

**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 Recruiters locked into outdated systems can only go so far.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. We deliver this through our 'HR inspired by science' model. It 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.





22,000+  
Temp roles



1,00,000+  
people placed



100+ CXO hires  
annually



Widest on-ground  
reach in India



400+ strategic  
roles filled



2500+  
clients



Innovative use  
of technology

\*As on JUNE 2022

## 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 (51 cities)\*

As on June 2022

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 customized software  
manages employee life cycles  
end to end

## HR INSPIRED BY SCIENCE

## SENSITIVE

Our 51 -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 CIEL EDGE program constantly  
builds our people's capabilities

# WHAT SERVICES DO WE OFFER CLIENTS?

## Services at a glance

Recruiting	Staffing
Executive Search	General Staffing
Permanent Recruiting	Professional Staffing
Recruitment Process Outsourcing	

## Recruiting

### Executive search

Recruiting top executives can be tricky. You need specialists who can manage large projects and at the same time own the P&L. You need leaders who are as much at ease with quality management as they are with diversity and inclusion. You need a CFO who is not only a seasoned professional but also a great fit for your culture; this is essential to drive the Board agenda for the future. CIEL understands your context, uses its experienced team to assess the fitment, and engages the candidate meaningfully till onboarding and beyond with its 30-60-90 day contact plan.

[100+ annual CXO hires](#) | [Balance of capability and cultural fit](#) | [Tech-enabled search and servicing](#) | [Wide reach](#)

### Permanent Recruitment

You need talent at different levels in your organisation to execute the strategy and translate the plans into reality. You need candidates whose resumes not only match the job description (JD), but go deeper than that. CIEL's team is trained to understand the unique context that defines each JD; we go beyond the resume of a candidate to understand his or her CCA (context, competencies and aspirations). CIEL brings you candidates whose CCA match your JD and context in the best possible manner.

[3000+ hires in a year](#) | [CCA match](#) | [Sector focus](#) | [Analytics driven matching algorithm](#) | [Wide reach](#)

### Recruitment process outsourcing (RPO)

When you recruit in large volumes to ramp up a routine or greenfield project, you need a smart strategy and rigorous execution. You need a large team; building that in-house is expensive and not in strategic alignment with your long-term business priorities. CIEL sets up a team and the processes to make sure that your needs are delivered reliably - from end-to-end recruiting to an à la carte of processes. KPI-based outcomes are tracked and managed to meet the requirements.

[10+ RPOs active round the year](#) | [KPI focus execution](#) | [Tech-inspired efficiency drive](#) | [Wide reach](#)



## Staffing

As companies grow, they need to expand their workforce in sales, production, service and business support. At the same time, they need flexibility in their headcount so that they are able to match the peaks and troughs of their demand cycle. They cannot always tap into the talent pool in tier 2 and 3 cities. If they can, they do not have the on-ground presence to engage candidates and scale up the process. Our spread and technology ensure our staffing solutions help your business gain momentum.

### General staffing

CIEL provides Flex staff with varied skill-sets on its payroll across multiple locations for Engineering, Sales, Customer Service, Admin, Secretarial, Office Support etc. We call them our Deputies. They work at our client organizations for a specified period of time across functions and levels. We manage their end-to-end employee life cycle with an option to be hired on the client payroll, offering complete flexibility. Our tech-enabled transparent processes create competitive efficiencies in deputy engagement and significantly reduce employee Query Resolution Time.

### Professional staffing / IT contracting

Companies look for specialists for a fixed period to address specific project needs. Sometimes, they need highly skilled professionals to work on fixed term contracts with the option of hiring them on their permanent payroll at a later date. CIEL's recruiting power, backed by reliable systems and processes, attracts highly skilled people on our payrolls and deploys them for fixed periods to client locations.





## WHY CIEL?

We are the 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.
- **Seasoned team:** 21 Senior Managers, with an average of 15+ years of experience in the HR Services industry.
- **Geographic spread:** Physical presence in 51\* 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.
- **Associate Companies:** We are flanked by associate companies, thus giving you the opportunity to widen your service folio.

### Our Associate Companies:

- Ma Foi Strategy offers consulting services in the entire spectrum of HR, Legal and Compliance areas.
- Ma Foi Education offers specialized courses to institutes in better preparing students for the job market.
- Integrum Technologies offers enterprise software to automate and simplify HR processes, and comes with decades of hands-on experience.



CIEL is Great Place To Work-Certified™ 3 times in a row, by the Great Place To Work® Institute.

\* As on JUNE 2022



# CIEL'S GEOGRAPHIC SPREAD

With a presence in 51\* cities, CIEL has the largest reach for any recruiter in India. It gives us amazing reach, speed, and an on-ground connect with people.

**51** Locations  
**78** Offices

*\*As on JUNE 2022*



# FUTURE FOCUS

We have come a long way in the last 6 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 100+ efficient branches with subject matter experts
- Integrating our solutions with the full HR suite
- Mastering the gig economy
- Making a contribution to society and the economy





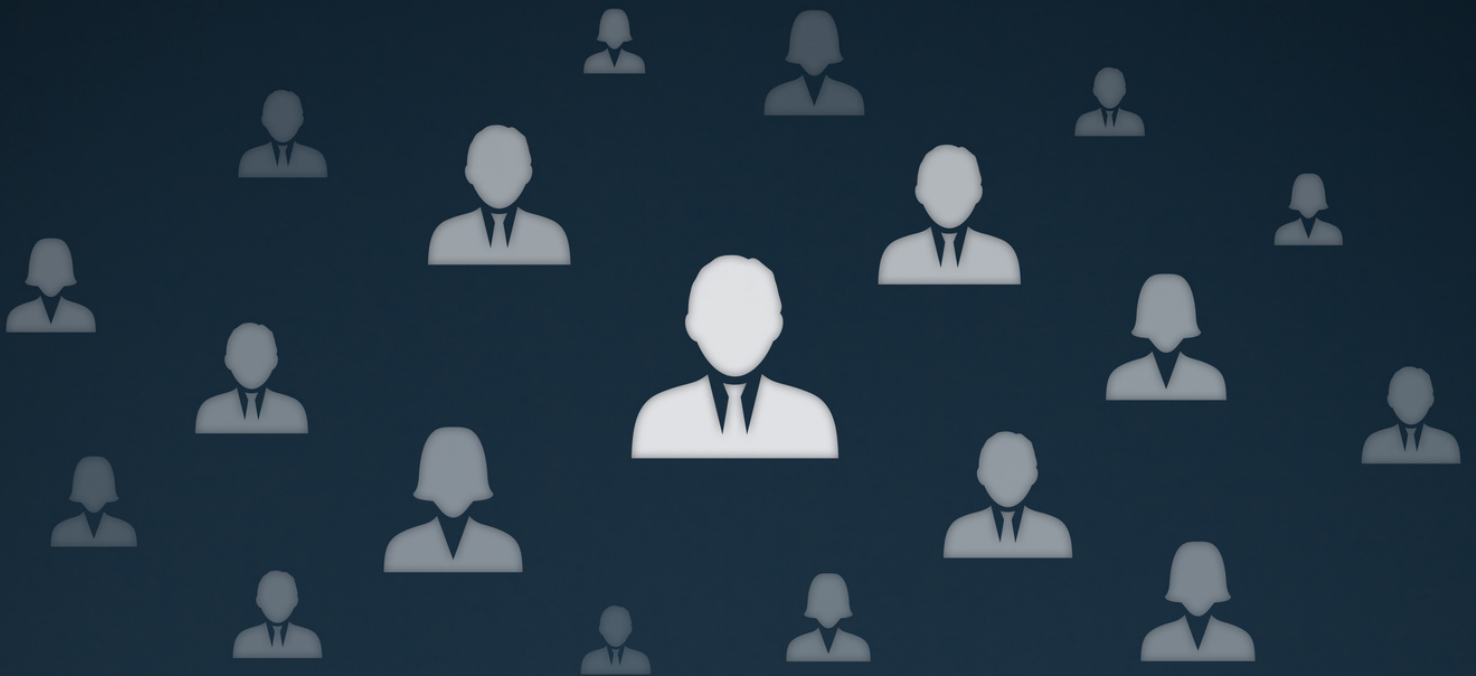
# COMBINING SCIENCE, SCALE AND SENSITIVITY TO GIVE YOU AN EDGE IN THE TALENT WAR

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

*All led by people of the Ma Foi lineage*





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



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#GetTheBestOutOfUs