

# The Pathbreaker

Talent Corner is a 15-year-old young executive search firm. It is one of India's leading HR management consultants with 150 employees. Talent Corner offers a low-cost and high on return opportunities to its franchisees.

*Rashesh Doshi*, MD of Talent Corner, talks to Beny Sachdeva about their recruitment process



**Bankim Doshi**  
Chairman,  
Talent Corner

**Rashesh Doshi**  
MD, Talent Corner





he recruitment industry is seeing a paradigm shift. And clients need specialist recruitment partner to help them find the best candidate for the desired roles. There is a requirement of specialists to help employers to source outstanding candidates from the global talent pool. And through franchising, the recruitment industry in India is growing by leaps and bounds.

Witnessing an unending potential and growth driving factors like the growth of large conglomerates entering into new business domains and entry of cosmopolitan companies in the Indian markets ignited 34-year-old Rashesh Doshi to start his recruitment business Talent Corner. The brand is now seeking partners pan-India.

### **The Beginning**

All entrepreneurs have a story behind their start, when asked about his stint in this business, Doshi shares, "Talent Corner was conceived by my father Bankim Doshi. I joined him two years after its conception. The business, however, is professionally-run with the support of top management executives, while we still remain at the helm of affairs. Talent Corner has become a brand that works with over 900 clients. The growth and success in the past three years have been remarkable. Growing consistently 100 per cent each year, we owe the credit to our franchise partners. They have not only responded well to the increase of customer demand but have kept high quality of customer service by ensuring that they themselves are continuously learning."

The recruitment industry is relatively unorganized with several startups

launching their businesses intuitively rather being backed by data, systems and credibility. Eventually, such startups give up and create an unorganized ecosystem. To perk up this scenario, Talent Corner created a franchise opportunity for those who aspires to be in the same sector.

The concept was clear from day one in terms of taking the business to the next level; they always considered roping in like-minded entrepreneurs. On the kind of partners, Doshi says, "We are interested in partnering investors, especially franchisees, who are keen to work from home for the brand. Our most important resource requirement is time. We are keen to engage with someone, who is interested in a long-term association and understands the values of building relationships."

One of the most significant aspects of partnering with Talent Corner is its low-cost model. It brings clients, and the franchise partner focuses on servicing and training programme. Financing and compliances-related matters are handled by the brand. This is one of the reasons the franchise success rate is more than 100 per cent. And this is one of the reasons franchise partners do everything to keep their client satisfied.

## **FRANCHISE FACTS**

### **Investment**

**Rs 2,86,000** all inclusive

**ROI:** More than **200%**  
(second year onwards)

### **Area required**

No infrastructure required,  
work from anywhere

**Breakeven:** 6-9 Months

### **Expansion Plans**

Across India



## **TRENDS OF RECRUITMENT INDUSTRY**

- 1 Job opportunities are increasing in the new metros, south & west india are leading here**
- 2 Demand starting to come from tier II cities. Make in India is working**
- 3 Loads of opportunities coming from the exciting startup arena**
- 4 Learning & development is becoming the game changer**
- 5 Mergers & acquisitions are around the corner**

### **Handhold to Grow**

The entire process is executed online with the Human Interface. It is unlikely for any technology in the near future to completely take over their process. Time to time training and support are provided to its partners. The four-point training module includes personal induction training, team coaching, continuous online trainings, video tutorials and podcasts. They also support client acquisition, candidate database and matters-related to finance, admin and compliance. He added, "We are only focusing on the franchise model for scalability."

Witnessing a 100 per cent growth in demand each year, Talent Corner is looking to expand in tier II cities. The brand is already in close discussions to expand in the UAE and Sri Lanka. Currently, it has 35 franchise partners. Its vision is to grow but with quality partners.



# The Changemakers

Women entrepreneurs top the priority list for Talent Corner as their franchisees. The company believes women entrepreneurs, especially homemakers, have been brilliant business partners as they are disciplined and good time manager. Read the success stories of few of these women entrepreneurs.



## STRIKING THE RIGHT CHORD

For Kanika Vaid from Parel, Mumbai, her priority has always been to be her own boss and manage her own time in her own way. Now with the control, she has been going through an empowering experience. She shares: "I had reached a point in my life, where I wanted more freedom in my work as well as a more tenable work - life balance. This coupled with the desire to not associate with just one industry but also get the opportunity to work with multiple industries and Talent Corner made a natural choice for me."

## DILIGENT DUO

Shivani and Gurcharan Mahajan have been associated with Talent Corner for five years and they believe this brand has been a gamechanger in their lives. When asked about their entrepreneurial journey, she says, "I knew nothing about the recruitment industry. Now I know new and unheard technologies, business jargons. With timely support from the brand and freedom to work, I have pulled up well."



## FRANCHISE PROVED FRUITFUL

Sneha & Mahesh Deshmukh of Mumbai have had a great experience as a franchisee with Talent Corner. Sneha says: "It has transparent work culture, intent of making a profitable franchisee and end-to-end support for all queries."



## BALANCING WORK & HOME

Tina Shah, who is working as a franchisee from last five years from Rajkot, believes that her commitment towards work, learning new things and upgrading her knowledge have made her successful. Choosing Talent Corner was a great decision, she says: "Work from home option, flexible timing to manage house, kid, business and being my own boss made me choose them."



## HARDWORK PAYS

**Jyati Shrivastava** of Rae Bareli has had a stint of nine months with Talent Corner. So far she has learnt a lot and is looking forward to grow with the brand. On her partnership she avers: "Associated with Talent Corner was the biggest and best decision. They made me a recruitment entrepreneur. The team leader and head office are supportive and helpful, whenever required. Their policies and processes are good. They are transparent, which makes things easy."



## SMARTWORK OR HARDWORK

Set your priorities, track your time, concentrate on one thing at a time and effective communication are the tips to make a balance between work and home. **Roshitha** from Coimbatore, says: "I think this is the best platform to improve my skills and knowledge. I love to work with them as it is one of the prestigious firms, where we can enhance our HR skills and ideas."



## HOMEMAKER TO ENTREPRENEUR

With no prior experience, **Suman Gupta** of Mira Road, Mumbai, jumped into the pool of recruitment business. Her decision of taking up Talent Corner franchise proved to be one of the best decisions of her life. On her association with the brand she says: "I had no prior work experience with the biggest barriers -- English language and unfamiliar with computer operations. With brand's support now from single homemaker to managing a team of three employees is really exciting."



## TEACHER TO A TALENT RECRUITER

As a teacher, **Anitha**, -Bangalore, always wanted to do something of her own. Since her partnership with Talent Corner, there was no looking back. As per Anitha, "I came from the teaching background and I was looking for a change in the profession, one which would be challenging and involve learning new skills. Talent Corner helped me with a smooth transition and made me successful HR professional."



## FRANCHISE AS A CATALYST

Diversified client base, professional conduct and result-driven attitude are some of the best things about Talent Corner, believes **Sunita Javeri** of Powai, Mumbai. According to her, it feels great to be associated with a franchise, which has a strong management team.