



CASE STUDY

Zerodha partners with Multi Recruit to hire
100+ talented employees successfully

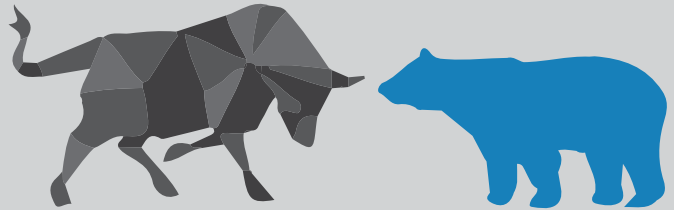


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COMPANY OVERVIEW

Zerodha is the only brokerage institution that offers their services for a fixed fee per trade.

This sets them apart from the other firms and with the host of their talented team of experts they have carved themselves a niche in the stock and commodity market.



EXECUTIVE SUMMARY

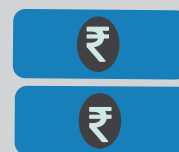
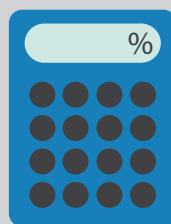
Zerodha is the pioneer in modeling discount broking, in India, that launched on 15th August 2010. Their ground-breaking services in technology and support have led them to reach the top.

Today, they are among top-volume contributors and the fastest growing brokerage on BSE, NSE and MCX.

They introduced the first-ever flat-fee broking charge of INR 20.

Their daily trading turnover is over INR 10,000 Crore.

Most recently, their revenue of INR 65 Crore rose to INR 119 Crore in the fiscal year 2015-16.



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CHALLENGES OVERCOME

Zerodha was growing and needed multiple mass recruiting. We planned to deliver several hires at multiple levels throughout the year, working out a monthly hiring pattern.

For every company profile we undertake, a dedicated recruiting manager devotes completely to the client and Zerodha was no exception.

We worked closely with Zerodha's team to fully understand their business processes and their target audience to design our recruitment strategy subsequently.

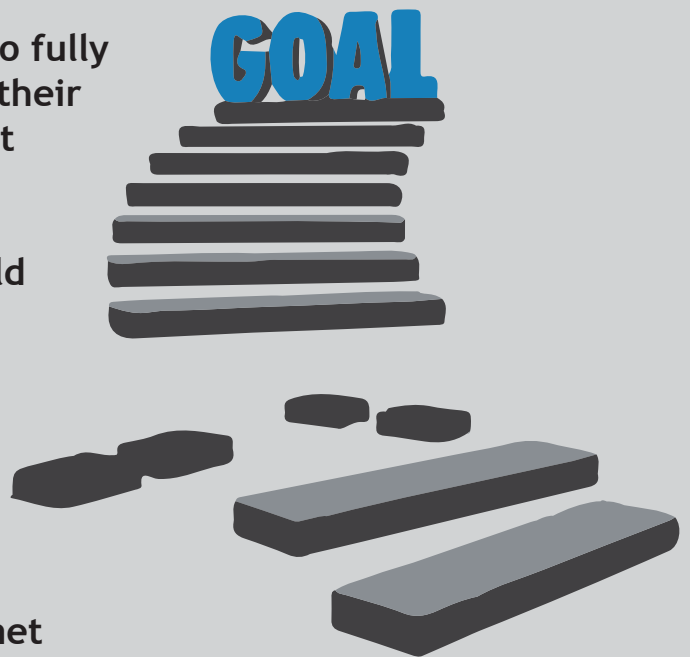
Our smart recruitment design helped build their 600 strength employee base with over 100 hires from Multi Recruit.

We ensured timely follow-ups of our recruitment to ensure that the hires have been indeed successful.

Zerodha's recruitment challenges were met with our cost-effective solutions and exemplary performance and addressed all their workforce needs.

Being a start-up, Zerodha is very pleased with our fixed post-paid (pay on successful hire) plans.

We are happy to be a part of the Zerodha family.



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HOW WE HELPED

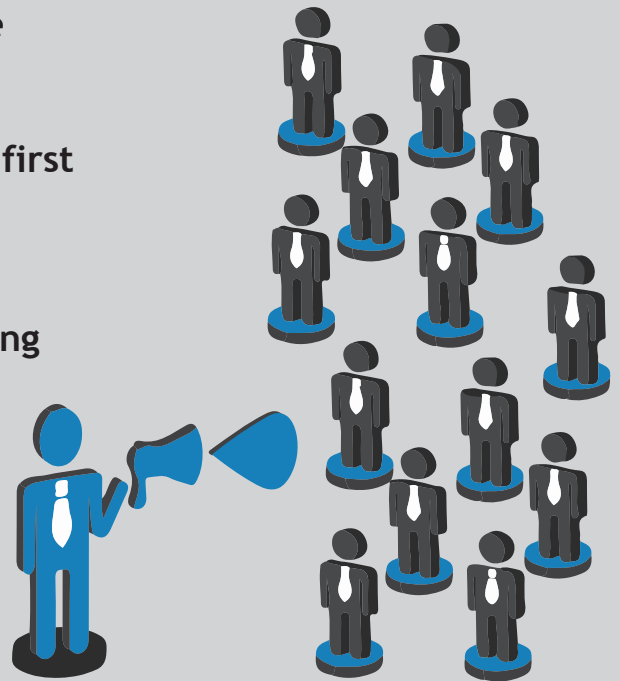
We bust the myth of large-scale recruitment being a hassle and we proved that you can achieve quality with mass hiring.

For Zerodha, our efficient recruiting team first developed a detailed plan by building selection criteria for every position.

We commissioned advertising and bulk hiring campaigns in all proper channels including Social Media.

Streamlined tracking of progress and facilitated complete review of the hiring strategies.

Resumes were pre-screened, then shortlisted and we successfully sealed the deal.



RESULTS, ROI & FUTURE PLANS

It is a proud moment when we help our clients grow. We were trivial in Zerodha's growth in that what started out as a team of 10 scaled up to a 100, and the company is now home to 600 talented employees.

We continue to provide value to Zerodha and render solutions to all their recruitment needs. Multi Recruit remains as their preferred vendor to source talent from across the globe.



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CLIENT TESTIMONIAL

“

Multi Recruit came about as a boon for our recruitment needs. Thanks to Multi Recruit's simple pricing plans, we have been able to staff different departments in our organization very quickly and efficiently.

Hanan Delvi

Chief - Client Relations



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