



**FIND THE TEAM THAT SHAPES YOUR COMPANY'S FUTURE**





# THE TALENT WAR IS MORE DYNAMIC THAN EVER

“How do I find an AI expert who’s also a good manager?”

“Can I use my data to source better talent?”

“How do I also tap into candidates in tier 2 & 3 cities?”

Today’s firms grapple with unique talent questions. Here are the top challenges they face. And why you may need a recruiting transformation.

- **Accuracy:** Low employability and an inadequate fit between company intent and candidate capability reduce hiring accuracy.
- **Efficiency:** If accuracy is indeed possible, then firms struggle to create accuracy at scale in a way that manages costs and timelines.
- **Spread:** Firms are expanding and need candidates in tier 2 and 3 cities as well, a challenge many recruiters are not prepared for.
- **Human factor:** Amidst all this complexity, it gets hard to give candidates a good experience, failing which they can renege.
- **Agility:** Audience needs are ever-evolving. Recruiters locked into outdated systems can only go so far.

In this environment, firms need a recruiting engine that’s **systematic and dynamic, scalable and sensitive**.





## **SO WHAT IS OUR SOLUTION? HR INSPIRED BY SCIENCE**

CIEL enables clients to attract talent that can shape their firm's future. Our solution involves a combination of science, scale and sensitivity to enable clients to attract the right talent at the right time and cost, anywhere in India. In this way, we help clients cut through the complexity and stay ahead of the curve.





**36,118**

Temp Roles Hired



**8,64,011**

Coached Employees



**1,50,824** Employees Payrolled  
across **765** Clients

Widest on-ground reach with  
**67** offices in **33** locations India



**90,000**

Students Trained Offline



**4,019**

Clients

**2,20,378**

Managers Assessed Annually



\*As on June, 30 2024

## WHAT WE HAVE ACHIEVED

**CIEL** means 'sky' in French. Our vision is to reach the peak of excellence and emerge as the most progressive and respected HR player in the markets we work in.



CIEL is  
**ISO 9001:2015 Certified**  
company

# HOW DOES OUR PROPOSITION COME TO LIFE?

## SCALABLE

We have the largest footprint,  
and its growing (33 cities)\*

As on June, 30 2024

Our spread helps us hand-pick ideal  
candidates from each city

We use technology to scale without  
affecting quality, time and cost

Technology helps us control projects  
effectively and in real-time

## SCIENTIFIC

Our deep experience gives you  
access to sector insights

Our AI innovation finds best-fit  
resumes and automates prelim  
conversations

Our cloud-based systems make  
it easier to track applicants

Our customised software  
manages employee life cycles  
end-to-end and run assessment  
tests and delivers learning  
programmes

## HR INSPIRED BY SCIENCE

## SENSITIVE

Our 33-city footprint means a human  
connect with temp employees  
everywhere

Aligning expectations of employers  
and candidates

Seamless candidate experience for a  
better employer brand

Our learning experience & talent  
development tools are used to build  
people capabilities





# HR Services



## Executive Search



CIEL HR handle the recruitment of talent for strategic roles such as CXOs, various leadership positions and high-impact roles in client organisations. Our expert consultants use a well-defined process to leverage their network of contacts and market knowledge to research and find the best matches in the talent market. They attract these potential candidates to these opportunities, evaluate their fitment and help the client organisation make the best choices

**Balance of capability and cultural fit | Tech-enabled search and servicing | Wide reach**

We support organisations in continuously filling open roles, complementing their internal recruitment efforts. Our team, equipped with industry-specific expertise and cutting-edge AI technology, manages each recruitment cycle efficiently

**CCA match | Sector focus | Analytics driven matching algorithm | Wide reach**

## Permanent Recruitment





## Recruitment Process Outsourcing (RPO)



Our comprehensive RPO services allow companies to outsource extensive portions of their recruitment processes. From strategising and job description creation to candidate sourcing, screening and onboarding, we handle all aspects to optimise recruitment workflows and let businesses focus on core operations.

[KPI focus execution](#) | [Tech-inspired efficiency drive](#) | [Wide reach](#)

Our Company and one of our Subsidiaries, Aargee Staffing Services Private Limited provide organisations across varying sectors with resources through a flexible model for a fixed duration without increasing permanent headcount and long-term employee costs for these organisations

## Value Staffing







## NAPS



As part of the National Apprenticeship Promotion Scheme (NAPS), CIEL HR helps organisations manage end-to-end apprentice recruitment and management. We handle everything from sourcing apprentices to conducting assessments, ensuring compliance with government regulations. Our vast network and experience allow us to find the right candidates, deliver appropriate training, and facilitate certification processes. We streamline the process to ensure organisations benefit from NAPS incentives

CIEL HR's National Apprenticeship Training Scheme (NATS) service provides end-to-end management of apprenticeships, supporting organisations in compliance with the Government of India's initiative to upskill young professionals. We handle everything from sourcing apprentices to training them and conducting final assessments. Our team ensures that both apprentices and organisations benefit from structured skill development programs, while maintaining adherence to the government's apprenticeship guidelines and facilitating smooth certification

## NATS





## Professional Staffing



Our Company and one of our Subsidiaries, CIEL Technologies Private Limited, provide organisations with professionals who possess niche, specialised skills across IT and engineering roles on a contractual basis allowing organisations with access to niche talent on short and long-term projects, as required

CIEL Skills and Careers Private Limited, a Subsidiary of CIEL HR, offers skilling, training and placement under government initiatives such as Deen Dayal Upadhyaya Grameen Kaushalya Yojana (Ministry of Rural Development, GoI), Pradhan Mantri Kaushal Vikas Yojana (Ministry of Skill Development and Entrepreneurship, GoI) and Electronics System Design and Manufacturing (Ministry of Communications and Information Technology, GoI) across different sectors. Suitable candidates are identified for the skilling projects, trained and are placed in varied industries. Further, CIEL Skills has experience in designing and deploying large scale CSR projects for Indian companies

## Skilling







## HR Advisory Services



Human capital management services such as design of organisational structures, strategic workforce planning, refining HR policies, and crafting competitive compensation and rewards strategies are provided by one of our Subsidiaries, Ma Foi Strategic Consultants Private Limited. In parallel, our business growth and transformation services cover sales strategy and enablement, digital transformation, supply chain management, and project management. Our strategies are tailor-made for customers to align with the culture, vision and mission unique to them. To enhance our delivery and business enhancement capabilities, we have developed an in-house portal, EzyConseil focused on placing senior level freelancers who possess matter expertise and a minimum of 15 years of experience with organisations

Our subsidiary, People Metrics Private Limited (PMPL), develops customised solutions to help organisations identify the key skills needed to build strong teams. Using simulated exercises tailored to business needs, PMPL considers each organisation's vision, current situation, future goals, and market conditions. PMPL's innovative work earned it the 'Innovative Approach in Talent Development' award at the Asia Training and Development Excellence Awards, Singapore, in 2014.

PMPL offers two effective assessment solutions. The Fully Automated Assessment Centre uses technology to remotely evaluate candidates through simulations, focusing on skills and competencies essential for early-career professionals and first-time managers. The Expert-led Assessment Centre relies on experienced assessors to identify high-potential leaders for key roles. This approach ensures fair evaluations and accurate identification of talent. Together, these solutions help organisations make informed decisions and support long-term success.

## HR Advisory Services







## HR Managed Services



Ma Foi Strategic Consultants Private Limited offers a comprehensive payroll management solution that integrates technology and streamline processes. Our services cover leaves and attendance management, verification of employee investments and claims, payroll calculation, and the generation of payslips and statutory reports. Additionally, employees can access relevant employment details through a self-service portal, simplifying HR administration for businesses. These solutions can be delivered through our HR Tech Platform, Hfactor, or via the software / portals of our customers. We also provide labour law compliance services, including remitting statutory dues, filing returns, maintaining statutory registers, and liaising with government offices to address complex queries and disputes. In some cases, these services may be fulfilled using our platform, EzyComp



# HR Platforms



## Talent Assessment & Development

**JOMBAY**  
A CIEL HR GROUP COMPANY

Jombay combines technology with behavioural science to help organisations in their assessment, development and succession planning through various tools and programs. Our solutions are digital-first developed using indigenous frameworks developed by us to cater to the continuously evolving and dynamic managerial landscape, women in leadership & leading multigenerational workforce. Jombay's platform allows for the customised design and delivery of solutions that match an organization's specific competencies, industry, audience, and business goals. This ensures Jombay can effectively meet the unique needs of each customer. Further, the user experience is modern, intuitive and user friendly for the end user across the assessments, simulations and digital learning platform.

Thomas Assessments Pvt. Ltd. a subsidiary of CIEL HR founded by IIM and XLRI alumni has been distributing and popularising Thomas International's suite of psychometric products in India and SAARC region. These tools provide scientifically robust insights to assess employees or candidates on behavior, learnability, emotional intelligence, and leadership, enabling informed people decisions and stronger workforce connections.

The 'Thomas Personal Profile Analysis' is based on the theory of "Emotions of Normal People" by Professor William Marston, that combines the stimuli and response to stimuli from people to plot a person's behaviour on four dimensions, namely Dominance, Influence, Steadiness and

Compliance. The 'Thomas Human Job Analysis' helps companies to define behavioural requirements for each role.

## Talent Assessment & Development

 **thomas**





# Talent Engagement



Jombay's employee engagement platform, Workplace of Winners (WoW), is designed to gauge workforce satisfaction by capturing employee feedback through open-ended questions and stories. Jombay deploys large language models, an AI system capable of processing vast amounts of text data, to interpret the feedback, pinpoint areas for improvement and suggest action plans for the managers. Additionally, WoW highlights positive employee stories to enhance employer branding and delivers instant action planning tailored to the dynamics of India's multigenerational and hybrid workspaces.



## Learning Experience Platform



Our Subsidiary, FirstVenture Corporation Private Limited operates Courseplay, a learning experience platform for enterprise employees. It functions as an employee's personal learning guide. Courseplay uses technology to tailor each employee's learning experience. It analyses an employee's skills and knowledge, identifies any gaps, and then recommends the best learning programs and resources to help fill those gaps. The platform not only provides learners with the appropriate content but also leverages AI application programming interfaces to generate quizzes to assess their understanding and translates content into multiple languages. The system tracks employee learning progress in order for employees

HfactorR, a SaaS based HR Tech Platform offered by our Subsidiary, Integrum Technologies Private Limited, helps organisations streamline core HR functions such as leave request management, attendance monitoring, automated payroll calculations, expense management and employee lifecycle management, among others as well as strategic HR functions. This HR Tech Platform utilises AI to help organisations score resumes in their repository to recommend the ones matching best with job requirements. Further, depending on the needs of the organisation, this platform may be customised.

## HRMS Platform







## Prosculpt

 ProSculpt®

Our Company's HR Tech Platform, ProSculpt, enhances skill development by aligning academic education with practical industry needs. It supports educational institutions in evaluating and training students and facilitates placement of graduates. Using data-driven insights, it recommends industry-aligned curriculum and optimises placement processes. Helevate, an HR training program by Prosculpt equips HR students with practical skills and knowledge essential for success as HR operations professionals

Our subsidiary, Ma Foi Strategic Consultants Private Limited, by way of its HR Tech Platform EzyComp enables organisations to ensure compliance with various central and state labour laws in India. Organisations have access to a compliance dashboard which plans the compliance calendar, automatically generates statutory documents such as wage, leave and accident registers basis the nature of establishment, place and nature of operations, audit the compliance activities, provides actionable insights to address compliance gaps, assign roles and responsibilities to address gaps, if any, to avoid risk of non-compliance

## eZYCOMP

 ezycomp™  
EASY, ACCURATE AND RELIABLE





## WHY CIEL?

We are ranked as one of the top 20 fastest growing HR services company, armed with many unique differentiators:

- **Deep sector expertise:** Manufacturing, Engineering, Energy, Infrastructure, IT & Outsourcing, Financial Services, Consumer Products, E-commerce, Pharma and Services sectors.
- **Geographic spread:** Physical presence in 33\* locations in India (and growing) give us depth of coverage in each talent market.
- **Technology:** We have successfully deployed technology in all HR aspects - sourcing, communication, workflow management, and controls. Our in-house tech arm innovates to keep pace with the client's dynamic needs.
- **Human factor:** Our spread and investments in capability building programs help us approach recruitment with sensitivity and swiftness.
- **Strong lineage:** Founders of Ma Foi power CIEL with their strategic acumen and depth acquired over decades of experience in pioneering HR Services in India.
- **Subsidiary Companies:** We are flanked by subsidiaries, thus giving you the opportunity to fulfil all your HR needs from one shop

### Our Associate Companies:

- Ma Foi Strategy offers consulting services in the entire spectrum of HR, Growth, Payroll and Compliance areas



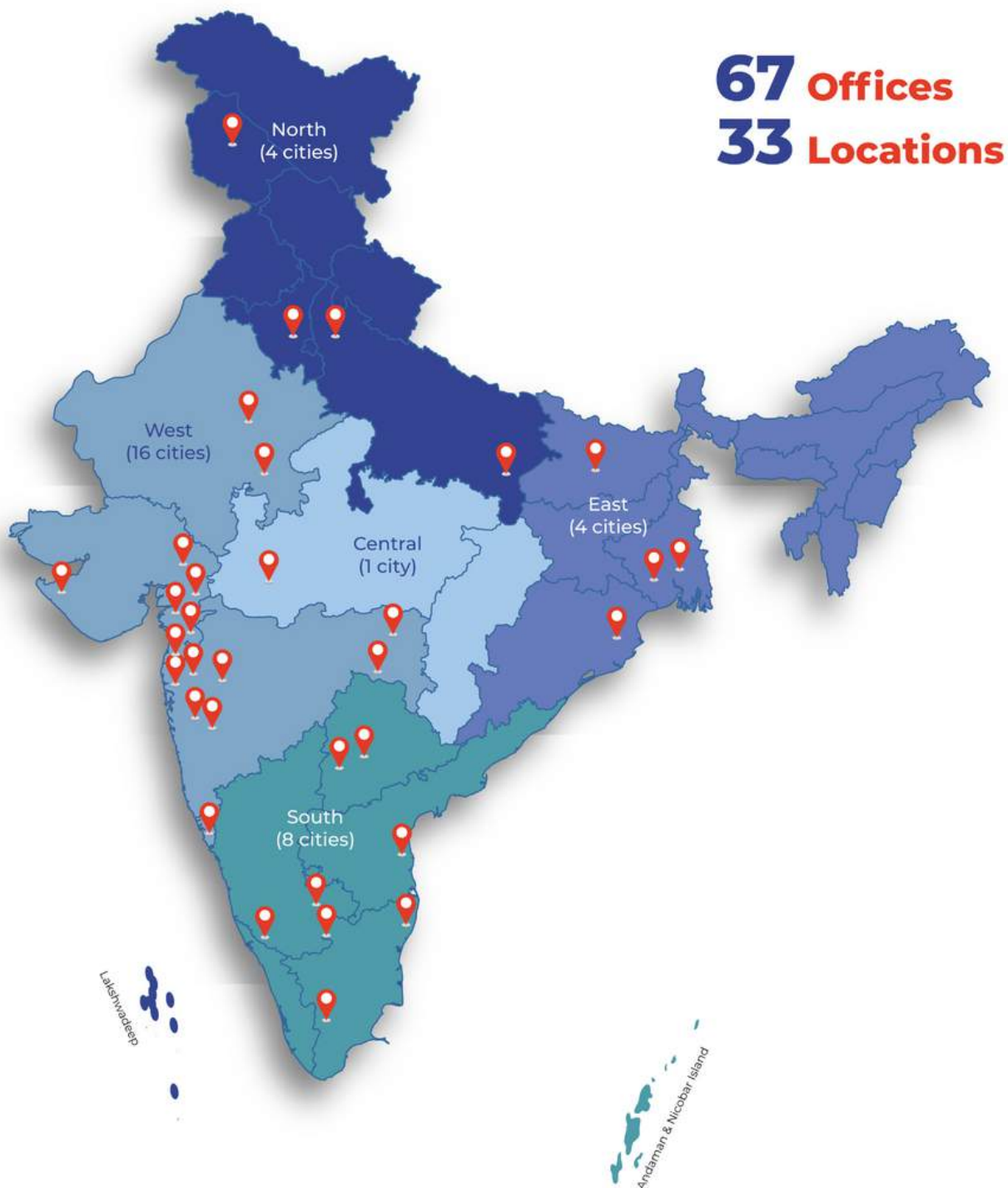
CIEL has been a Great Place To Work-Certified™ company for 5 straight years, by the Great Place To Work® Institute.

\* As on June, 30 2024

# CIEL'S GEOGRAPHIC SPREAD

With a presence in 33\* cities, CIEL is recognised by SIA as the largest staffing firm on the basis of branches in India. It gives us amazing reach, speed, and an on-ground connect with people.

*\*As on June 30, 2024*



# A C S R

orporate  
ocial  
esponsibility  
Initiative

CIEL has a CSR policy in place that endeavours to contribute and focus on all / any of the following:

## **Education and Skill Development**



## **Environment Protection and Sustainability**



## **Health and Safety**



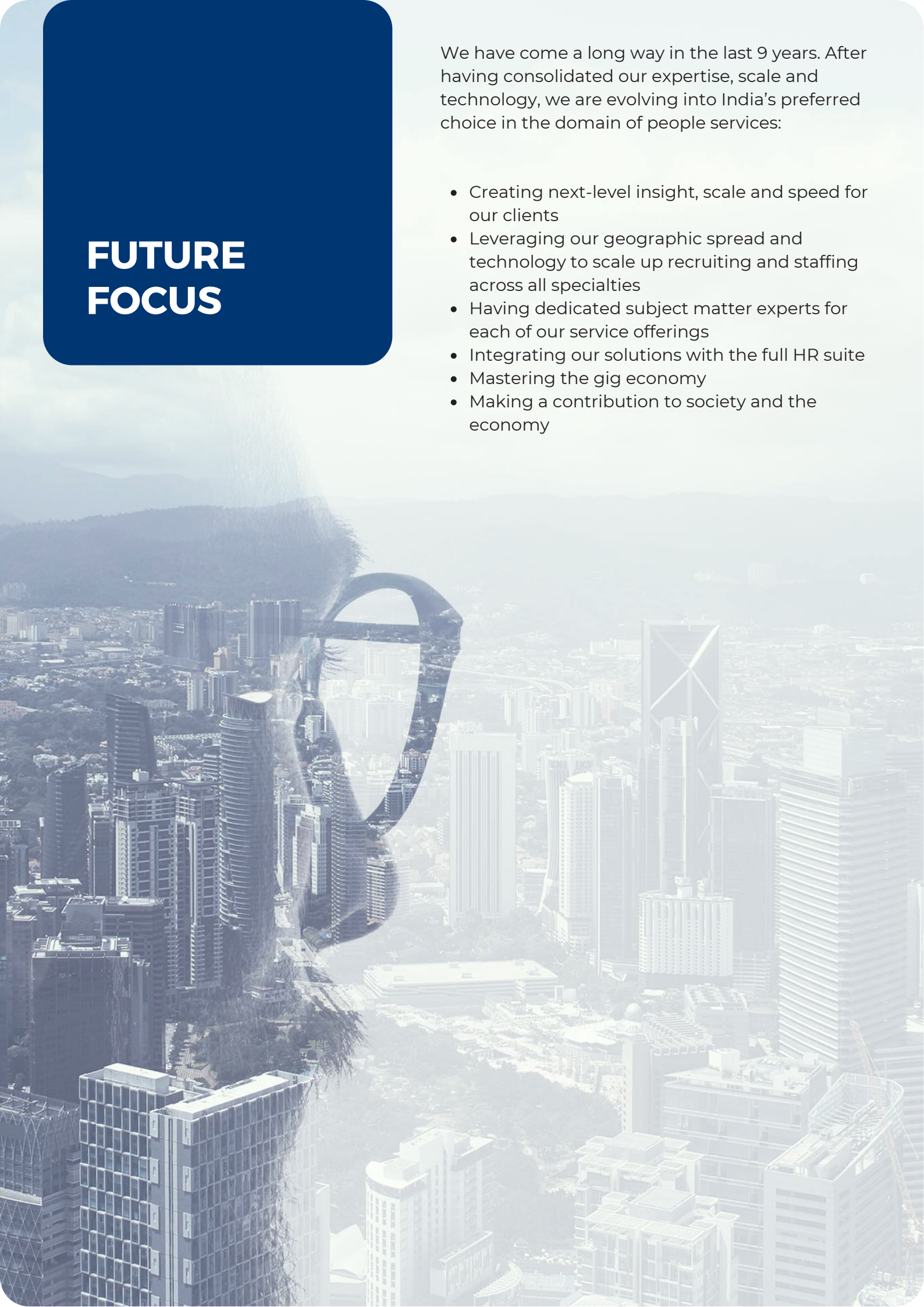
CIEL partners with NGOs (some for long-term and some for specific programmes) who work in any of the above areas. Members are encouraged to volunteer in any of the CIEL partnered programmes depending upon their own area of interest and calling.



# FUTURE FOCUS

We have come a long way in the last 9 years. After having consolidated our expertise, scale and technology, we are evolving into India's preferred choice in the domain of people services:

- Creating next-level insight, scale and speed for our clients
- Leveraging our geographic spread and technology to scale up recruiting and staffing across all specialties
- Having dedicated subject matter experts for each of our service offerings
- Integrating our solutions with the full HR suite
- Mastering the gig economy
- Making a contribution to society and the economy



# COMBINING SCIENCE, SCALE AND SENSITIVITY TO GIVE YOU AN EDGE IN THE TALENT WAR

Talent acquisition keeps many leaders up at night. When you add CIEL to the equation, you get distinct advantages:

- Accuracy and agility from latest technology
- A wide reach across India
- An empathetic approach to people
- Expertise across many sectors
- Seasoned leadership





#GetTheBestOutOfUs







**COMBINING SCIENCE, SCALE AND SENSITIVITY TO  
CREATE TALENT POOLS FOR THE FUTURE**



**CIEL**®  
HR inspired by science

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#GetTheBestOutOfUs