

# CORPORATE PROFILE

OUR SOLUTION OFFERINGS



*Building Partnerships, Creating Value*

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**OUR SOLUTION  
OFFERINGS**

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**TECH-ENABLED  
OPERATIONAL MANAGEMENT**

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**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

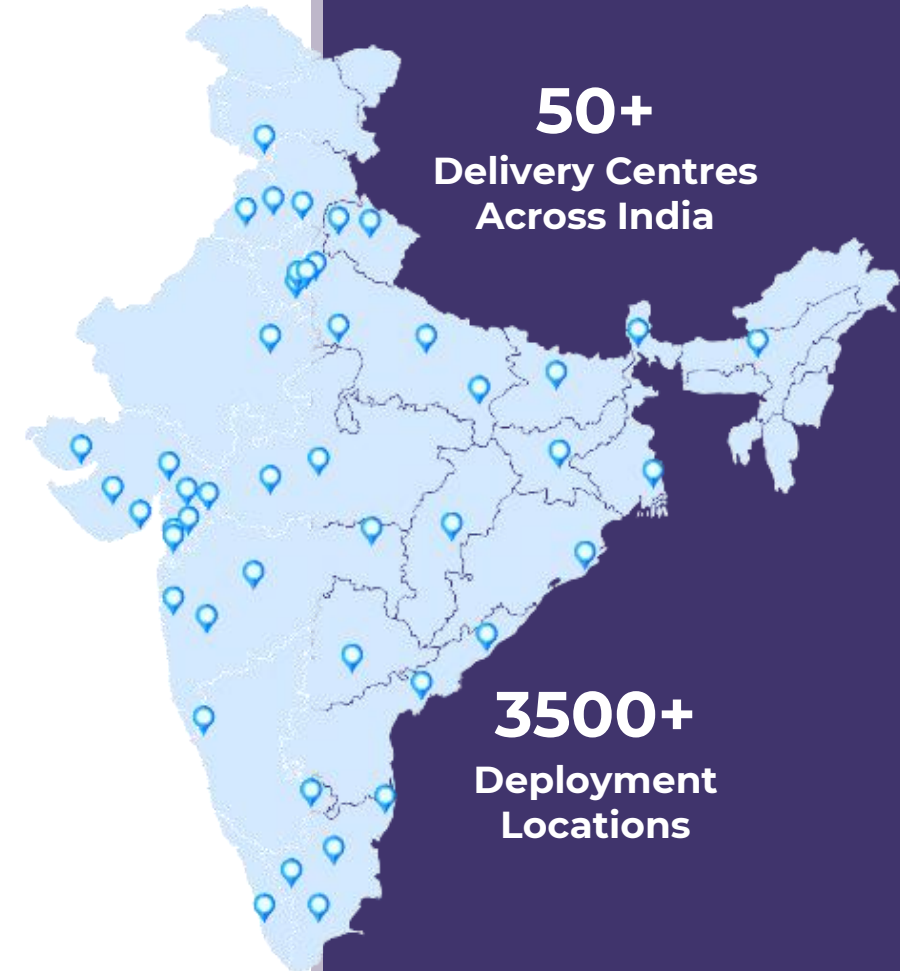
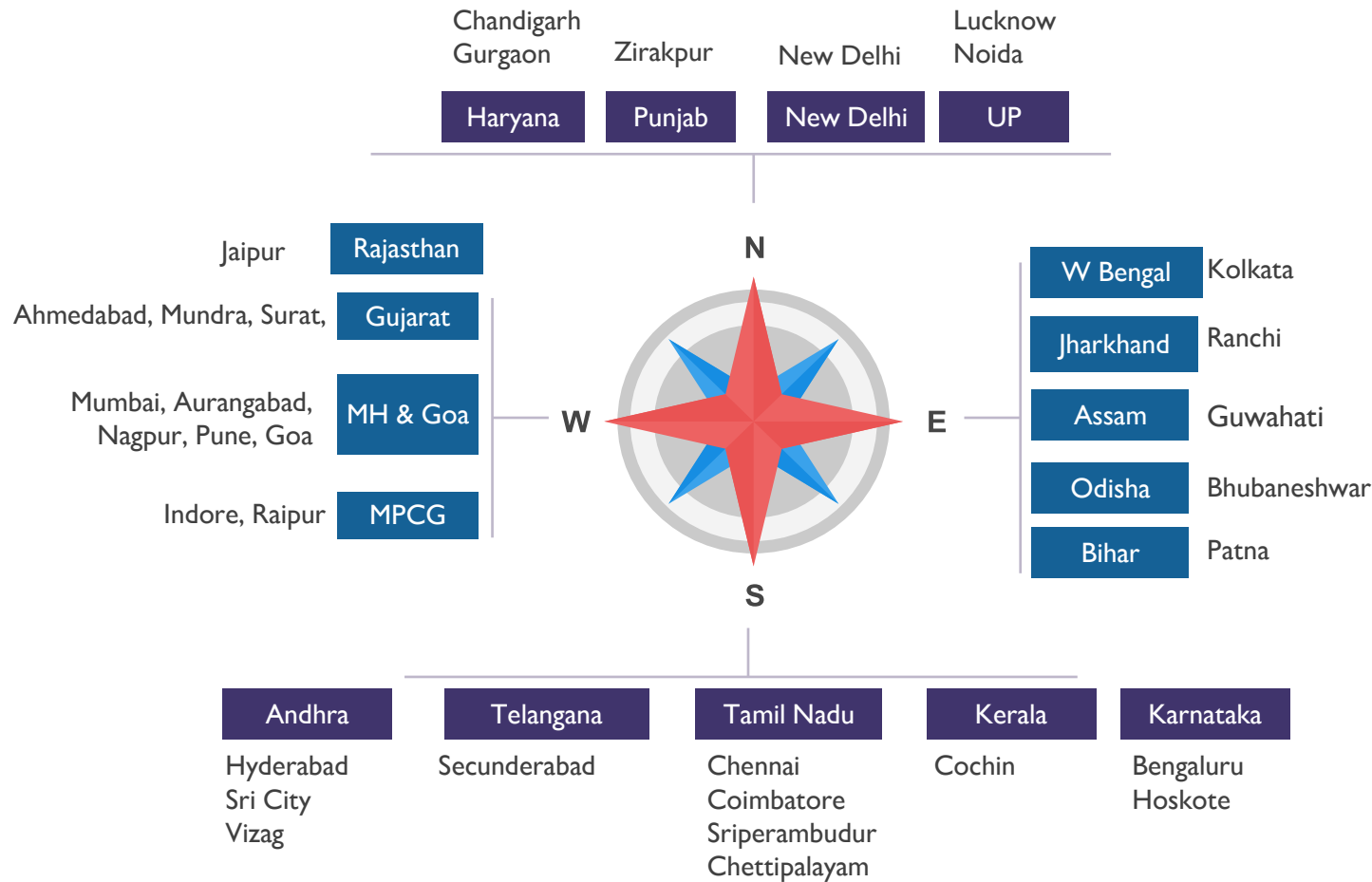


Technology



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





# OUR LEADERSHIP TEAM



**Manmeet Singh**  
Dy. CEO



**Sanjay Gupta**  
CFO



**Mani Sharma**  
VP – Retail-1 & TMS



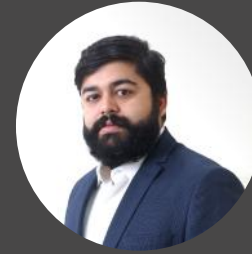
**Sharad Jain**  
VP – TMS



**Subir Mahapatra**  
VP – Strategic Initiatives



**Moh'd Moiz Dawar**  
Business Head & COO –  
Cornucopia–V5



**Nikhil Srivastava**  
CTO



**Daljeet Singh**  
AVP – HR Admin

# OUR GROUP KEY CLIENTS (1 of 2)

## BFSI



## Consumer Durables



## Consumer Electronics



## E-Commerce & Logistics



## Electricals



## Industrials



# OUR GROUP KEY CLIENTS (2 of 2)

## Infrastructure



## IT



## Media & Entertainment



## Pharma



## Telecom



## Others





# WORKFORCE SOLUTIONS



# | END-TO-END STAFFING SOLUTIONS



Demand Management



PAN-India Sourcing,  
Interviews and Selection



Offer, Onboarding  
and Transfers



Attendance, Leaves  
and Payroll



Incentives and Claims  
Reimbursement



Associate Care &  
Engagement



Associate Training &  
Development



Compliance & Benefits



People Analytics &  
Reporting

# FIRSTMERIDIAN PROFESSIONAL

## PERMANENT RECRUITMENT SOLUTIONS



### Search & Selection

Mid-Senior Level Hiring



### Recruitment Process Outsourcing

RPO



### Vendor On Premise

Hiring Partners Deployed at Client Site



### Project Hiring

Setting up an Entire Team for a Specific Project



- Industry & Functional Specialist teams across locations to provide seamless solutions
- Customized business need-based solutions viz., RPO, Project Hiring & VOP
- Robust tech-driven delivery engine; end-to-end digitized workflow of recruitment process

# | SOURCING CAPABILITIES

## SOURCING CHANNELS



### Headhunting

Industry & Project-Focused  
Search for Top Talent



### Job Portals

Naukri, Monster,  
Timesjobs, Quikr, Career Site, etc.



### Marketing Initiatives

Pamphlets, Newspaper ads, Road  
Shows, Job Fairs, Banners,  
Standees, Posters



### Networking Channels

Candidate Referencing, Freelancers,  
Govt. Agencies, Training Institutes, etc.



### Internal Database

10+ Lakh Profiles on Internal  
Database



### Field Drives, Walk-ins & Direct Apply

### Delivery Capability

- Local Sourcing in 25+ cities
- 3-10 Days TAT
- Servicing 12+ Sectors
- Hiring for 150+ skills
- Strong Penetration into TIER II & TIER III Cities & Rural Areas



# 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

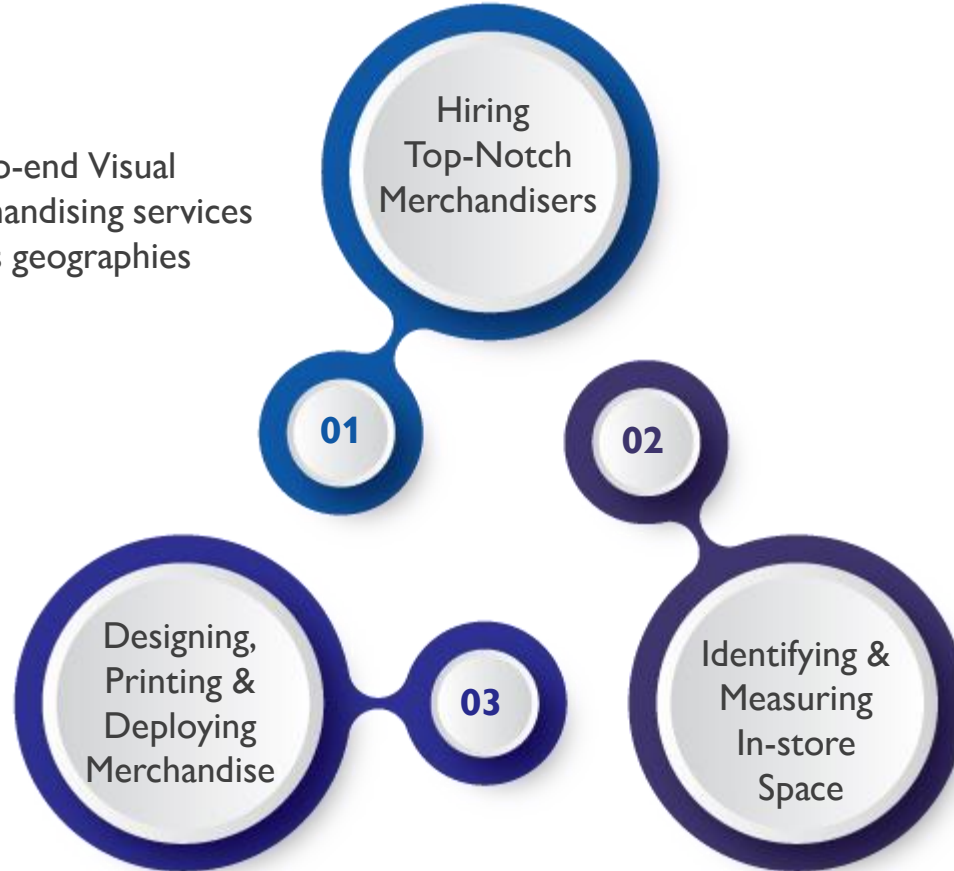


Sampling



Road Shows

End-to-end Visual  
Merchandising services  
across geographies



## Indulge in our Broad Spectrum of Visual Merchandising Services



POS Displays



Signage Solutions



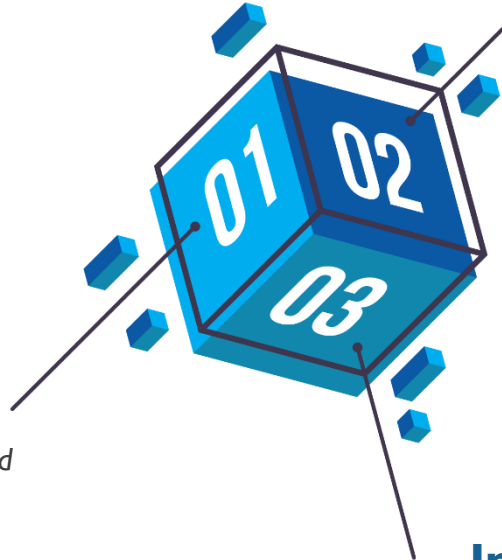
In-Store Visual  
Merchandising



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

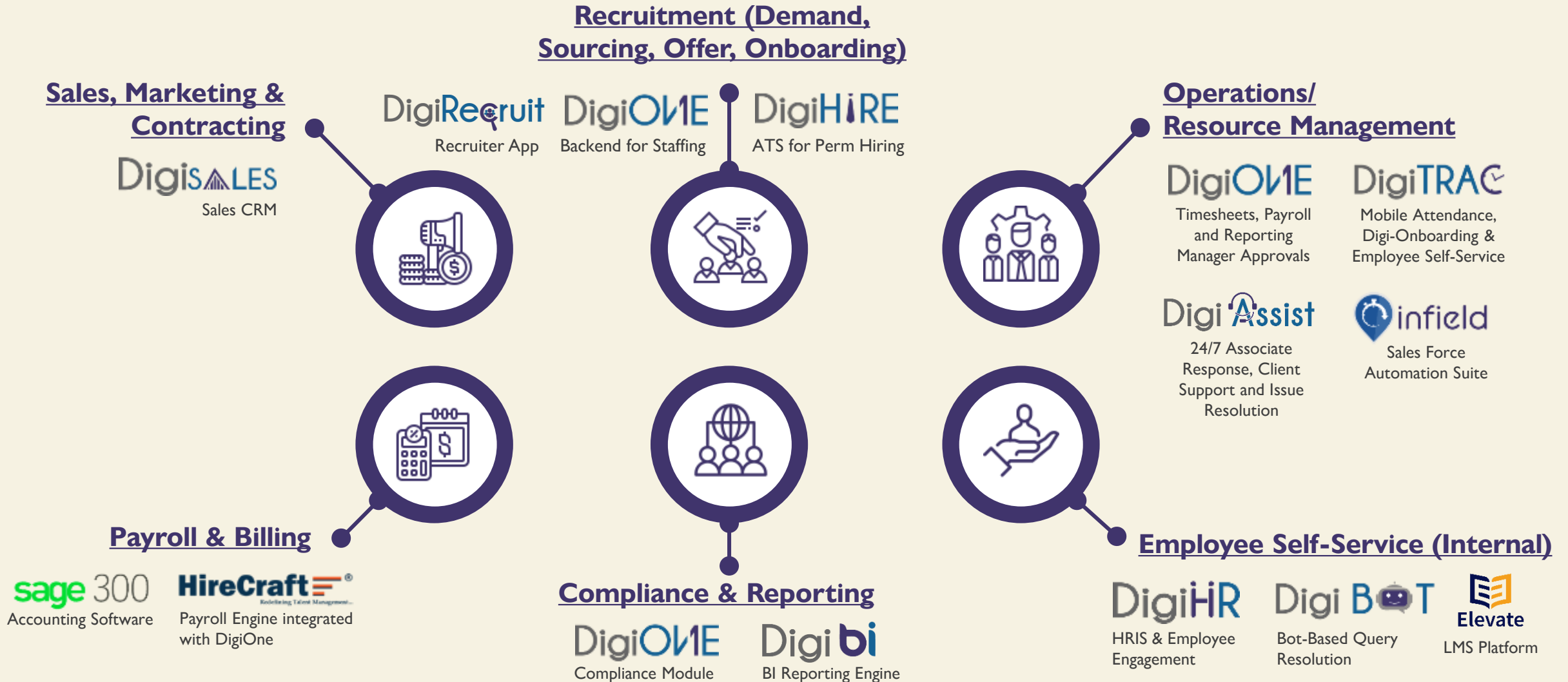






# TECH-ENABLED OPERATIONAL MANAGEMENT

# TECH-DRIVEN BUSINESS PROCESS



# DIGIONE – OUR DELIVERY PLATFORM



# ASSOCIATE ENGAGEMENT



“ We believe that our Associates are our brand ambassadors. When we focus on delivering happiness to our associates, we automatically deliver customer delight! ”



Simplified App-Based Paperless Onboarding & KYC Process



Toll-Free Hotline Associate Helpdesk, Email & Chat Support and DigiTrac Associate Query Desk



Happy Associates Team for Prompt Query Resolution, Birthday & Work Anniversary Wishes!



Open House with Associates to Instill a Sense of Belonging



Employee Self Service via Mobile App for Employment documents, Reimbursements, Helpdesk and more



Salary Release – On Time Every Time!



Micro Financing Option



Insurance, Mediclaim, Welfare Events

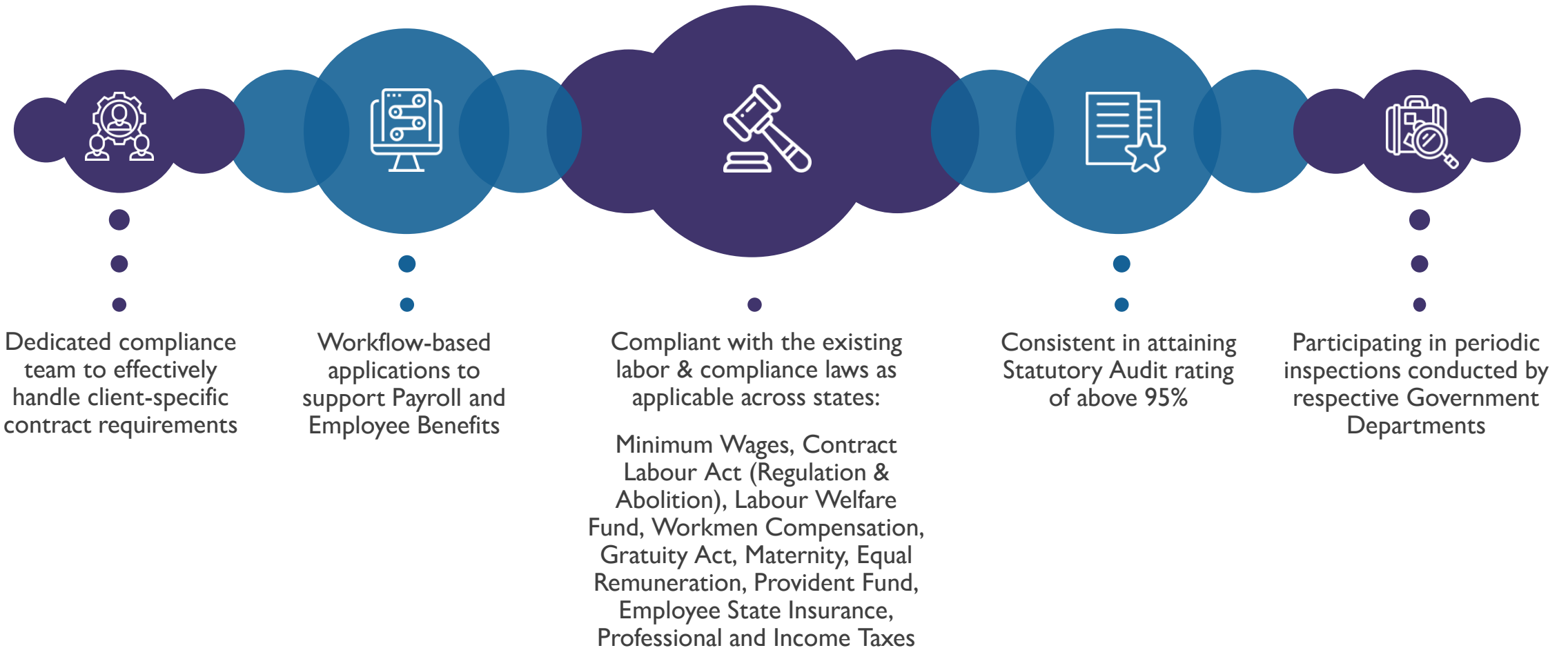


Training & Mentoring for Associate Development



# COMPLIANCE EXPERT

ENSURING ALL OUR CLIENTS ARE ON THE RIGHT SIDE OF THE LAW





# TECHNOLOGY SERVICES

MOBILE-ENABLED TECHNOLOGY SOLUTIONS

# Infield Applications

Sales Force Automation Suite



**FOS App**



**Demonstrators App**



**Promoter App**



**Retailer App**



**Team Leader App**



**Area Sales Manager App**



**Long Arm Sales Manager App**



**Merchandising App**



**Audit App**



**eKYC App**

# INFIELD – FULL FEATURES LIST



## EMPLOYEE MANAGEMENT

- Attendance Tracking
- Geo Tagged
- Geo Fenced
- Live Picture Upload
- Performance Rewards
- Quizzes
- Bulk Uploads – Stores/Users/TLs
- Shuffling – TLs/ISD
- Offline Mode
- Auto-Mailer
- Auto-Reminders
- Push Notifications

## LEAD MANAGEMENT & SALES

- Product Sales
- Training & Product
- eLearning Offline Mode
- Auto-Mailer
- Auto-Reminders
- Remote Enable/Disable product
- MTD/LMTD/2LMTD Sales
- PJP (Pre-Journey Planner) Visit
- PJP Reporting
- Visit Lead Sales Module
- Target vs. Achievements
- Live Picture Upload
- Push Notifications
- Product Spiels
- Incentive Schemes
- Schemes/Incentives point calculator
- Bulk Uploads – Stores/Users/TLs
- Barcode Scanning
- IMEI Validation
- Lead Management System

## REPORTING

- Stock Reporting
- Sales Reporting
- Compliance Reports
- Bulk Uploads – Stores/Users/TLs
- Complaint Reports
- Branch Wise Dashboard
- Channel Wise Dashboard
- DMS Integration
- Pending/Outstanding Reports
- PJP Reporting
- Offline Mode

## RETAIL MARKETING

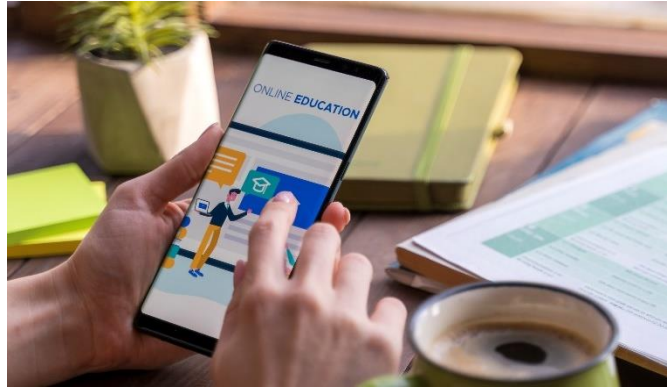
- Merchandising QA portal
- Audio clips – quality control
- Feedback Forms
- Bulk Uploads – Stores/Users/TLs
- Offline Mode

## STOCK MANAGEMENT

- Focus Models/ SKUs
- ReStock Alert
- Barcode Scanning
- Bulk Uploads – Stores/Users/TLs
- Offline Mode

# RAPL – MICROLEARNING SOLUTIONS

THE TECHNOLOGY, CONTENT SERVICES AND EXECUTION SUPPORT, TO ENSURE SUCCESS



## MICROLEARNING APP

- Notification based app with bite-sized learning – reinforced and adapted to each employee
- Online library with job aids – ready reckoner on the job
- Gamification mechanics to encourage and motivate learners



## CONTENT SERVICES

- Ready-to-use scenarios – from product knowledge & sales techniques to SOPs and safety & compliance
- Rapid custom content development for scenarios that are unique to your organisation



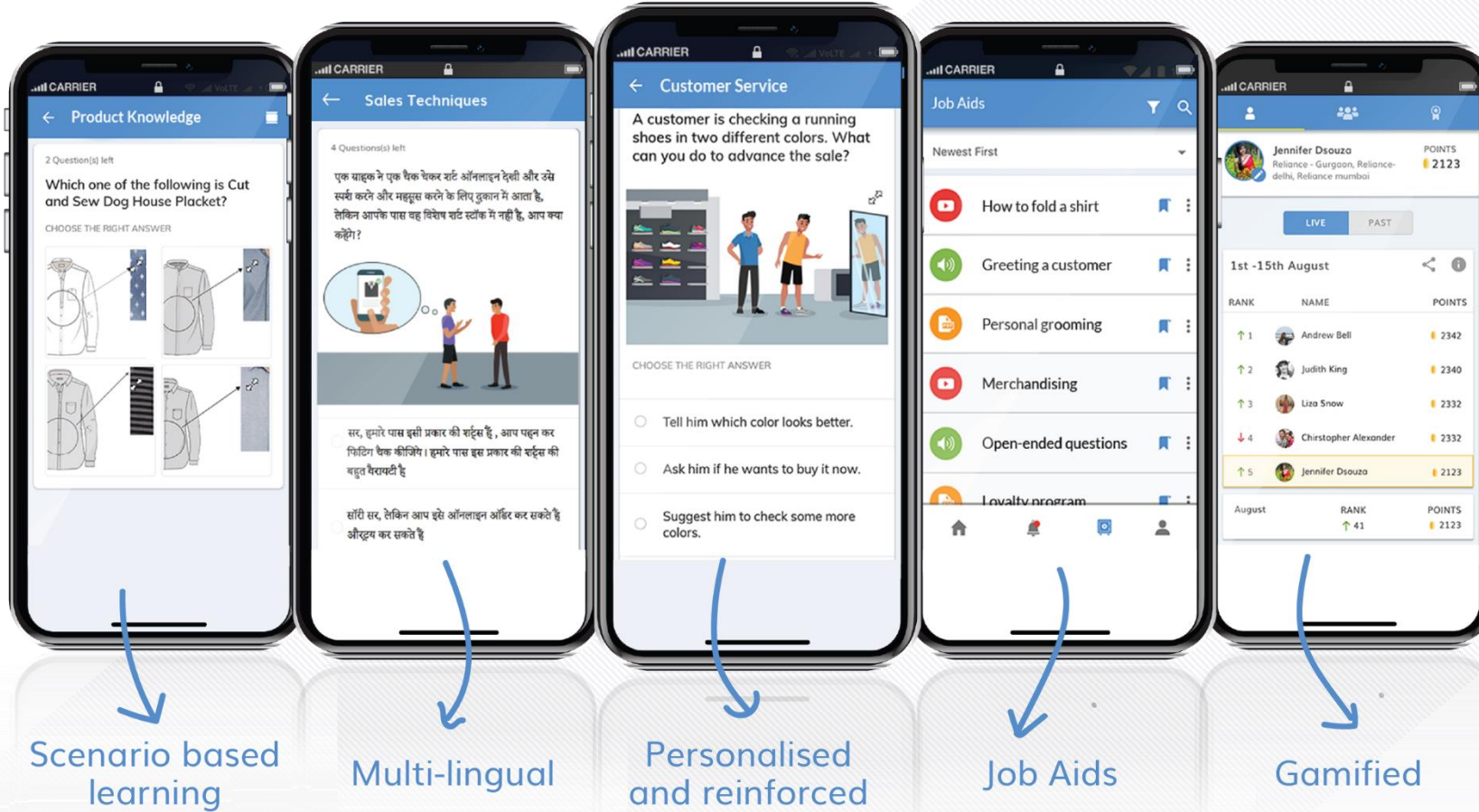
## EXECUTION & SUPPORT

- Single POC from RapL to offer support for monitoring employees, highlighting issues, updating databases and creating monthly presentations with analytics and dashboards



# MICROLEARNING PLATFORM

EMPOWERING FRONT LINE EMPLOYEES WITH JOB CRITICAL KNOWLEDGE  
IN AN ENGAGING MANNER



# THE FIRSTMERIDIAN ADVANTAGE



Building Winning  
Workforce for  
1100+ Clients  
across 15+ Sectors



Dedicated  
Delivery  
Management to  
Reduce Cost &  
Time to Hire



Tech-Enabled and  
Automated  
Operational  
Management



Enhanced Analytics  
to Drive Efficiencies  
and Improvement



Skill Development  
to Ensure Superior  
Quality Workforce




Regular Reviews  
with Client  
Program Manager



5%-20%  
Measurable  
Cost Savings

“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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