

redseer
Strategy Consultants

Making Strategy Exciting



Our Manifesto

Hi!



It's always fun to work together and get to know each other as we go along.

And it all begins with a 'Hi'

So, we would like to break the ice by introducing ourselves through the following pages.

Get to know us now and we will get to know you by the day.

Before getting to the nitty-gritties,
let's give you a 30,000 foot view.

Who are we?

*We are strategy consultants.
We work on new-age,
consumer-focused solutions,
striving to bring a paradigm
shift in consumer delight.
We help businesses build
winning strategies to scale
and thrive.*

What's exciting about us?

We are the
largest
homegrown strategy consulting
firm in the region.

We are the
5th most innovative
consulting firm in **Asia Pacific.**

We are
growing at 3X the industry average*, YoY.

We work with startups and
corporates who are aiming to
challenge the status quo.

We are a focused group of **hustlers**
with an entrepreneurial
mindset and an appetite to
grow and innovate without the
fear of risk.

* The industry average is 15%. Source: MCA.org, Redseer is listed as 5th most innovative firm in Asia pacific by Vault Rankings 2022

At a glance

Founded in
2009

Employees
200+

Offices
5 Office

Clients served
500+

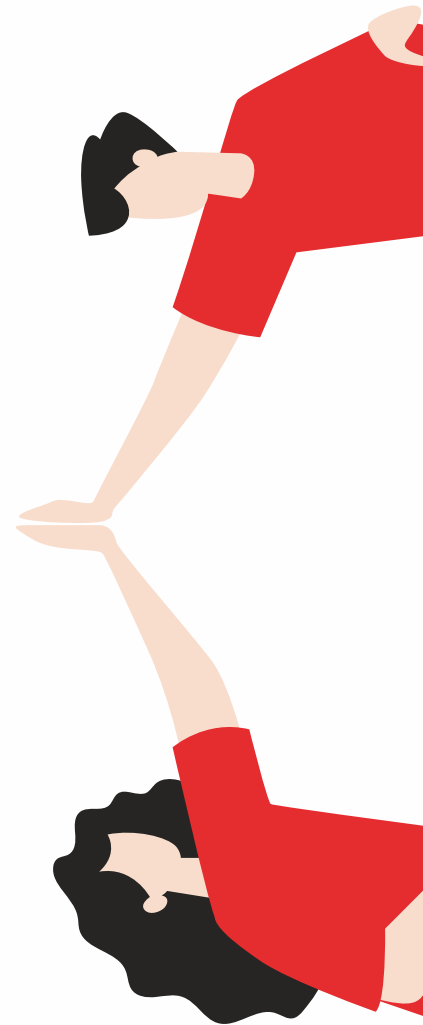
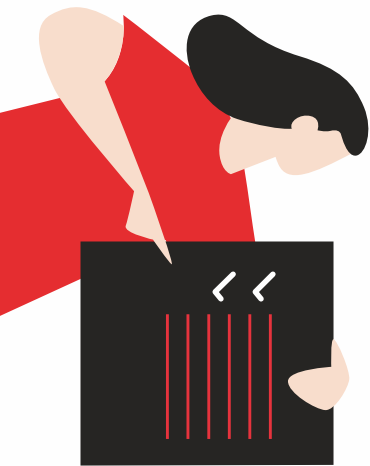
Impact Delivered
\$100 Billion +

New-age IPOs
90%+ Market Share

New-age Deal Advisory
50%+ Market Share

Revenue Per Employee
5X Industry Average

Talent Take
Day Zero Company





Our DNA

Purpose

Mission

Core Values

Our Spirit

Work Culture

Work-Life Symphony

Talent Philosophy

Our Protocols

Continuous Performance Management

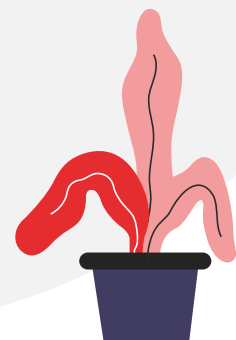
Rewards & Recognition

Compensation & Benefits Policy

Leave Policy

Travel Policy

Zero Tolerance



Our DNA

Purpose

Simple, to **unleash the potential of passionate leaders** who are willing to take risks, break barriers, and build solutions in order **to bring happiness to consumers**.

Mission

"To seek continuous and accelerated growth in consumer delight for our clients" The question that may have just nudged you is, "How on earth are you going to achieve that?" Well, we have an answer for you, an action plan to begin with!

Our Action Plan

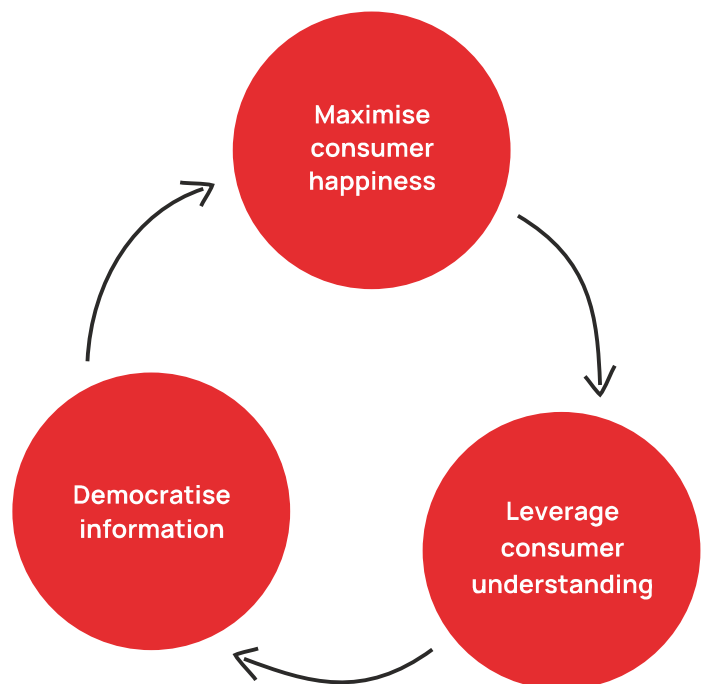
Now, you are a part of it too!

Leverage consumer understanding: With more than a decade long understanding of the consumer ecosystem, we help businesses make the right strategic choices. We leverage our in-depth knowledge in consumer space to unlock delta growth opportunities and develop actionable winning strategies.

Democratise information: We share the most defining trends in the industry that is backed by our strong IP and thought process to help entrepreneurs and corporates solve some of the most complex strategic problems.

Maximise consumer happiness: We work with businesses that are endeavouring to build futuristic consumer-focused solutions. We help them build innovative strategies to remove frictions from consumers' life resulting in increased consumer happiness per dollar.

Flywheel of Redseer Strategy



Core Values

Here are the five driving forces that steer all our activities, commitments, successes, and most importantly our conscience.

Hustle and win

We are a team of driven hustlers with infectious enthusiasm, always churning out fresh ideas, striving to reap positive results and to say the least, **winning is our second nature.**

Focus and be the best

We strongly encourage you to nurture the quality of 'being focused' on what you do **and be the best.** We made a deliberate shift towards the consumer internet and remained focused on it. Today, we are proud to say, we own the space.

Take a risk and innovate

At Redseer, we support individuals and teams who **take risks and seek to innovate.** Our innovations and appetite for calculated risks have always kept us **ahead of the competition.**

Collaborate and go for the extra mile

Ratan Tata has worded it perfectly, "**If you want to walk fast, walk alone. But if you want to walk far, walk together.**" Within Redseer and outside, we collaborate to harness the combined energy of the team.

Differentiate through the first principle

At Redseer, we work with a beginner's mindset and live by the first principle approach. We **relook and reassess problems from scratch** and create winning strategies that differentiate us and our clients.



Our Spirit

Work Culture

Where there is no culture there is no identity. Whoa, that was a little intense! The truth is, we enjoy our culture that has evolved from a group of friends working together and has shaped up our identity as one high-octane team. And we want to savor it today and tomorrow to come. Now that you are part of our team, you get a share of the pie too.

It all begins with self

Empathy: It helps us understand each other better. It also allows the diversity of mindsets, personalities and viewpoints work together in perfect symphony.

Curiosity: This is what binds us together. It allows us to explore new approaches and ways of thinking to solve problems.

Progressive: We enjoy working in a space that's growing, innovating, and trying new things constantly.

Love challenges: We enjoy being challenged in the workplace so we can learn, grow, and evolve.

Teamwork makes the dream work

Respectful and accepting: We understand and value the importance of each team member. This makes us one of those amazing companies that is built on the foundation of respect and acceptance of one another.

Learning from each other: Learning is always fun. Getting to learn from your colleagues and seniors is a part of our work routine. That's how you gain knowledge beyond years and follow the suit by teaching others.

Workplace camaraderie: Mutual trust, friendship and peer support are pillars that keeps us going in the face of numerous challenges and that makes the cheers louder when the call is for celebrations.

Challenging the status quo by encouraging a first-name basis: Our workplace is a cordial environment with an open-door policy that promotes equality among peers. And we don't like Sir(s) and Ma'am(s). We love our names! So, we always call each other by our first names.

The Bigger Picture

Service-oriented: 'Obvio!' might have just crossed your mind, and you are right because there is no other way out! We pay careful attention to the requirements of all our clients so they know that our service is focused on boosting the value of their business.

Integrity: Integrity is the foundation for everything we do. As an organization, collectively, it's our most valuable asset. We do the right thing – even when no one is watching

Work-Life Symphony

We encourage the pursuit of personal and professional growth. The pathway to success is to create a balance. Hence, the sweet sound of work-life symphony resonates beautifully within the walls of Redseer.



Work timings: We are flexible, but an early start to the day is what we prefer. So, we start work at 9 a.m. and typically work for 50-60 hours per week. When work demands, you may have to work on holidays or weekends, but the probability for that is less than 10%!

Hybrid work culture: Currently, we are following a 4-day work-from-office and 1-day work-from-home model. This model of work will keep evolving, to keep pace with the global work culture and factors that are not in our control, to ensure you always have a friendly work environment.

Non-hierarchical structure: We have imbibed this because it encourages contribution from all team members, boosts creativity and fosters functional diversity between different roles and departments. It simply means everybody can join in and contribute to a project. Also, our CEO and leadership are always reachable and we strictly don't follow cabin culture.

ENPS: Employee NPS (net promoter score) is a super important metric for us. It gives us insight into the very basics of work satisfaction. So, we do half-yearly surveys to gather inputs. The leadership team owns the focus areas and strategizes plans for improvement by setting clear timelines and responsibilities.

Good Samaritan: Teamwork is vital for success. So, be a good team player by responding to surveys and questions floated by various teams and going the extra mile to recommend changes that can benefit the company more.

Vibrant environment: May not be exactly like your college campus, but somewhat similar that we're eager to return to work each morning! So, we want to strive to keep the office environment lively, energetic and motivated.

Family time: We understand and value family time. So, we always encourage our teammates to map their work plans with their managers so that each one of you can enjoy a good work-life balance.

Dress code: We follow a formal dress code on all working days except Fridays. On Fridays, put on your smart casual and feel the breeze of the weekend!

Talent Philosophy

Congratulations on being one of the smartest and most desirable talents!

Did it sound abrupt?

Well, we all know that the company we keep reflects our personality. We look to hire high-performing, like-minded individuals to create an excellent peer group to work with and learn from. We are a Day 0 company on India's best campus placements.

Our Protocols

Continuous Performance Management

We believe intervention at the right time leads to great results. Therefore, we don't believe in loading the performance reviews on a half-yearly cycle. For us performance management is a day-to-day activity; it is more human, more continuous and more beneficial.

[Read More](#)

Rewards & Recognition

In line with our performance management, we follow a continuous "spot award" format along with a quarterly recognition system. Our nomination process is democratic and transparent, anyone can nominate anyone for various award categories. **So, don't be surprised if you hear three cheers for your name!**

[Read More](#)

Compensation & Benefits Policy

Great talents deserve great compensation. Our compensation structure is **a combination of fixed pay and variable pay (performance bonus*) along with benefits**. We cover all our employees with the best-in-class health, accident and term policies. We follow an annual cycle of salary revision but we are happy to break the rule for strong performers.

*Performance bonus is paid only to team members who are on roll till the end of the Financial Year, i.e. 31st of March.

[Read More](#)

Leave Policy

We encourage all our teammates to take time off from work at regular intervals. For this, we give **20 paid leaves per year (1st April to 31st March)** to enjoy family time and 'me time' **in addition to 13 public holidays** to celebrate our diverse Indian festivals. Beyond this, we respect the time and situations where you may need more leaves and we have those covered for you.

Maternity leave	Applicable as per prevailing Maternity Benefits Act
Paternity leave	Up to 5 days
Marriage leave	Up to 5 days
Hospitalisation leave	Up to 25 days
Adoption leave	Up to 12 weeks for women and 5 days for men

[Read More](#)

Travel Policy

At Redseer, the company's travel policy will **cover all your travel costs that are done for business purposes** and are done in the best interest of the company. You will have to get all your travel expense documents duly signed and approved by your manager before claiming the benefits.

Zero Tolerance Policy

We have an **Absolute Zero Tolerance policy that entitles the company to terminate** an employee immediately without notice, who indulges in

Unlawful or illegal activities.

Activities that are indecent or harmful to others.

Activities that might be viewed unfavourably by current or potential clients or by the public at large.

Sharing company's or clients' confidential information either publicly or privately.

Falsification/manipulation in your background verification.

Breach of confidentiality/secretcy provisions.

Non-compliance of **POSH Policy**

We train our team on our compliance requirements on a regular basis and encourage them to ask any questions to clear their doubts. Not abiding is considered as breach of compliance.

Now, you know about us and we are not strangers anymore!

Let's work and grow together.

And yes, we are eager to know you and
see you achieve your aspirations.

We wish you the very best in all your
endeavours with us!

Team Redseer

