsettling journey. Each quarter, we will bring you insights into emerging AI trends, learnings from fellow practitioners, and humor to keep us all grounded - a platform for recruiters, by recruiters, to collectively elevate our craft. Let's embrace the future as the architects of what comes next, building a profession that is more strategic, more intelligent, and more vital than ever before.

- GAUTAM SINHA, CO-FOUNDER & CEO

TECH TALK: ALL ABOUT AI IN HIRING

Say hello To C Screen,
CBREX's AI-powered
resume screening
tool that is transforming
enterprise hiring!
Want to know more
about how it works?
Hear it [right here](#),
all under 90 seconds.



C STROKES

WHEN THEY
OFFERED A LUSH REMOTE
LOCATION TO WORK FROM,
I DIDN'T EXPECT THIS



©CBREX

PRECISION HIRING AT SCALE. IN HOURS.

In case you were wondering what it is that we do at CBREX, here's a quick look!

01

TALENT NEED ARISES

Any role. Any location.



02

POST JOBS ON CBREX PLATFORM

Post direct, pull from ATS, or let CBREX handle it for you.



03

AI PICKS TOP VENDORS

Smart match from a global recruiter network.



04

CANDIDATES FLOW IN

Recruiters submit qualified talent at speed.



RI
(Recruiter Intelligence)
+
AI
(Artificial Intelligence)

05

AI SHORTLISTS WITH PRECISION

Only interview-ready profiles reach you.



06

YOU HIRE - FAST & SMART

Zero clutter. Maximum confidence.



07

ALL IN ONE SINGLE CONTRACT

You pay CBREX. CBREX pays the vendors.



SPEED IS GOOD. PRECISION IS BETTER. CBREX DELIVERS BOTH.

PEAS OF A POD(CAST)

Did you know that
CBREX has its own
podcast?
And that it's called
Swipe Right For Talent?

Swipe Right for Talent
was born to celebrate
the recruiter
community –
and what better
time than now?
We're in one of the most
exciting chapters this
profession has ever seen,
with AI shaking things up
in a big way.

There's a lot of noise out there
about AI replacing recruiters.
But we see it differently!
We see it as the ultimate assistant
that never takes a coffee break,
helping us do more of what we do best.

We discuss all this and more in this podcast
for recruiters by recruiters!

Catch the first few episodes on [YouTube](#),
[LinkedIn](#), or [Spotify](#) featuring the creative
powerhouse, Pramod Shankar (Founder Director, Story Loft India).



BRAIN PICKERS

You know these TA buzzwords like the back of your hand... for work. Today, let's see if you can use them for fun. Grab a coffee, sharpen your pencil, and let the talent hunt begin — crossword style!

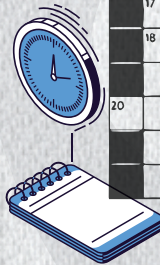
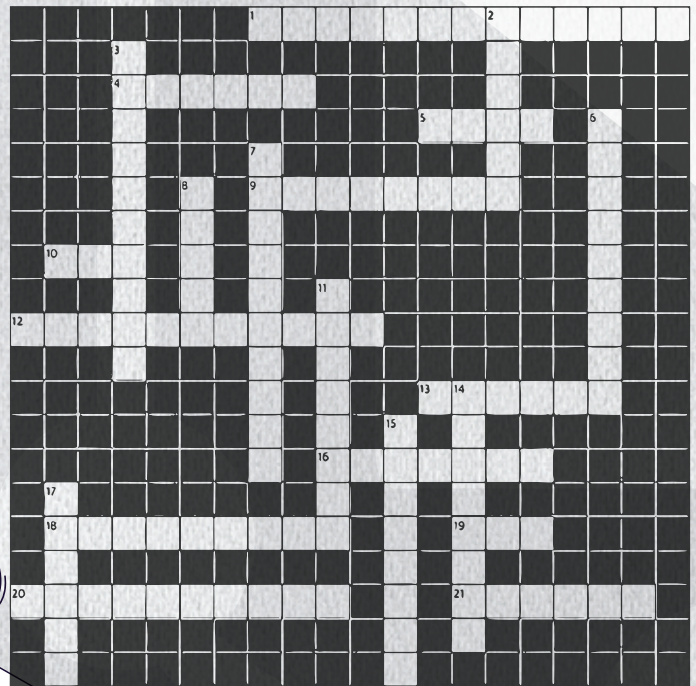
LET'S CHARGE AHEAD!

If this edition made you think, smile, or scribble a note to yourself, make sure you're following us on LinkedIn — that's where the talent talk never stops.

Got a brilliant idea or even a half-baked one for the next C-Zine? Send it to tara@cbrex.in We love suggestions almost as much as we love great hires.

Your next great read (and maybe your next great hire) starts at CBREX!

THE TA CROSSWORD



[Click here to solve the crossword](#)

