



## 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 one-stop solution for all hiring needs



Traditional TATA values: Did not throw money to attract people. Modest hike of 10-15% offered.

**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.

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

#### NON-TECH

**57**   **47**   **82%**  
OFFERS   JOININGS   JOINING RATE

#### TECH

**215**   **110**   **51%**  
OFFERS   JOININGS   JOINING RATE

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