

Bankim Doshi,
*Chairman,
Talent
Corner*

Rashesh Doshi,
*MD, Talent
Corner*

Nita Doshi,
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Talent Corner*

PUTTING TIME & TALENT TO GOOD USE

Talent Corner is a recruitment firm that has established a reputation for itself through its very transparent services of matching the demand and supply equation in the employment sector. It is now in a position to offer its services on foreign shores

What started off with a small business idea has turned out to be a successful recruitment firm today. Talent Corner, which began as a proprietary firm in 2002, has today scaled itself with 45 franchise partners

across India. "The company was started purely out of passion by my father Bankim Doshi," says Rashesh Doshi, Managing Director, Talent Corner, who joined the business in 2004 with a vision to scale it to new heights. "In 2011, we started franchising with a clear vision to reach out far and wide. Since then there has been no looking back. We have also enhanced our service offerings by providing recruitment packages to international markets like the UAE, Thailand, Australia and USA, even though our focus remains the Indian market," he says.

PLUGGING THE ATTRITION HOLE

The fast-changing recruitment industry is offering stiff competition and challenges to players operating here. "The recruitment industry has had some serious challenges in terms of resources that understand and want to deliver in this business. We have always been under the peril of huge attrition. Thus, by the time you train a resource, he or she wants to do something else or moves to the client's side. The franchise model at Talent Corner has changed the scenario for us. Our franchise partners are the ones who service this business, which means that they are invested in it for long-term gains. For the client and for us it's a win-win situation," Doshi says.

"Once the partner understands the clients' business and their requirements, he is here for years and the client thus never wants to shift loyalties. Thus we have succeeded in having a high client retention ratio and that has worked well,"

he adds. Over the years the skills required have changed and today the need for technology is higher. Having said that, India is hiring across the spectrum and the numbers are not small. There is still a huge demand for mid and senior level talents who can deliver results. New skills like digital marketing and artificial intelligence are the buzz words in the market today. The company claims to offer quick turn-around time which implies that the first bunch of profiles is delivered to the client within 24 hours.

ROOTING FOR FRANCHISING

Franchising is working well for the company. "The idea was to get along with like-minded people who cared as much for the company as we did; then we could create magic. That's exactly what is happening," Doshi says. "To succeed in franchising it is necessary to choose the right partner. The second most important learning has been to do everything to create success for the franchise. We have been able to do it and therefore are growing," Doshi believes. Talking about the criteria to choose the franchise partner, he says, "Our most important criterion is time. Success in this business is directly proportional to the amount of time you give to this business," he states. "We prefer people with a service bend of mind and with reasonably good English communication skills. We don't need experience. For us the will to do it is more important," he adds.

GAINING MOMENTUM

To scale its business further, the company is looking to handhold with the right franchise partners. "We are at a stage where the demand for our service is much higher than the current capability to service. Thus we are looking for partners who can help us with servicing the clients," Doshi says. Talent Corner's vision is to set up in 10 countries around the globe. "Our next destination is the UAE," Doshi shares. ●●

FRANCHISE FACTS

TOTAL CENTRES: 45

INVESTMENT
REQUIRED:
RS 2.8 LAKHS

AREA REQUIRED:
NO INFRASTRUCTURE
REQUIRED

EXPECTED RETURN
ON INVESTMENT:
200%

EXPECTED
BREAKEVEN:
6-9 MONTHS.

BUILDING LONG-TERM RELATIONSHIPS

Among the most important factors to consider before investing in a franchise is the satisfaction level of current franchisees. It also shows franchisors where they are doing well and where improvements can be made as well as gaining information they can use to strengthen their systems. Here is what the franchise partners have to say about Talent Corner



PASSION FOR ENTREPRENEURSHIP

Bharti Modi quit her corporate job of 18 years and embarked on her entrepreneurial journey with Talent Corner. "With Talent Corner, besides getting a brand name to work with, the investment required was not very high and was worth taking the risk. Another major advantage was that business development was not required to be done by me as Talent Corner has their own BD team which gave me enough time to devote on understanding this new field and work on the positions," she shares.

THE RIGHT SUPPORT

With experience in a completely different domain, running a human resource business was an uphill task for **Anand Singh and Dipanwita Datta**. "However, Talent Corner made things easier as we got all the required help under one roof. The policies are so transparent that we have enjoyed our stint without facing any major challenge. The management team at the head office are proactive in terms of any support required. All this has made our journey smooth and helped us serve happy clients," they say.



SURMOUNTING THE ODDS

Entrepreneurial journeys are never easy. And therefore, **Nimesh Mistry** is glad to be associated with Talent Corner, which has helped iron out all the creases. "I had a really good start and was able to manage some quick deals. That gave me the enthusiasm to move ahead. Of course there were ups and downs as in any business but Talent Corner was always there to guide me during my tough times. Their experience and guidelines really helped me to improve myself as a recruiter. Now, my business is doing exceptionally well," he shares.

TREADING A NEW PATH

Moksha Khanna is an actuary by education and was not meant to follow the entrepreneurial journey and would have been working in any insurance corporation in one of the metro cities. "Having returned to my hometown Kanpur, I could not imagine myself doing the regular brick-and-mortar business. Talent Corner gave me that opportunity to still be associated with the corporate world and work for the biggest corporations in the country and be my own boss as well," he shares.





LONG-TERM ASSOCIATION

After two decades of experience in the travel domain in Dubai, **Rahul Thakkar** just decided to wind up and move back to his hometown, and spent over a year with a friend who got him into recruitment. "After spending a year I thought of getting associated with a brand that was known for its ethical business practices. That's when Talent Corner was highly recommended by my friends and clients. It's been over a year working with TC and I have made up my mind for a long-lasting association," he says.



SMOOTH SAILING

Recruitment as a business has got scope in time to come. "Talent Corner is providing a ready-to-use platform or opportunity to get started and sail towards your aim smoothly. It makes me my own boss and has given me an opportunity to independently run a business with a team. In a nutshell, it gave a chance to build my identity," says **Rosy**.



OPENING UP OPPORTUNITIES

Coming from a low key town from Maharashtra where career enhancing opportunities are extremely rare, **Sheetal Nainwani** was fortunate enough to find a sustainable career with Talent Corner. "It helped me discover the entrepreneur inside me and push my existing expertise in the field of human resource to a level where the sky was the limit. I am really thankful to them for providing me this opportunity which gives me the liberty to be my own boss and work from the comfort of my home," she says.

ETHICALLY RIGHT

P Vayunandan has been associated with Talent Corner since the last two years. "It has been a great journey. As the working culture of any company is set as per the leader's guidelines, under the leadership of Rashesh Doshi the best part I have observed is honesty and ethical business principles down the entire chain of methods and staff members," he says.



EXPLORING NEW HORIZONS

Being an entrepreneur is a journey within itself. There are many young minds that would like to explore new techniques, ideas and a variety of ways to do business. **Swapnil** is one of them. "Talent Corner gave us an opportunity to build ourselves in terms of creativity and otherwise. After being associated with the TC family we have learnt to put our steps forward and work as a team and to trust new minds and people like they did with us," he says.

