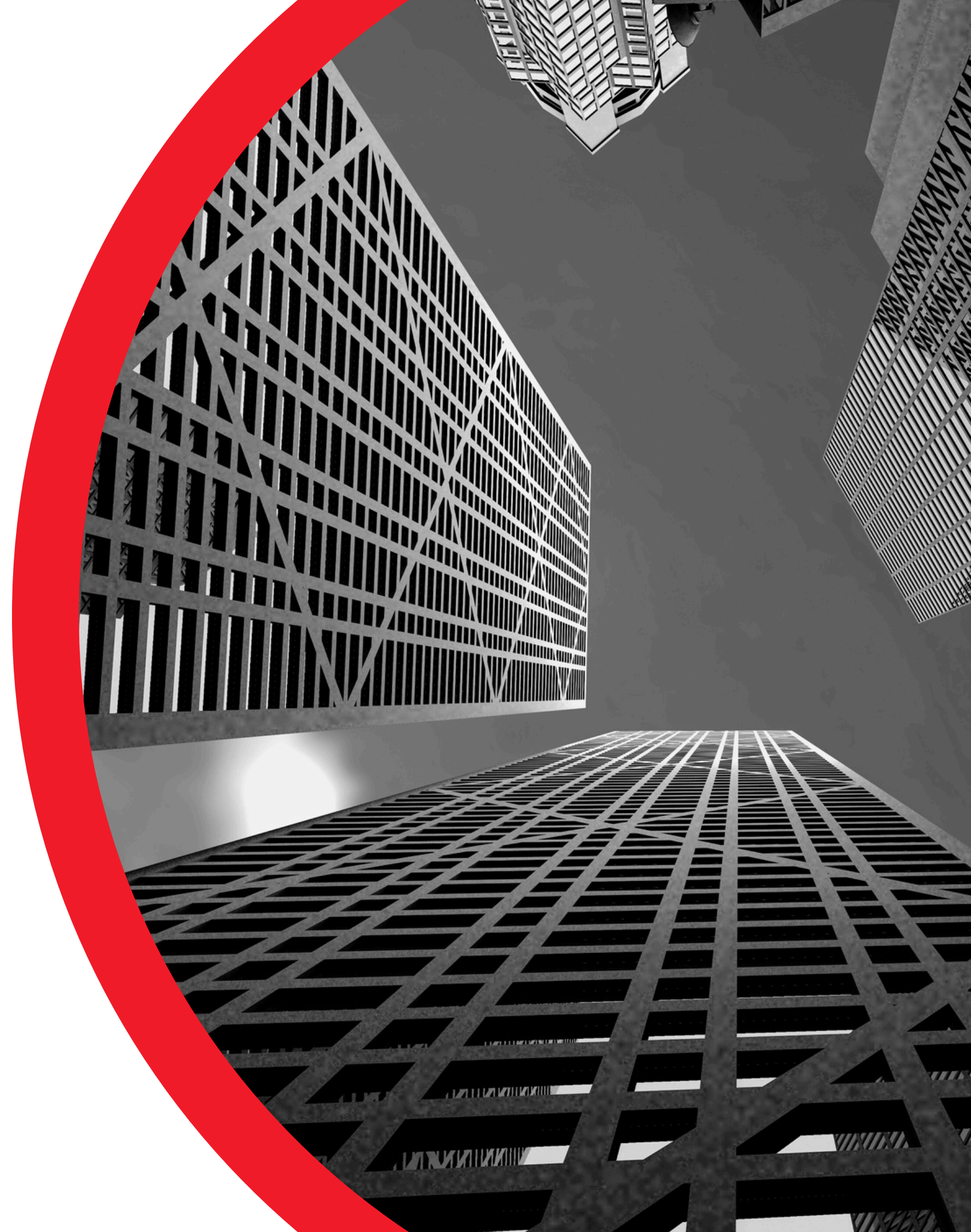
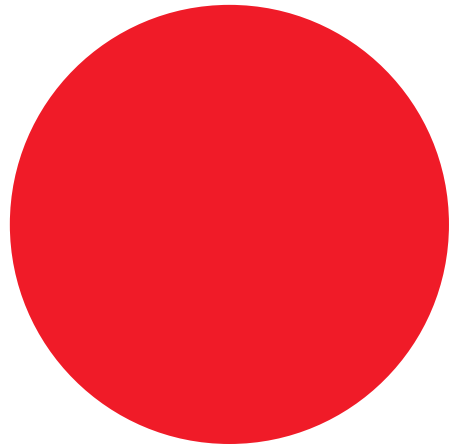


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Creative **Solutions**
CONNECTED CUSTOMERS

www.grssl.com



About **Us**

Company Overview

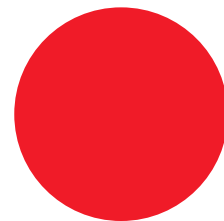
Grassroots is a next generation service provider with the focus on providing comprehensive solutions over services, using technologies, surpassing client expectations.

We offer a broad portfolio of core enterprise & industry specific services by implementing smart basics combined with proficient and first-rate execution model.



About **Us**

Company **Facts**



Founding Date

The company was founded in **February 2011**



Global Presence

The company has a footprint in **UK, USA & India**



Growth Rate

The company has a year on year **growth rate of 20%**



Experience

The company has over **250 person years** of experience in **IT & ITES** services



Employee Count

The company has an employee base of over **1000 people**

About **Us**

Our Strategic **Approach**

DOMAIN EXPERTISE

Augmenting
knowledge with
industry best
practices.

01

INDUSTRY EXPERIENCE

Leveraging
years of experience
to manage
client processes.

02

CUSTOMER SERVICE

Exceptional
performance in
customer
service.

03

CONSULTING & OUTSOURCING

Enhancing
expertise to
drive client
progress.

04

DIGITAL SERVICES

Offering
niche services
in digital
transformation.

05

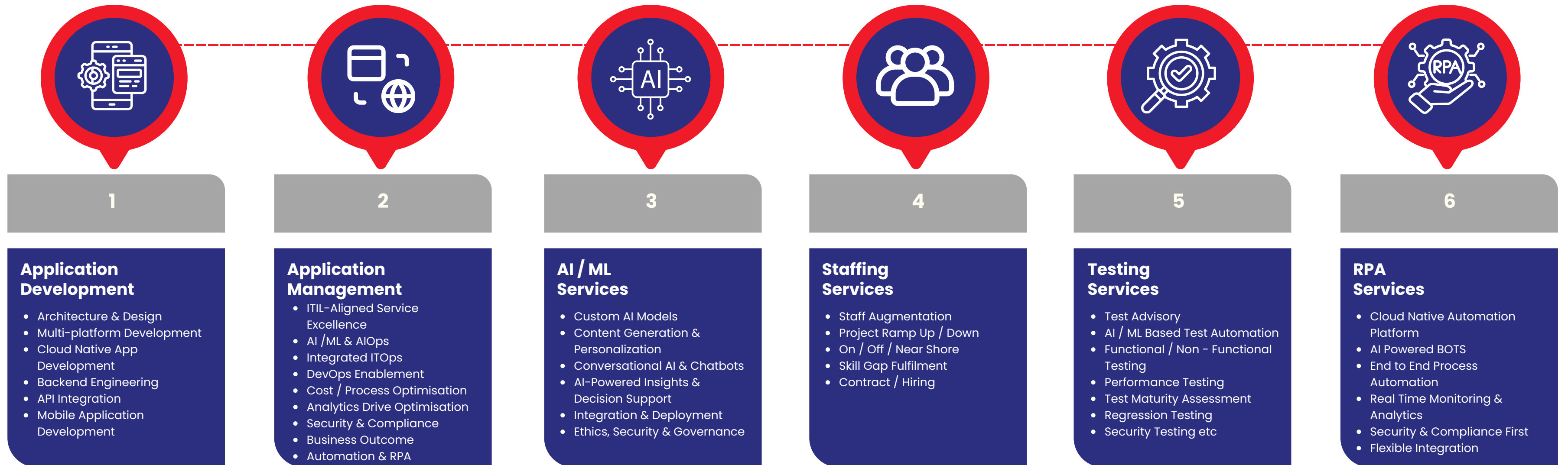


About **Us**

Achieving **Global Expansion**



Application **Business Services**



Services

Business Process **Management Services**

By Function



Front office BPO

Customer Support

Sales & Marketing

Technical Support



Back office BPO

Human Resource

Finance & Accounting

Data Management

IT & Infrastructure
Management

Supply Chain Management



By Expertise



KPO

Knowledge Process Outsourcing

Financial Analysis
& Research

Market Research
& Competitive
Intelligence



ITES

Information Technology Enabled Services

IT Help Desk & Support

App Development &
Maintenance

Data Management & Analysis

Digital Marketing Services
(SMM, SEO, Content Creation)



Services

Hospitality **Services**

At Grassroots, our foray into hospitality is driven by a vision to create immersive, nature-connected experiences.

Under our flagship brand Inika Resorts, we blend **sustainable luxury, local culture, and personalized service** to redefine what it means to escape, relax, and reconnect

Our hospitality philosophy is centered around **authenticity, tranquility, and uncompromised comfort.**



Locations



Facilities

- 1 Situated in the heart of the city
- 2 Accessibility to public transport
- 3 Data security & confidentiality
- 4 24 hours back up with generator & UPS
- 5 Round the clock physical security
- 6 CCTV & access control
- 7 Training rooms & cafeteria
- 8 Occupational health centres - tie-up with Oxyease
- 9 Medical insurance for leadership team

Our Clientele

Fintech



Retail, E- com & Telecom



Healthcare & Education



Transport & Logistics



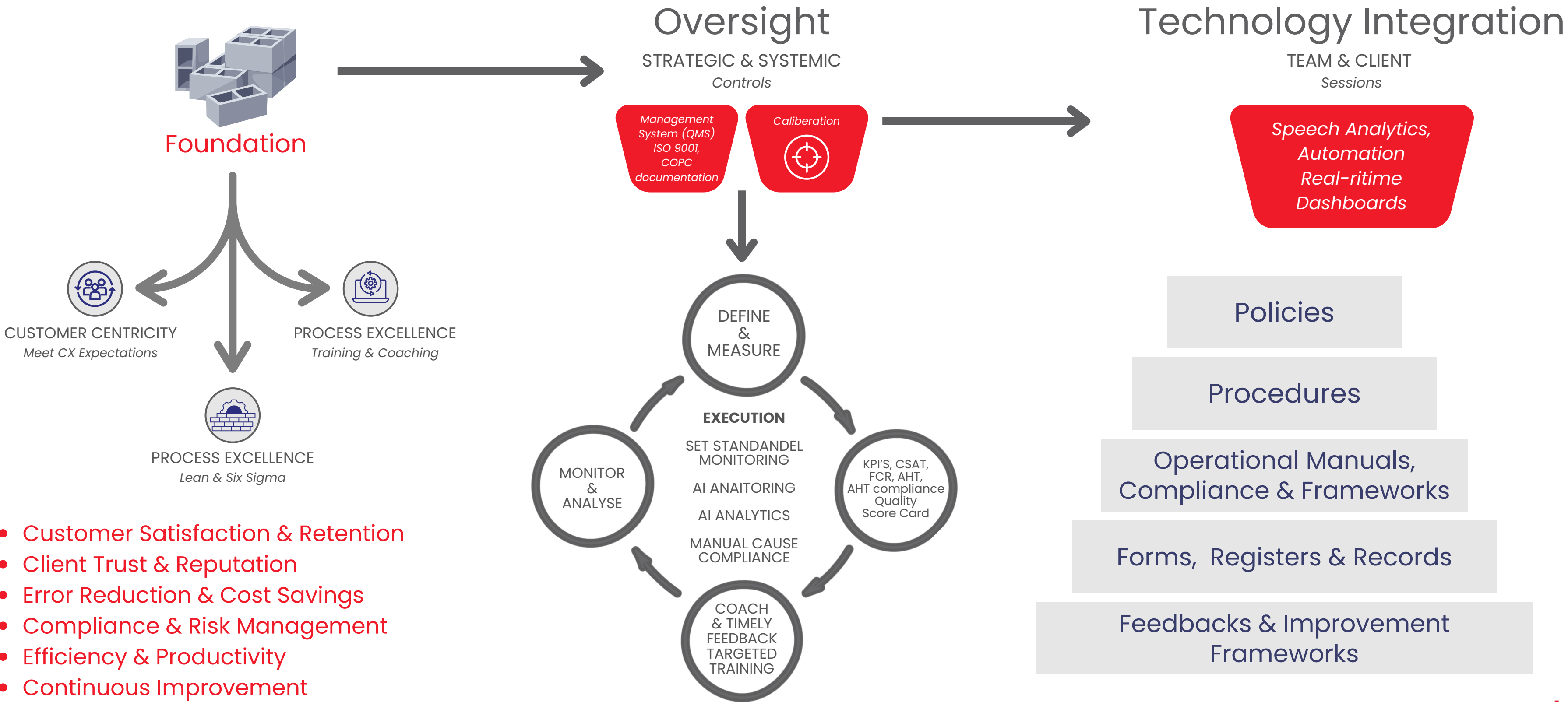
Tech & Staffing Solutions



Govt. & others



Quality Framework



Recruitment & Performance Management Framework



PHASE 1 :
RECRUITMENT



PHASE 2 :
PERFORMANCE MANAGEMENT

Strategy & Planning

SOURCING & RECRUITMENT

Networking Sites
Internal Referral Campaigns
SMS & Job Portals
Tie up with Institutes



PERFORMANCE MANAGEMENT

Performance Appraisals
Balance Score Card
One on Ones
Competency Assessment & Dev Planning



LEARNING & DEVELOPMENT

Management Training
Process Training
Coaching / Mentoring Programs
Certification Programs



Compensation

RETENTION METHODOLOGY

Employee Engagement Program
Training
Internal Job Postings
Rewards & Recognition



Our Transition **Methodology**

OPERATION TRACKS

TRANSITION PLANNING

TRANSITION EXECUTION

NESTING/PARALLEL RUN

**PROGRAM
MANAGEMENT**

PLAN, MONITOR & COMMUNICATE PROGRESS ACROSS ALL TRACKS

**OPERATIONS
MANAGEMENT**

HIRE & TRAIN AGENTS AND ALL SUPPORT STAFF

**KNOWLEDGE
MANAGEMENT**

UNDERSTAND, CAPTURE & TRANSFER KNOWLEDGE THROUGH PHONE CONFERENCE OR WEB EX.
CENTRALIZED KNOWLEDGE MANAGEMENT TOOL (COMPLIANCE REPOSITORY)

**TECHNOLOGY
MANAGEMENT**

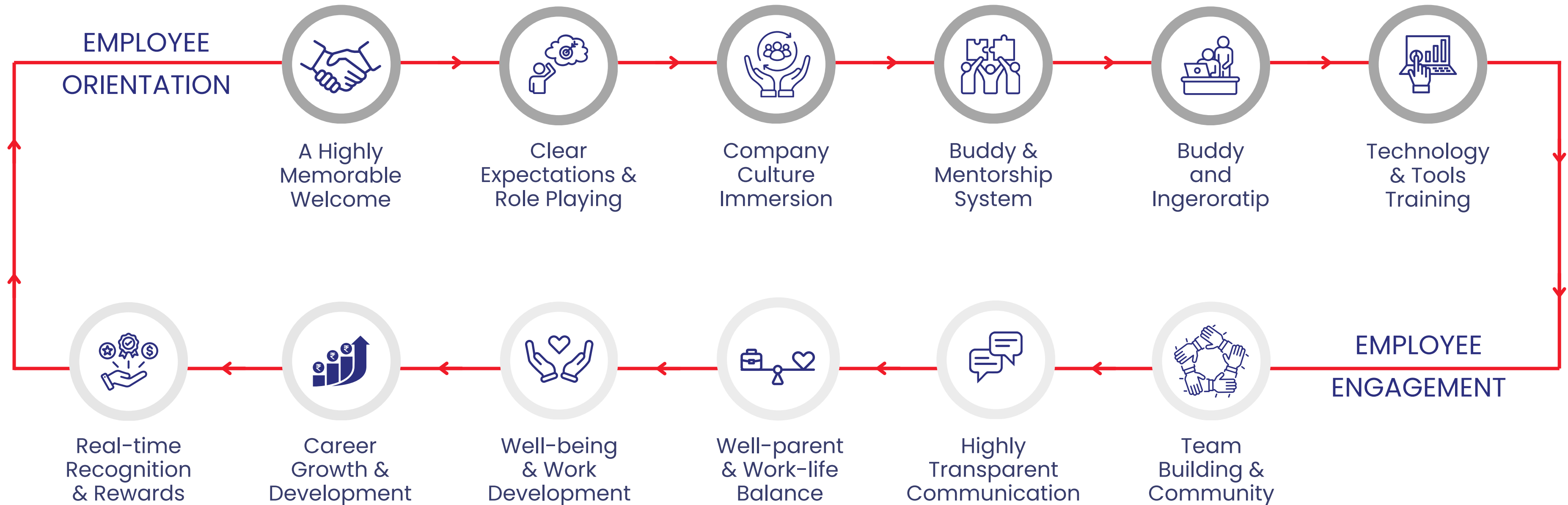
DESIGN & IMPLEMENT TECHNOLOGY.
REMOTE STORAGE SERVER, BACK UP & WORK-FLOW TRACKING

**SLA
MANAGEMENT**

DEFINE AUTOMATED RESPONSE & MONITOR ALL OUT
BOUND COMMUNICATION

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Employee Orientation & Engagement



Why **US?**

Integrate Everything

CRMs, ERPs, APIs — all in one smooth ecosystem.

Automate End to End

Say goodbye to manual errors and slow processes.

Decide Faster

Real-time dashboards for instant insights.

Built Just for You

Tailored workflows that match your business DNA.

01

02

03

04

05

06

07

08

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Scale Without Limits

Future-ready architecture that grows with you.

Security You Can Trust

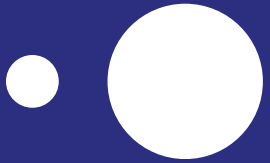
Compliance built in from day one.

Proven Track Record

Years of delivering process success stories.

Results You Can Measure

Lower costs, faster service, happier customers.



Thank**YOU**

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