



Identifying client requirements and finding the right fit unconventionally, all in limited budget

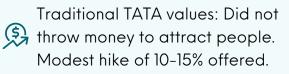
About the Company

A **B2B digital platform** for SMEs across India - raw material procurement, logistics, and finance solutions.

Background



Bulk hiring across functions in a short time: Required a onestop solution for all hiring needs



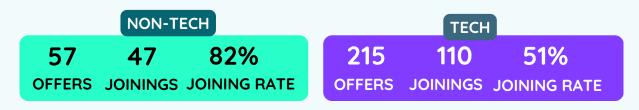
Ideally, people with experience from a B2B product company were required. However, with the constraints and limited talent supply, we had to steer course.

Our solution (customized for them)

Hired from Tier-2 and 3 cities like Jamshedpur and Lucknow - Happy to work for TATA name in our budget target.

Sourced B2B tech service talent (firms like TCS) as it matched the role and business requirements.

- 𝔅 Capability to hire great talent without traditional markers like pedigree.
- 𝔅 Identifying client's requirements and building a solution problem-solvers.
- 𝔅 Handling end-to-end recruitment, looping in the client only towards the end.



We were referred to 4 other TATA companies -Starbucks, Croma, TATA Digital, and TSMG.