

TRADE MARKETING SOLUTIONS

BUSINESS PRESENTATION



India's No.1 Retail Workforce Solutions Company

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**INTRODUCTION –
WHO WE ARE**

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**OUR SOLUTION
OFFERINGS**

CONTENT OVERVIEW

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**TECH-ENABLED
OPERATIONAL MANAGEMENT**

4

**MOBILE-ENABLED
TECHNOLOGY SERVICES**



110,000+

Associates Payrolled Each Month

140,000+

People Hired Each Year

250+

Skills Hired with Global Talent Outreach

1100+

Clients Spread Across India

3500+

Pin Codes Covered for Deployment

15+

Industry Sectors Served

ABOUT OUR GROUP

THE WORLD OF FIRSTMERIDIAN

We are an HR investment platform formed by world-renowned investors with the objective to help organizations and talented individuals achieve their objectives and aspirations.

We bring along an unparalleled experience in HR Solutions and combine them with the best-in-class Technology to offer end-to-end Human Resources solutions and transform people processes.

Headquartered in Bangalore, we provide work to **110,000+ people** who serve **1100+ customers** across **3500+ locations** through our branch network.

Our Investors



FirstMeridian Companies



OUR BRANDS AT FIRSTMERIDIAN



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 leader 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



45,000+
Associates



66% CAGR
(2005–2016)



350+
Clients



400+ Cr.
Annual Revenue

INDUSTRIES WE SERVE



BFSI



Pharma/
Healthcare



Retail



Education



SCM/Logistics



E-Commerce



Telecom

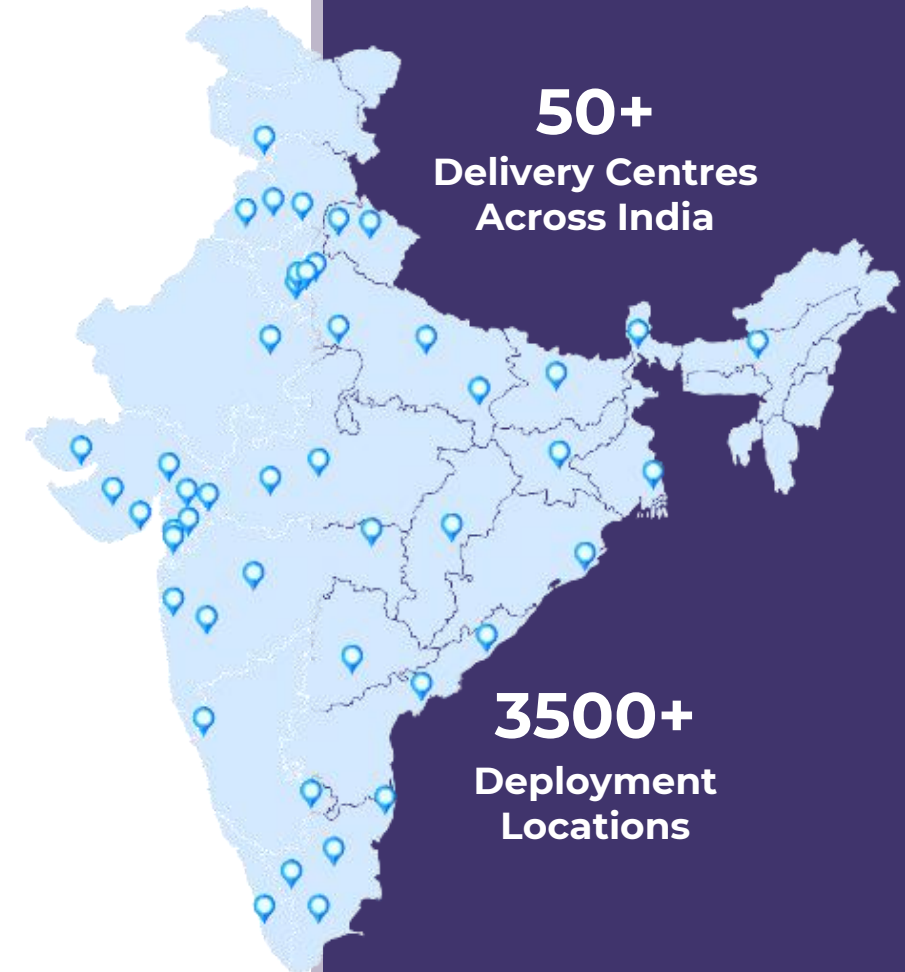
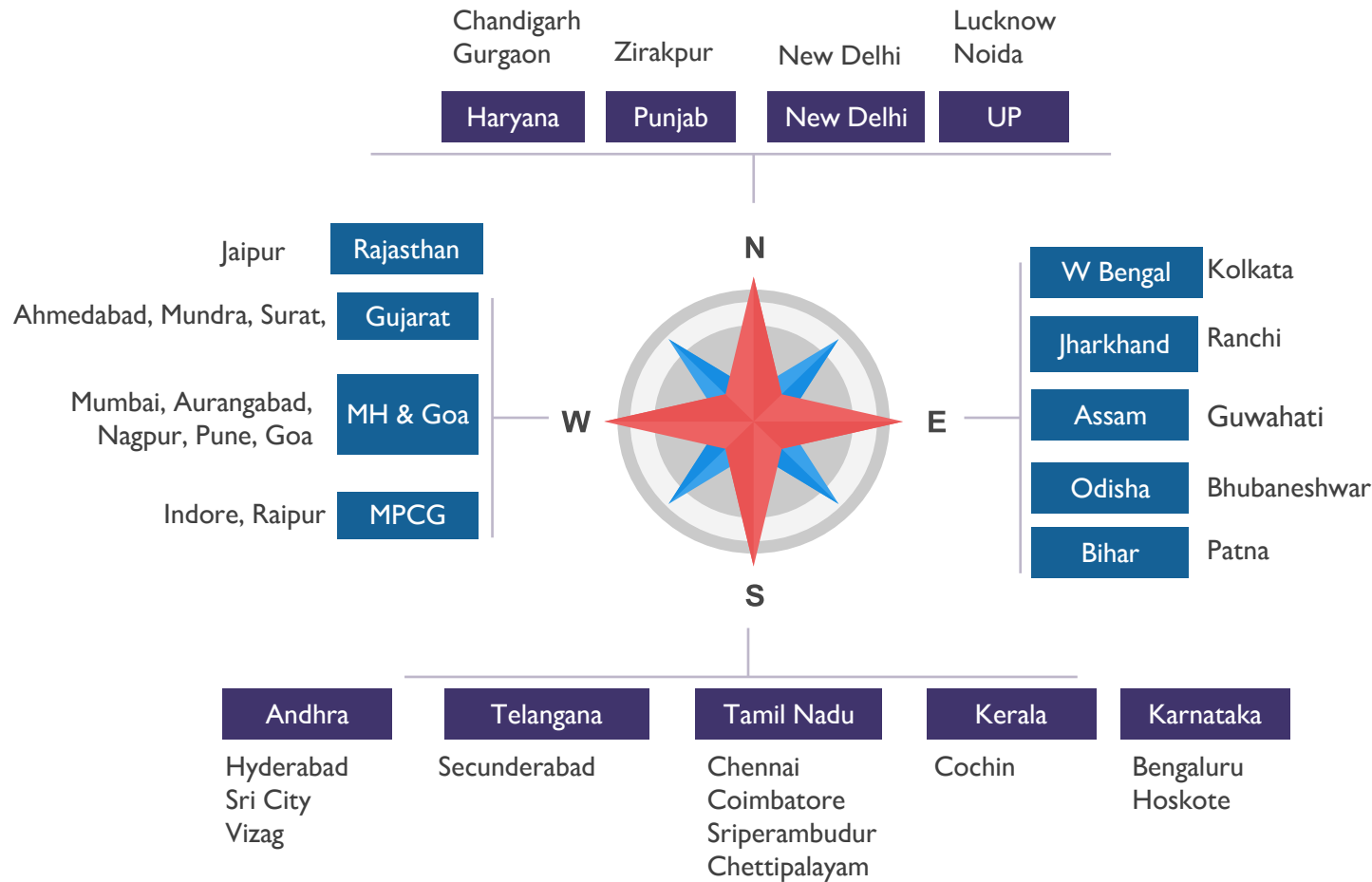


Technology



Media/
Entertainment

OUR BRANCHES/DELIVERY CENTRES



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
- FM Learn – Online Skilling Platform
- RapL Mobile Microlearning App





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

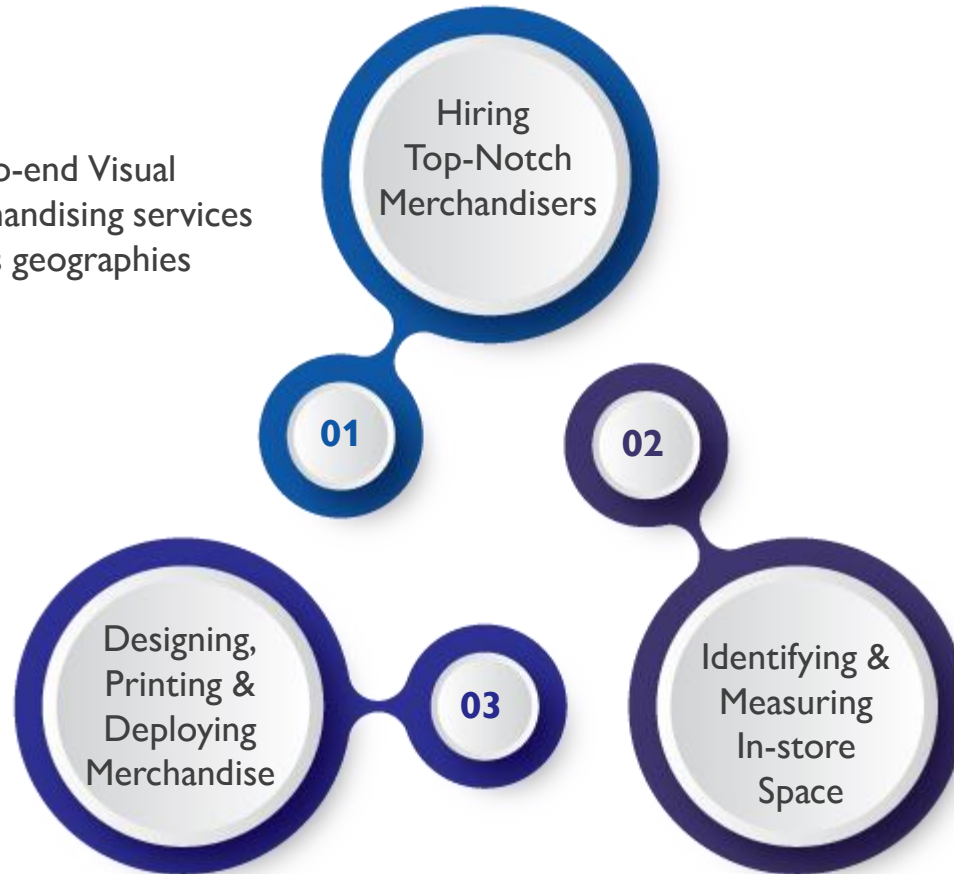


Sampling



Road Shows

End-to-end Visual Merchandising services across geographies



Indulge in our Broad Spectrum of Visual Merchandising Services



POS Displays



Signage Solutions



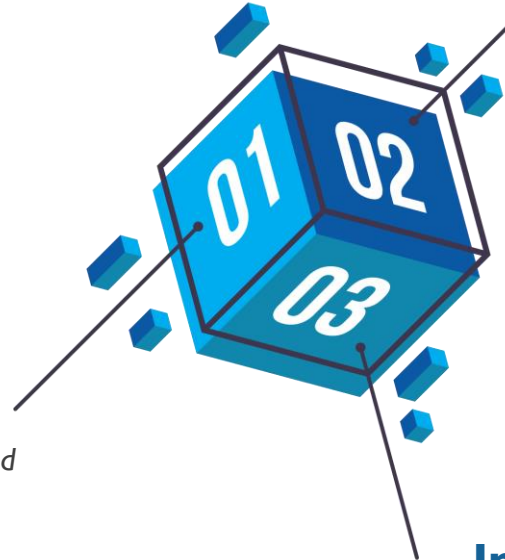
In-Store Visual Merchandising



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

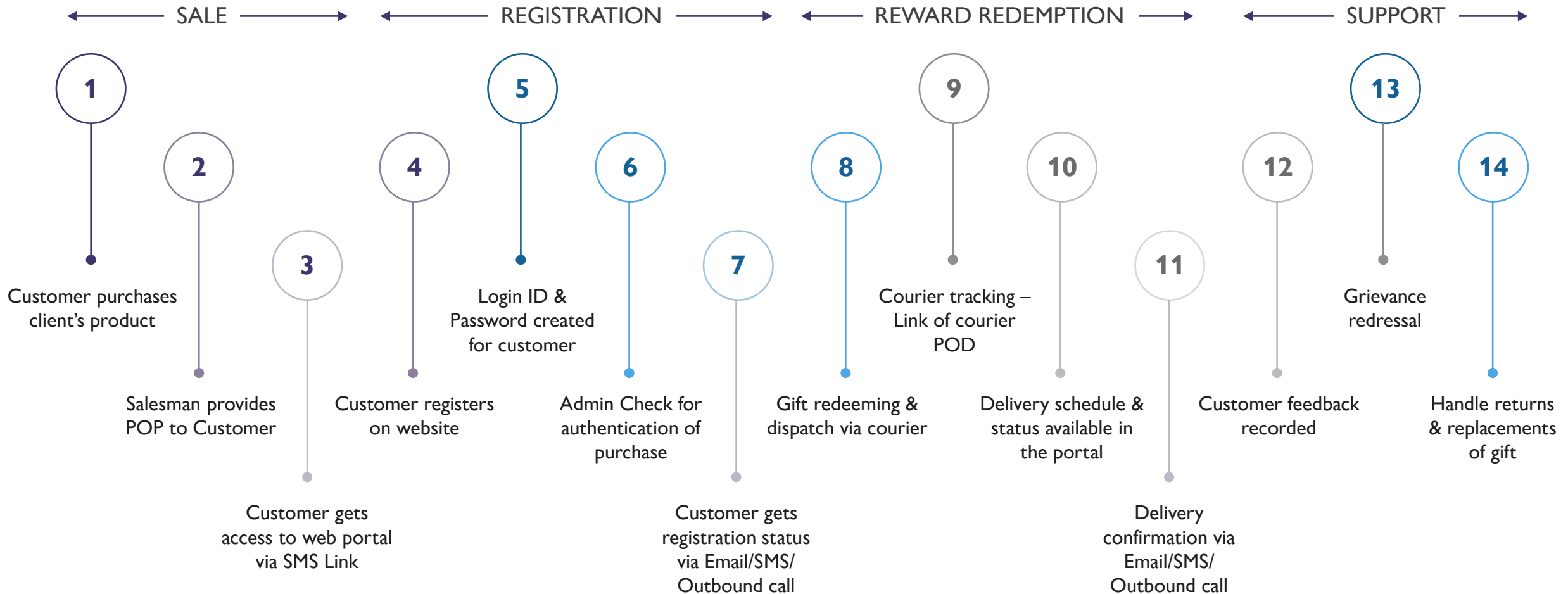
Measure and Calibrate Inventory with Your Records

- Stock
- Warehouse
- Documentation

LOYALTY PROGRAM MODEL



LOYALTY PROGRAM WORKFLOW





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

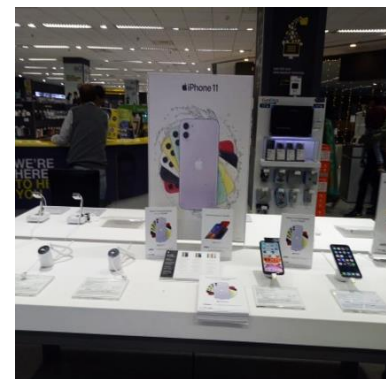
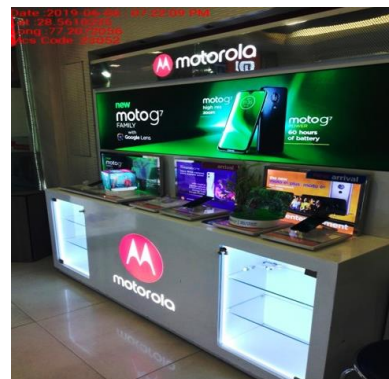
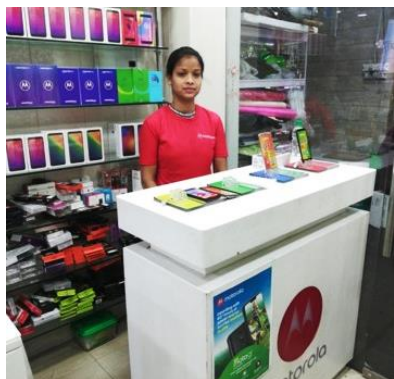
- SIS Deployment

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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