



**Positive Momentum**

no nonsense business expertise



## Have you evaluated an India offshoring strategy?

- Do you have an holistic and globally competitive vision?
- Does your resource pool of prospective employees enable your business to be most effective?
- Would you like to reduce operational costs by 20% and as soon as possible?
- Need a dependable partner providing the insight for India?

## What role do we play in off-shoring?

**CONSULTING** - We provide consulting to Enterprises of all sizes. As explained above, we can consult with you at any stage of your organisation's growth, or for specific projects.

**MANAGED SERVICES** - We can facilitate and even project-lead the set-up of your exclusive offshore centre, and also offer a wide variety of options for managing it. We can build-up the offshore centre for you and transition to your management team as it gets established.



**Positive Momentum:** A global management consultancy with HQ in London and clients in USA, UK, EU and Asia. We deliver, 'no nonsense' consultancy in the areas of strategy, operations, sales, customer service, leadership, talent development, and process improvements. We have added value to the business of RBS, Red Bull, BT, American Express, Convergys, AXA to name just a few ...

### Meet the key consultant in this space:



#### Rajnish Virmani

Engineer, MBA with honours from Delhi University followed by 30 Years of experience in multinationals like Tata, American Express, Aviva, Reliance and Colt.

Handled roles of CEO, COO and CIO. Further involved in leading sending and receiving centres in BPO, ITO, KPO environment for over 12 years.

Multi-cultural exposure, has lived in USA, UK and India and led European, American and British teams of over 1,000 staff. Has also handled multi-location Indian teams of over 10,000 staff.

Voted 'Role Model Leader' by teams at American Express, Reliance BPO and Colt.

Handled board-level relationships, media and trade unions as well.

Extensive exposure to change management in the corporate world - Mergers & Acquisitions, Start-Ups, Right-Sizing Organisations, etc.



*Rajnish is a class act and a pleasure to work with and we are very glad to have had his support in the build and launch phase of Arrows Group India and to continue working with him as a trusted board advisor.*

James Parsons  
CEO Arrows Group Global Ltd.

# Case Study

An example of what can be achieved

**Client: UK based SME firm in services industry. Times survey shows this is the 6th fastest growing Pvt. Ltd. company internationally. The company wanted to take advantage of the quality resourcing in India available at a fraction of the price but apprehensive as they had never ventured into India.**



New office facility established



Training the first batch of executives

## Accomplishments:

**BUSINESS CASE PRESENTATION:** Presented to the Company board in London and helped build up a Business Case to go ahead with the project. Suggested various alternative approaches for the Operating Model and let the client pick up and choose the best option from their business perspective

**CHANGE MANAGEMENT:** Addressed the Directors and the Managers in the Client organization speaking of cultural nuances of working with India. Explained the working of a typical Matrix Organization spread across geographies and helped identify processes that could be migrated. Gave them the confidence that this change can work successfully sharing past experiences in different industries

**EXECUTION/TIME TO MARKET:** In a period of 4-5 months, helped the client:

- 1 Incorporate a legal identity
- 2 Setup a 100 seat Office Infrastructure
- 3 Establish VPN and MPLS Telecom connectivity and Technology Infrastructure
- 4 Hire the core management team
- 5 Hire the first 20 Customer Service Executives
- 6 Train the team and get them into 'production'

**STABILIZATION:** Excellent feedback from the client during regular governance meetings. Exceeded expectations of the client with the sheer pace in quickly setting up their Indian Legal Entity, as also the quality of the deliverables. Not to mention, the cost of establishment and market entry was very favourable. Ongoing activities include presence as a Board member, Governance review of Operations and helping with Leadership coaching and handling employee grievances.



The managers hired and ready

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Energy ● Engagement ● Edge

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