



cuts the video processing time by 50% since implementing Gumlet

Apna is India's #1 professional app for the rising workforce. With over 16M users, the platform allows job seekers to create a profile by mentioning skills, education, experience, view jobs, call the employer directly, fix interviews, and get hired. Several leading companies like Byjus, Zomato, Burger King, Bharti-AXA, Teamlease, G4S Global, Shadowfax, and IMG rely on Apna to address their most urgent and critical hiring needs. Apna is now expanding its operations to the USA, South East Asia, the Middle East, and Africa.

Challenge

- UGC videos are especially tough to handle as there are many edge cases and variations of Various resolutions, formats, aspect ratios, colour profiles, and many more.
- The efforts to handle all the input scenarios and errors would make building an in-house solution a lengthy and resource-consuming project.
- Being a mobile-first social media for workers, Apna required a solution to provide Adaptive Bitrate Streaming(ABR) to improve start time and Video experience.

Solution

Gumlet's intelligent and automatic transcode offered a unique solution to the problem, which required no effort from the Apna team. Without any additional inputs, it processed video in a highly efficient manner. More than 15 thousand videos are processed every month.



No. of employees:
400+

ROI:
↑ 200%
**Customer
Engagement**

Products:
**Gumlet's
Video
Optimization**

Gumlet also provided Dash support to solve ABR needs, and now videos play natively on android devices with high performance.

Streaming videos with Fastly CDN ensured low latency and an excellent video experience.

Impact

Gumlet's end-to-end optimisation resulted in an **80%** improvement in video start time.

Per-title-encoding reduced the bandwidth consumption by **60%**.

Apna could now allow end-users to upload any length and format of videos without any restrictions.

Gumlet made it easy to upload and view videos. It increased engagement: upload volume increased by **3X**, and avg views increased **200%** within six months.

"We reduced our video data consumption and improved video start time with Gumlet. Their automatic video optimisation, transcoding, and delivery make it super simple to handle our user-uploaded videos."

Puneet Kala

Head of engineering, Apna

Reasons To Choose



1

A comprehensive end-to-end solution.

2

It can automatically handle any video input.

3

Better UX with ABR and PTE.

[Book A Demo](#)