



TRADE MARKETING SOLUTIONS

BUSINESS PRESENTATION



India's No.1 Retail Solutions Manpower Company

1

INTRODUCTION

- About FirstMeridian Group
- Vision, Mission, Values & Tenets
- About V5 Global
- Our Pan-India Presence
- Our Services
- Our Clients
- Our Leadership Team

2

TRADE MARKETING SOLUTIONS

- Market Activation
- Visual Merchandising
- Retail Audit
- Loyalty Program

CONTENT OVERVIEW

3

TECHNOLOGY SERVICES

- Infield – Retail Automation Suite
- RapL – Microlearning Solutions

4

ANNEXURE

- Notable Projects



INTRODUCTION

WHO WE ARE



ABOUT FIRSTMERIDIAN

We are a Human Resources Investment Platform formed by world-renowned investors and empowered by technology and innovation in Staffing, Managed Services, Recruitment and HR Automation.



90,000+
Employees



400+
Clients



1100+
Locations

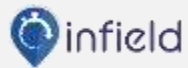
OUR INVESTORS

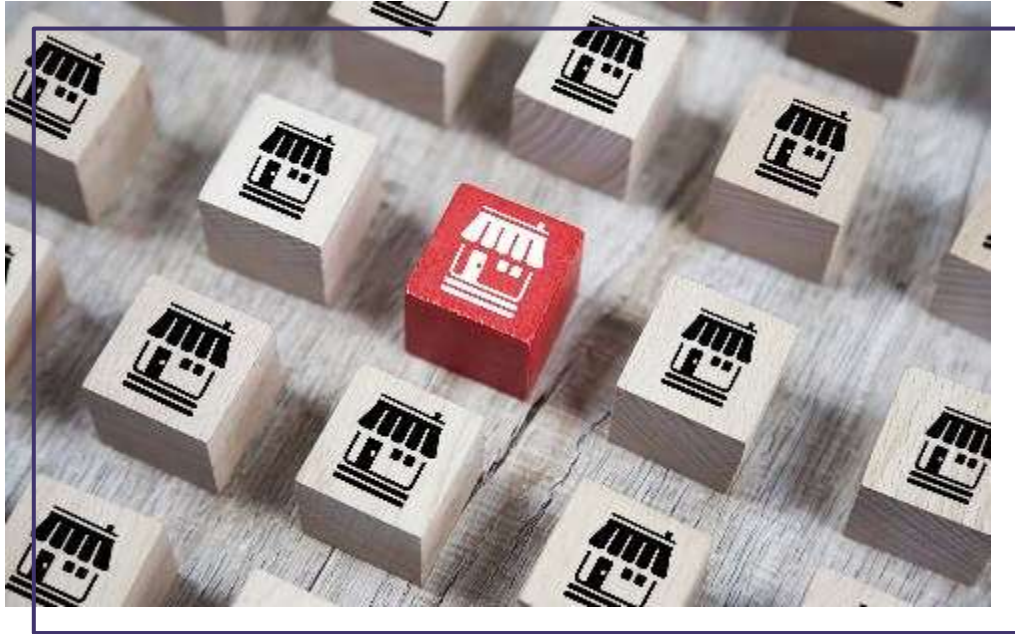


OUR COMPANIES



OUR BRANDS





ABOUT V5 GLOBAL

- A market leading diversified business services group with interests in Global Technology Solutions, People & Services
- Top Managed Services Provider with focus on end-to-end Sales & Marketing solutions
- Revolutionizing the Retail industry through BrandPulse, our range of powerful, tech-enabled Trade Marketing Solutions



17,000+
Associates



66% CAGR
(2005–2016)



70+
Clients

INDUSTRIES WE SERVE



IT Hardware



FMCD



FMCG



Lifestyle



Electricals



Office
Automation



E-Commerce

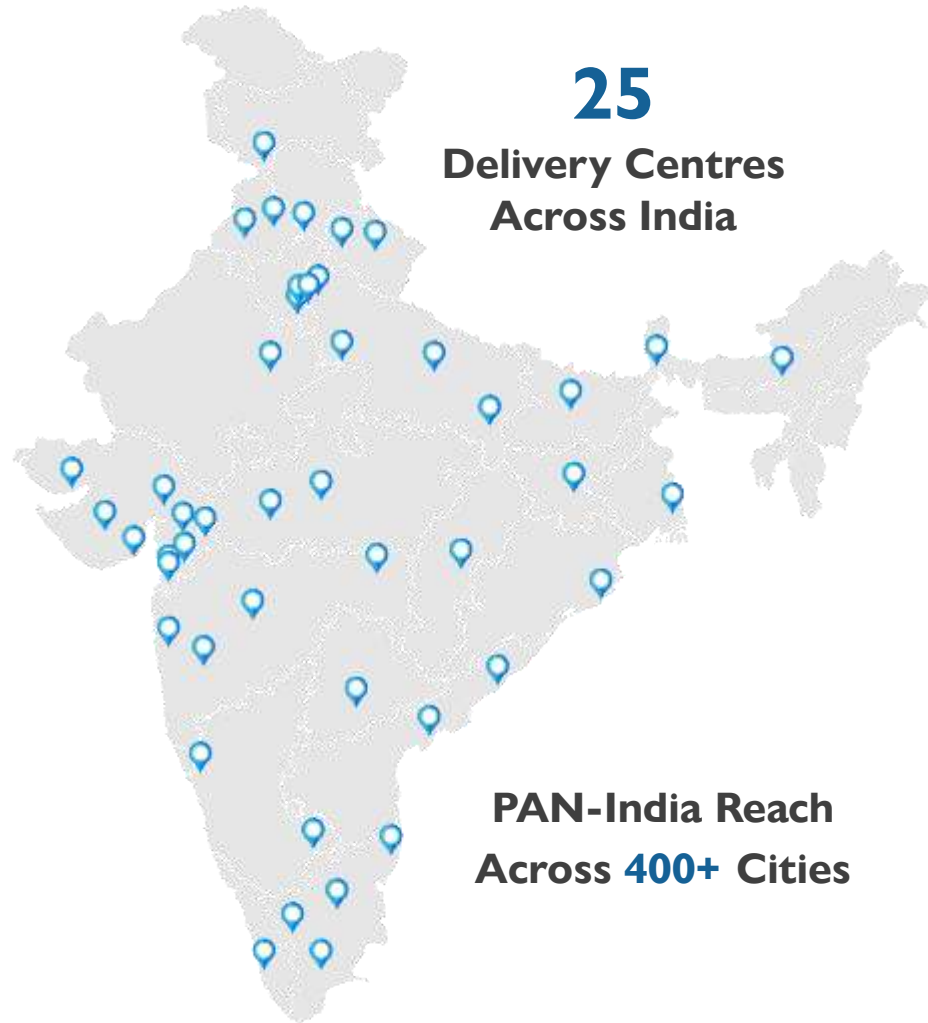


Telecom



Healthcare

OUR PAN-INDIA PRESENCE



- Ahmedabad
- Bangalore
- Baroda
- Bhubaneswar
- Chandigarh
- Chennai
- Cochin
- Coimbatore
- Delhi
- Guwahati
- Hyderabad
- Indore
- Jaipur
- Jalandhar
- Kolkata
- Lucknow
- Ludhiana
- Madurai
- Mumbai
- Nagpur
- Patna
- Pune
- Rajkot
- Ranchi
- Vishakhapatnam

OUR SERVICES



- Contract Staffing Services
- Semi-Managed Services



Trade Marketing Solutions

- Market Activation
- Visual Merchandizing
- Retail Audit
- Loyalty Program



Technology Services

- In Shop Demonstrator
- Sales Force Automation
- Visual Merchandizing
- Audit Application





TRADE MARKETING SOLUTIONS

Give your retail business a competitive edge with our range of powerful, tech-enabled Trade Marketing Solutions!

Market Activation • Visual Merchandising
Retail Audit • Loyalty Programs



MARKET ACTIVATION



Business Events & Exhibitions



Retail & On-Ground Promotions



Rural & Urban Market Activation



Campaign Communications



Mall Audience Engagement



In-Store Engagement



Launch & Promotions

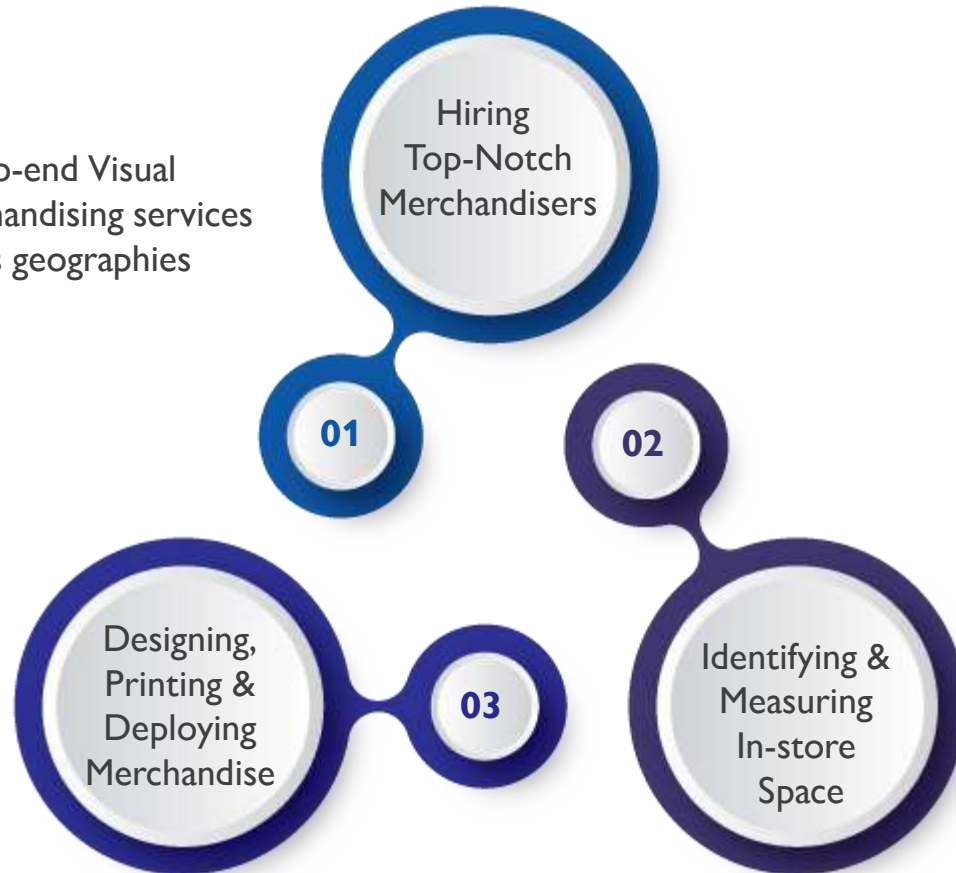


Sampling



Road Shows

End-to-end Visual Merchandising services across geographies



Indulge in our Broad Spectrum of Visual Merchandising Services



POS Displays



Signage Solutions



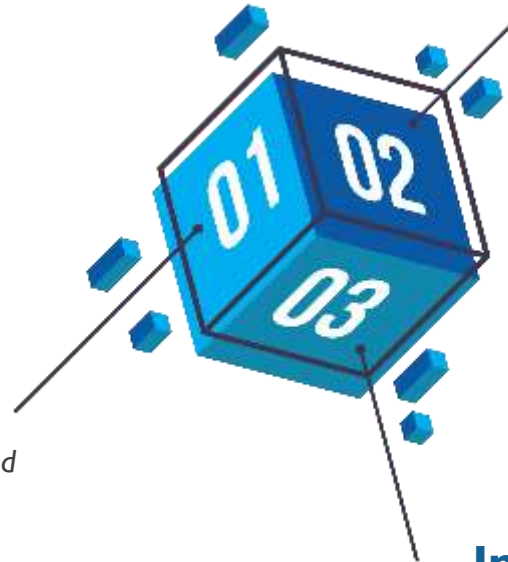
In-Store Visual Merchandising



Exhibition Displays & Kiosk Deployment



Creative Window Displays



Multi-Brand Outlet Audit

Evaluate Your ROI on Your Retail Marketing Spend

- Display Audit
- Product Recommendations
- Stock Availability
- Scheme Compliance
- Online Compliance

Mystery Audit

Evaluate Service Centre/Call Centre/In-Store Experience

- Compliance to Pricing Policies & Strategies
- Store Personnel Behaviour
- Interaction & Customer Experience

Inventory Audit

Measure and Calibrate Inventory with Your Records

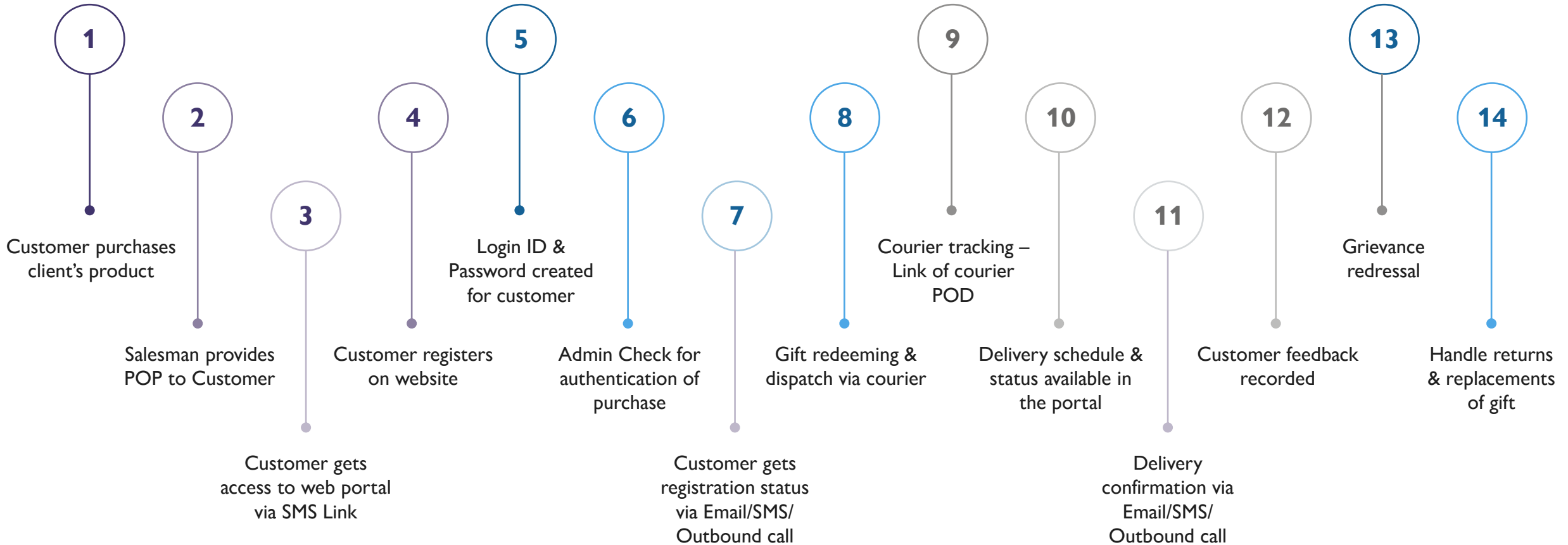
- Stock
- Warehouse
- Documentation

LOYALTY PROGRAM MODEL



LOYALTY PROGRAM WORKFLOW

← SALE → ← REGISTRATION → ← REWARD REDEMPTION → ← SUPPORT →





ANNEXURE

NOTABLE PROJECTS

Mystery Audit Service
Client: Leading Mobile Tech Brand
Reach: 500 stores, 62 cities
Audit Parameters

- POSM availability
- Branding & GSB
- Staff grooming & communication
- Recommendations
- Sales skills and demo
- Lead registration, follow-up, closure

Dealer Loyalty Program
Client: A Global Sanitaryware Products Line
Reach: 200 stores, 50 cities

- To check demo unit as per the prescribed planogram
- Hindware vs. competition sales
- Brand preference
- Competition mapping

Merchandising Solution
Client: A Global Leader in Consumer durables and appliances
Reach: 1525 stores, 187 cities
Execution: 7 Days

- Apple Soft POSM Deployment

Merchandising Solution
Client: Pulse
Reach: 1 store, 1 city
Execution: 1 Day

- SIS Deployment

Geo-Tagging Activity
Client: A Global Sanitaryware Products Line
Reach: 5000 stores, 900 cities

- Captured Geo location, contact detail, address and store exterior image





“ We know the importance of customers and are committed towards continually improving our service standards, adding value and transparency in business operations ”

CONTACT US

 011 40655600

 sales@iv5global.com

THANK YOU!

V5 Global Services Pvt. Ltd.
D-13/5, Ground Floor,
Okhla Phase-2,, New Delhi – 110020

