

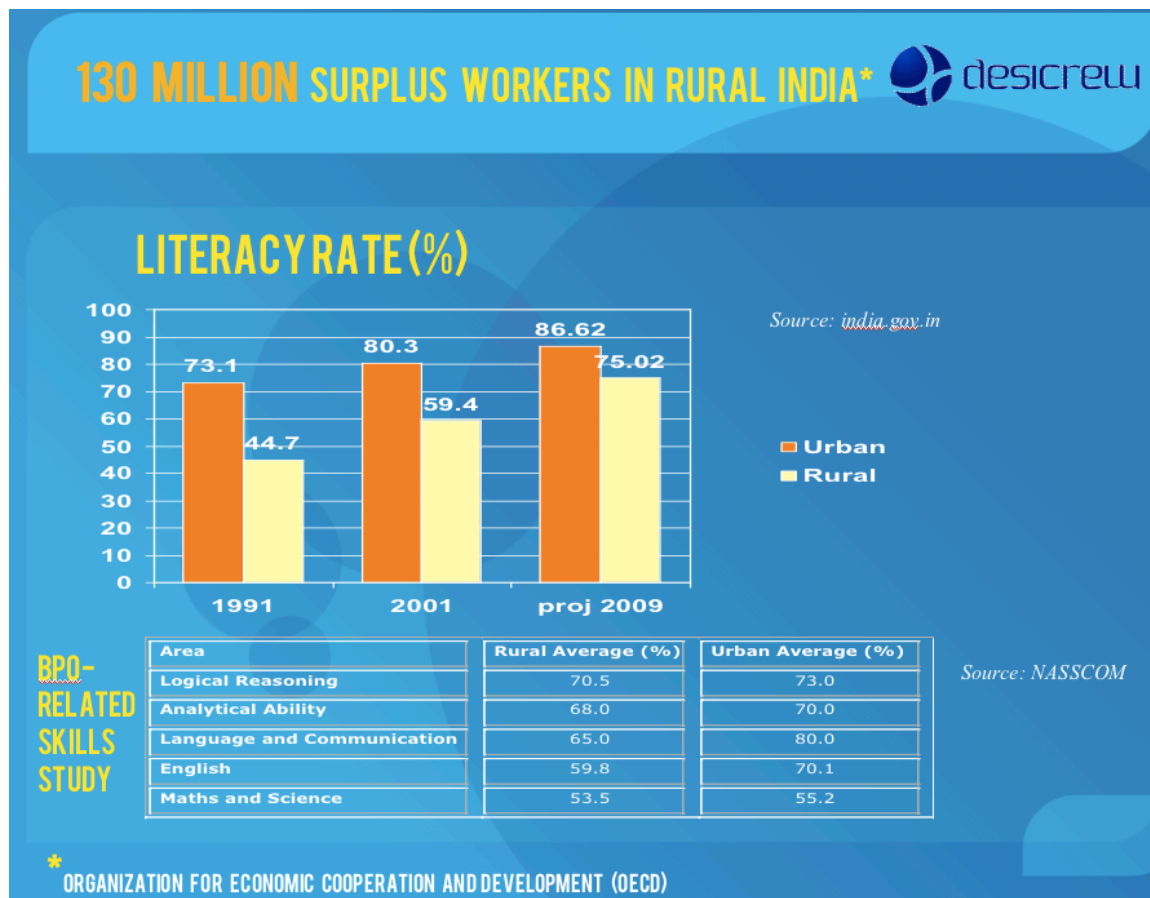
DesiCrew Solutions: More than just a typical BPO company

Concept:

India has established itself as a BPO destination, however the growth and prosperity has been concentrated in the large metros. Young people travel from far and wide in search of jobs.

Given the nature of the industry of lowering costs and optimizing on economies of scale, the industry was forced to commoditize its offerings by deskilling processes and lowering salary levels. Thus young people moving from smaller towns saw lower salaries and increased cost of living. This led to large scale attrition - a problem the industry has learnt to live with. Some companies report annual attrition levels of 100%.

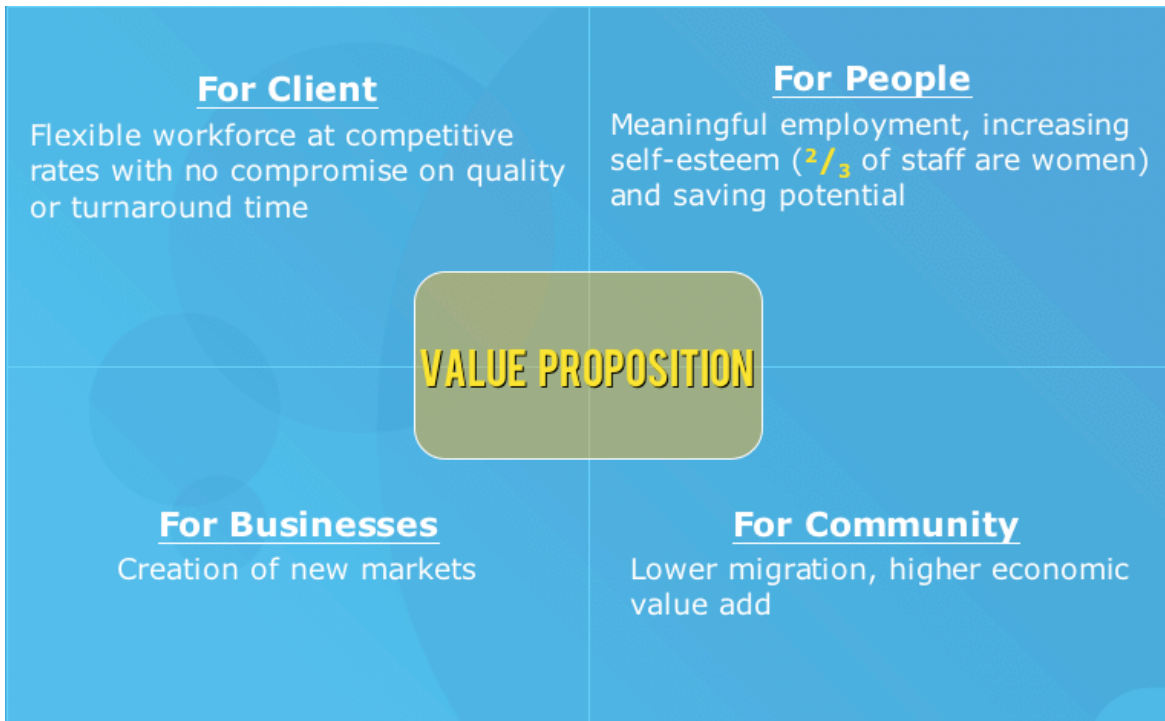
However with the evolution of communication technology, we at DesiCrew wanted to experiment taking the jobs to the people rather than moving people to where the jobs were.



Objective:

The model we envisaged was that of a professionally run 25 seat facility running in 2 shifts offering services to global clients. The facility would be located in a geography of 10-100k population and would train the educated under employed. The benefits would be:

1. Creation of computer based or knowledge related jobs in communities where there are no similar jobs.
2. Lower attrition rates for the industry, as people would be less inclined to leaving given the improved quality of life and option of staying with their family.
3. Lower costs (up to 40% reduction) for clients as overheads are far lower.



The Journey Thus Far:

DesiCrew started with this vision in early 2007 and has set up 6 centers in Tamil Nadu employing over 130 people of which 2/3 are women, and offering services in multiple Indian languages. Our services are in the back office space and mostly cater to Insurance, Market Research. Internet and Mobile value added services, but are now focusing on providing value to like-minded organizations in the Government and Social Sectors. DesiCrew has established a reputation by working with the best in each industry and proving that rural BPOs can handle much more than low-end data entry or non time critical work.



We offer **services** in the following areas:

1. **DIGITIZATION, SCANNING AND DATA ENTRY**
2. **TRANSCRIPTION**
3. **TRANSLATION (ENGLISH AND REGIONAL INDIAN LANGUAGES)**
4. **SECONDARY RESEARCH**
5. **GENERATE, POPULATE, AND MODERATE CONTENT**
6. **LIVECHAT RESPONSES**
7. **MAILROOM ACTIVITIES**
8. **NEW BUSINESS SET-UP**
9. **PROJECT MANAGEMENT**
10. **BETA TESTING OF WEB PRODUCTS**
11. **LOCALIZATION OF WEB PRODUCTS**
12. **WEBSITE MONITORING**

With an impressively low attrition rate, DesiCrew's young and dynamic workforce has been quite successful in its over two years of operations. Some of its clients include AID India, Give India, IFPRI (USA), HDFC Standard Life Insurance Company, Ziva Technologies, IIT-Madras, IL&FS, Government of Rajasthan, Government of Andhra Pradesh, Apollo Hospitals and two of the largest Internet companies in the world etc. Visit our website at www.desicrew.in for more details.

DesiCrew has received many accolades, including high honors at DEF's Manthan Awards and Intellectap's Sankalp Awards; a testament to our strong leadership, energetic workforce, and excellent quality.

Social Impact:

Across the board we are seeing the benefits of employment at DesiCrew for our employees and their families. Employees are using their increased income to pay for daily necessities, as well as saving for big events like weddings -- even more compelling, they are using their income to invest in their homes (new roofing, new additions), as well as investing in higher education. The pride that many hold in their work and the new skills they have acquired at DesiCrew have translated into increased confidence and in turn greater aspirations for the future. Employees' social standing both within their homes and communities are improved, and they are striving to new heights. Furthermore, rural talent is staying rural, reducing the brain-drain effect and adding to the development of rural India, where approximately 70% of the Indian population resides.



The social impact the model can create is tremendous - imagine 50 people working in 1000 towns/ villages earning \$100 per month – that is \$5 million per month being infused into local communities through local residents. On a comparative scale, average monthly household income of these employees would otherwise be \$30 a month.

Looking Ahead

Certain challenges in working with the communities we chose are longer training times and lack of a well-trained middle management. However, going forward we would like to establish a pan Indian presence offering services from various small towns and villages, as we want to establish a model of development through business.

By next year we want to expand our workforce to 1000 employees, expand to multiple states in India. That expansion can further year by year, and at the same time we would like to be the preferred BPO company of top companies across all verticals with which we work, with the promotion of the social impact that we are driving. We also plan on expanding our work with our newly created “DesiCrew Foundation,” in order fund a social impact assessment, marketing of the rural BPO model, stock-sharing and benefits for employees, community service events, etc.

For further information about DesiCrew, please visit our new website at www.desicrew.in.