

# TRADE MARKETING SOLUTIONS

BUSINESS PRESENTATION



India's No.1 Retail Workforce Solutions Company



## 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.



100,000+  
Employees



500+  
Clients



1100+  
Locations

### OUR INVESTORS



### OUR COMPANIES



### OUR BRANDS



# OUR VISION, MISSION, VALUES & TENETS

## OUR VISION STATEMENT

Transforming lives by enhancing economic opportunities for the workforce.

*....Fulfilling a billion dreams daily.*

## OUR MISSION STATEMENT

To be a leading Business & HR Solutions platform delivering enduring value for all stakeholders through:

- An Energized, People-Centric Culture
- Responsible Execution
- Innovative Technology



## OUR VALUES



**Growth**



**Ownership**



**Authenticity**



**Collaboration**



**Caring**

## OUR TENETS



**Team**



**Trust**



**Transparency**



## 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



**40,000+**  
Associates



**66% CAGR**  
(2005–2016)



**250+**  
Clients



**600+ Cr.**  
Annual Revenue

### INDUSTRIES WE SERVE



IT Hardware



FMCD



FMCG



Lifestyle



Electricals



Office  
Automation



E-Commerce

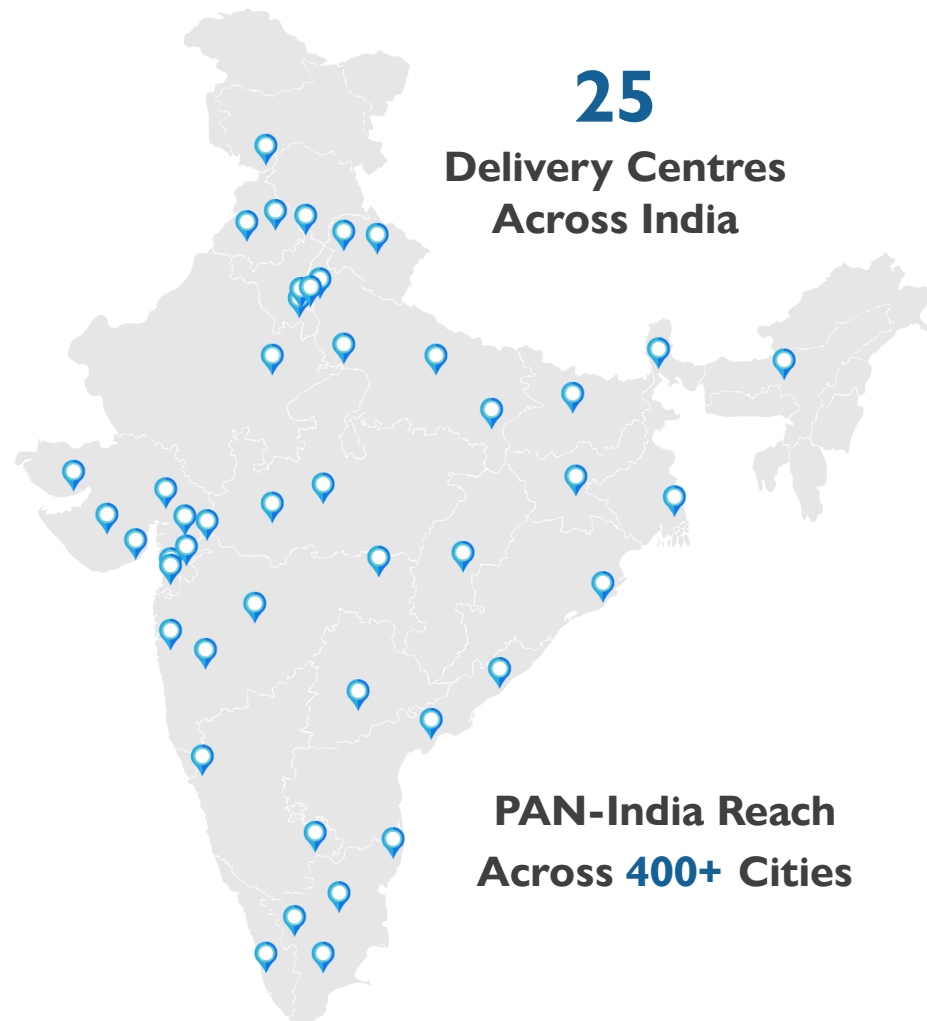


Telecom



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



## Workforce Solutions

- Contract Staffing Services
- Semi-Managed Services
- Permanent Recruitment
- Hire-Train Deploy
- Pharma Hiring



## Trade Marketing Solutions

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



## Technology Services

- Infield Sales Force Automation & Trade Marketing Apps
- RapL Mobile Microlearning Platform





# TRADE MARKETING SOLUTIONS

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

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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



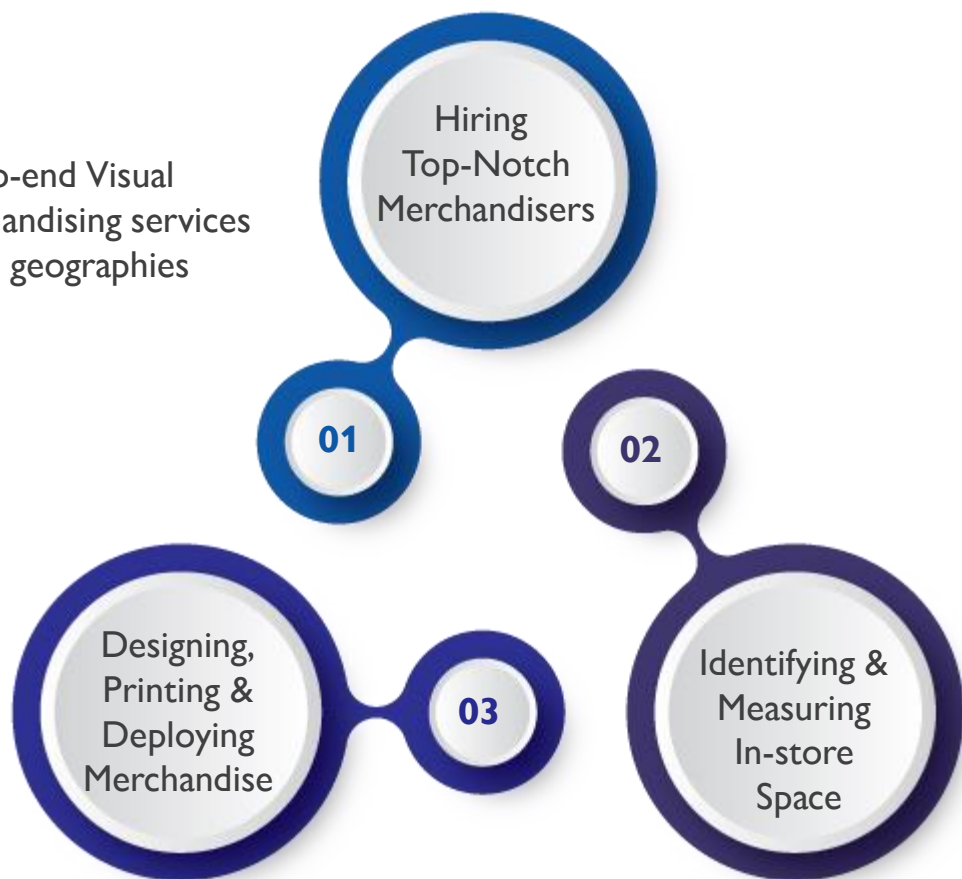
Sampling



Road Shows



End-to-end Visual Merchandising services across geographies



## Indulge in our Broad Spectrum of Visual Merchandising Services



POS Displays



Signage Solutions



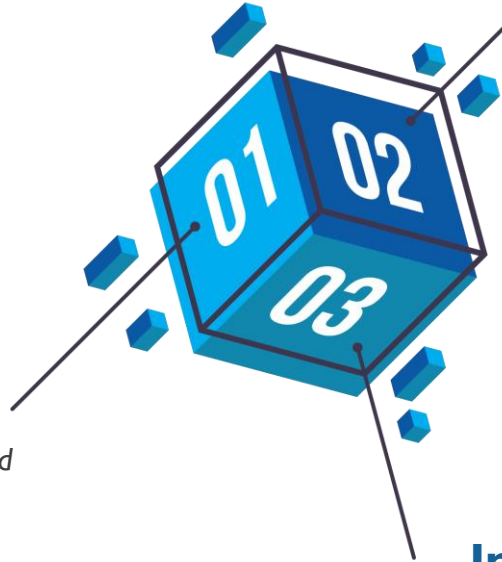
In-Store Visual Merchandising



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

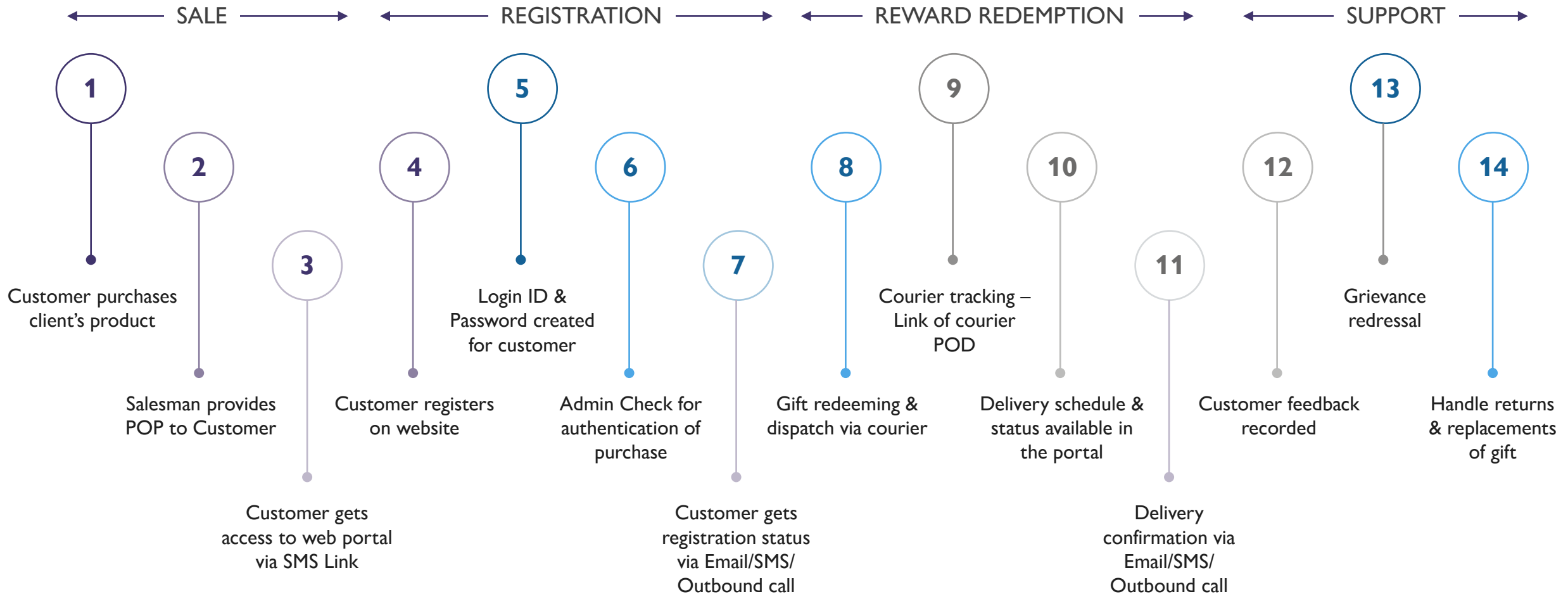
*Measure and Calibrate Inventory with Your Records*

- Stock
- Warehouse
- Documentation

# LOYALTY PROGRAM MODEL



# LOYALTY PROGRAM WORKFLOW







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# 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

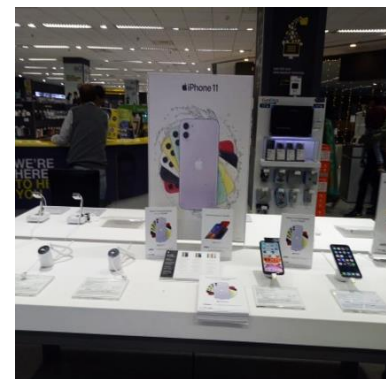
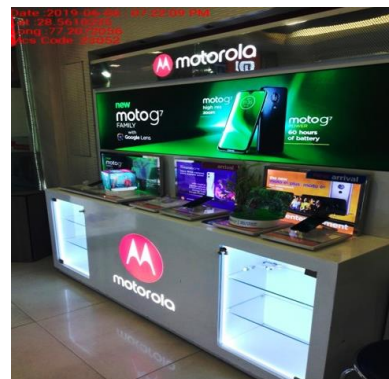
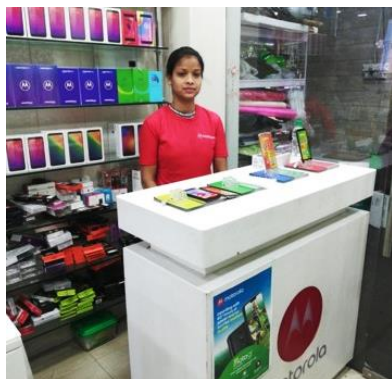
- SIS Deployment

## 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

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# THANK YOU!

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