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TMI's Campus Hiring Initiative

Today TMI is the **largest third party fresher** hiring agency on Indian Campuses with over **15,000** offers (on campuses) in 2007. TMI resources have covered over 183 cities across the country for its various clients ranging from World Steel Conglomerate to small Indian Businesses.

About the client:

TMI's relationship with "I" spans over 4 years. Traditionally, "I" is a big hirer from campuses and all the south and west hiring's were done by TMI in the recent years. In the year 2006 we rolled out over 250 offers, followed by 2400 and 1800 in the next two years. The campuses were mainly tier III and spread across 32 cities in South and West.

Business Line : Recruitment
 Service Line : Hiring for a job
 Industry : Insurance
 Client : India's largest private life insurer.
 (Lets call this entity 'I')
 Type : MBA campus

Project Particulars:

Offer Year : 2007
 Joining Year : 2008
 Volume of Hire : 1000 joinees
 Designation : Executive Trainees
 Location of Posting : Across the Country

Project Performance:

TMI conducted campus recruitment drives across 7 states and covered 257 campuses. Over 10,000 students went through the assessments, starting from presentations to joining. TMI First rolled out about 1800 offer letters to ensure joining numbers.

How did this life insurance major benefit from TMI's Expertise?

<p>Cost</p> <p>a. Outcome based commercials (per joinee fee payable). b. Manpower cost only, for planned Final Interviews, everything else borne by TMIF</p>	<p>Quality</p> <p>a. Quality of Assessments b. Short Turn Around Time, hence could reach maximum campuses in minimum time.</p>
<p>Branding</p> <p>a. EB initiatives without any extra cost.</p>	<p>Service</p> <p>a. Joining requirement targets met, thus ensuring clients' satisfaction.</p>

What we achieved?

Scope of work

1. Sourcing of Campuses
2. Calendar of Activities
3. Corporate Presentation
4. Two rounds of assessment
5. Final Interview coordination
6. Offer Letter Print and Dispatch
7. Post offer engagement
8. On-boarding coordination
9. Drop out analysis

Client References will be provided on request

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