



BUSINESS PROFILE

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1. Business, Administrative and Contact Information

Business Name: HESDA Solutions

Ownership Type: Proprietorship

Company Registration No: 88/CE-0712/2010 Dated 08.04.2010

Service Tax Registration No: ANRPM0794KSD001

Professional Tax Registration No: P01013222

Email: info@hesdasolutions.com

Website: www.hesdasolutions.com

2. Introduction

Company History

HESDA Solutions is an outsourced business service provider headquartered in Bangalore, India. The firm was founded by Vivek Martin, a former ITES professional in April 2010. An urge to do things differently and add tangible value to people was the driver behind our inception. Driven by highly competent managers with a combined experience of more than forty years in the outsourcing industry, superior service has been our forte since we started our journey.

Services

We offer a wide array of services in the data management domain including digitization, data capture, database building, verification, analysis, mining, population, processing, storage, and retrieval.

3. Strategy

Vision Statement

To be the company that challenges convention and leads change in the corporate world.

Mission Statement

Be different and make a difference to:

our people by empowering them

our clients by delivering more than results

the environment by building and supporting green sustenance

Values

Dynamism, Pragmatism, Empowerment, Customer Delight, Corporate Conscience

Business Goal

Achieve organic growth leading to 100 employees and annual revenues of INR 50 million.

4. Business Concept

What we do

We are a bunch of young professionals who aim to provide make-a-difference solutions in the outsourced business service sector. Our business value is computed more on our people and their growth than on the bottom lines we pursue. We aim to both make a difference to ourselves and in turn cascade it to our clients and vice versa. People are the biggest assets at HESDA and our business was founded, and operates on this concept alone.

Business Competitiveness

HESDA is a company that stands different in the way we exist, operate, and grow. Being a young company driven by young management, we bring certain freshness to every project that is a rarity in today's business world. We possess vast in-house expertise in the services domain which enables us to take up and deliver any kind of project with strong results. Besides, our management experience in the BPO industry enables us to not only follow industry standards, but more importantly be different than the others around us. Our competitive advantage lies in being different and making a difference.

Service Pledge

At HESDA, we build and drive highly-motivated human capital; people who add value to themselves and our clients. Every contributor here is driven by our core values and one of them is *Customer Delight*, which is why we pledge highest priority on the quality of work we do. Be it scanning, data sourcing or client interaction, we ensure all facets of our projects are handled with utmost care and turned around with optimum quality. In this endeavor, we never forget to give our clients a refreshing experience while they work with us.

5. Management

Management Structure

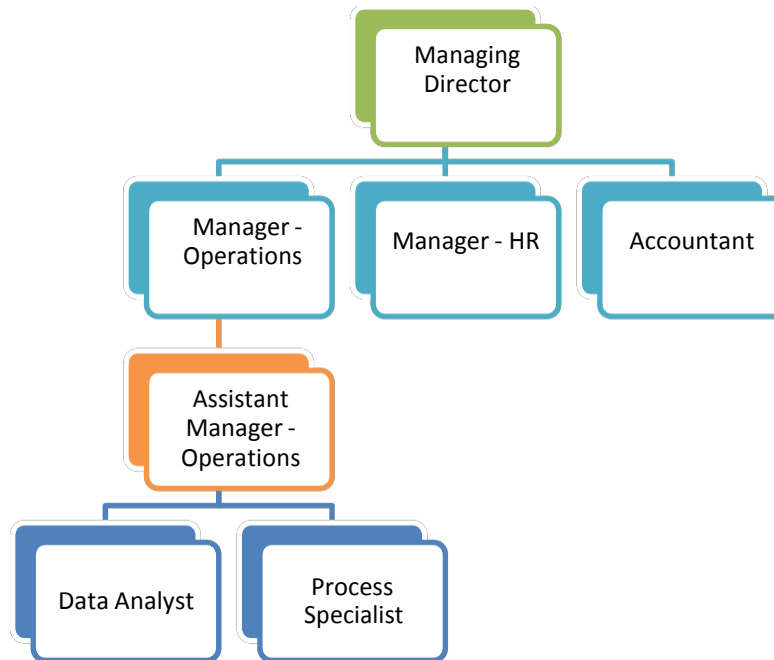


Figure 1: HESDA Management Structure

Management Team

Vivek Martin – Managing Director

Vivek Martin is the Managing Director of HESDA, which he founded in April 2010. He drives and oversees the entire Operations, Human Resources, and Finance functions at the firm. Prior to founding HESDA, Vivek worked with Thomson Reuters in Bangalore from 2004 to 2009, where he started off as an English Language Specialist and quickly moved up the hierarchy to become an Operations Team Lead. In this capacity, he managed financial services data and excelled in people management. Vivek was a pivotal part of Business Process Re-engineering programs like ‘Pathway to Prime’ at the firm. Prior to that, he worked with HSBC Global Service Centre in Bangalore.

Vivek obtained an MBS in Internationalization from Waterford Institute of Technology, Ireland where he was awarded ‘Student of the Year’ for graduating at the top of his class. He also holds a Bachelor of Arts and Diploma in Software Management. Vivek is a certified ISO Auditor.

Vinod James – Operations Manager

Vinod is an Operations Manager at HESDA and has been with the firm since its inception. He played a pivotal part in setting up operations at the firm during its infancy. Prior to joining us, Vinod served as a Manager at GS Management Private Limited in Bangalore. Previously, he worked at Firstsource Solutions, where he started his career and quickly climbed the organization ladder to become an SME and eventually an Assistant Manager. Vinod is a highly motivated and results-driven Manager with extensive experience in customer support, sales, quality control, and project management. He specializes in performance and people management.

Vinod holds a Bachelor of Commerce degree from Bangalore University. He is trained and certified by ONTRACK as an efficient team manager and a certified Yellow Belt holder in Six Sigma.

6. Projects

HESDA operates under three sub-verticals: Data Management Systems, Information Solutions, and Manpower Services. The projects we have handled are:

Genesis

Vertical: Data Management Systems

Project Genesis, HESDA's pilot process started in April 2010, serving Bureau of Skills Assessment, a leading Accredited Assessing Body under the MES Scheme of the Govt. of India, Ministry of Labour & Employment. The project involves verification, analysis, digitization, and storage of data for a population of more than 3.5 Lakh skilled candidates. Apart from digitizing these records, we also provide preservation services to store the physical documents for a period of ten years. By offering outstanding customer service and greater value, the company has exceeded the expectations of its client.

Staff Selection Commission

Vertical: Data Management Systems

Our most prestigious project till date, we won this contract in April 2013. The project involves complete data processing and data delivery for **Staff Selection Commission (KKR) - Government of India**. The scope of work includes Scanning, Data Entry, Ticket Generation, Admit Card Printing, etc...for all tiers of exams. Project duration: 2013 - 2015.

Kangaroo

Vertical: Information Solutions

Project Kangaroo was started in May 2011 and involves in-depth search, extraction, analysis and population of private company data from Down Under. The end database is estimated to contain verified data of more than 2 million Australian companies.

Eagle

Vertical: Information Solutions

Project Eagle was started in June 2011 and is a data extraction process which feeds into a US-based business directory. We search, extract, analyze and populate business information from the internet into an indexed repository. Our analysts also write these companies' profiles and product descriptions, both of which demand astute analysis and writing skills.

Carbon Copy (CC)

Vertical: Data Management Systems

As the name goes, Project CC involves transfer of data from consolidated paper format into a database. We capture details of US Payday Loan customers into software which then creates a database at the backend. This project was started in August 2011 with a team of ten highly-efficient Data Analysts who turn around numbers with high consistency. Project CC is strictly driven by numbers and quality in equal measure.

Teckie Reckie

Vertical: Manpower Services

TECKIE RECKIE is a Staffing Outsourced Project undertaken by HESDA Solutions since October 2011. It caters to the US job market via a virtual office in Bangalore for the US Staffing Company “Stamford Solutions”. Teckie Reckie works on the Corp to Corp hiring model and is a complete voice-based project involving sourcing, marketing, and placing IT Professionals in the American job market.

7. Supporting Documents (copies on request)

- Establishment Registration Certificate
- Service Tax Registration Certificate
- Professional Tax Registration Certificate
- PAN Card
- MIS