VIRTUAL
OFFSHORE CAPTIVE CENTRE

…an engagement model that we transformed.

"Moving from Service Provider to Collaborative Partner "

"VIRTUAL OFFSHORE CAPTIVE CENTRE" (VOCC)

"VOCC is our unique client engagement model that places the client into the shoes of the owner [1] of an 'Offshore Captive Centre' without actually having established / owning the same in the Offshore Jurisdictions. It builds up collaborative partnership rather than vendor relationship. This model encapsulates all the benefits of an 'Owned Captive Centre' and 'Third Party Outsourcing Vendor' while eliminating their disadvantages."

Note 1: Owner implies owner like controls over facility, resources, manpower, project management, delivery etc.

Contents

Our Value Proposition

"Cost Effective and Efficient Business Operations"

Introduction

"WE TRANSFORM OUTSOURCING SERVICES"

We have been providing knowledge services since 1999 in the northern part of India. Encouraged by past performance and drawing on our unique history, people, process, technology and approach; we decided to set up a state of the Art IT-BPO center. Aiming towards this objective, we succeeded in the allotment of a plot measuring **6071.48 sq. meters**, in the name of our limited liability company dedicated to IT & BPO services, by Govt. of India, in its emerging Technology Park in Chandigarh. Moving further, we have set up an intelligent, high-end state of the art IT infrastructure – Our IT facility having total covered area of 150 K sqft , in **"Rajiv Gandhi Chandigarh Technology Park"**, at Chandigarh- **"India's most preferred IT destination" (Source: NASSCOM - ATKEARNEY, and Gartner),** 160 miles to the north of New Delhi (the Capital of India). Our facility is adjacent to Global IT leaders **INFOSYS, Airtel, Mahindra Tech, etc.**

Vision, Mission & Value Statement

Vision: *To "Transform Outsourcing Services".*

Mission: *To deliver long term benefits and measurable value to our customers by leveraging our:*
- *Tenets of quality and innovation,*
- *Best people talent,*
- *Self sustaining processes framework*
- *Cutting edge technology*
- *Domain knowledge & expertise.*

Value: *Our value proposition is to ensure cost effective and efficient business operations by delivering technology enabled business solutions.*

Our long term objective is to ensure our clients, to deliver maximum values through cost savings, enhanced productivity with highest standard of quality and continuous process improvement and cutting edge technology. We deliver value for money through our proven

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flexible and transparent delivery and engagement model. We believe in building long term relationship and long-lasting strategic partnership. We have sufficient experience and expertise needed to help enterprises in transforming their business. We deliver technology enabled business solutions to our clients. We have extensive technological capabilities which are duly complimented by deep domain / industry knowledge and expertise.

We have been investing extensively in gaining expertise for managing complex processes and translating this knowledge into creating a delivery structure that maximizes customer value while minimizing operational risks.

Our Approach:

- **Cost reduction through enhancement of productivity, innovation, cutting edge technology and best practices**
- **Hire best talents from respective industry and its development through continuous education and training programme**
- **Highest standard of quality to ensure defect free services**
- **Enhancement of total performance through ongoing technology transformation, process re-engineering and continuous process improvement**
- **Flexible and transparent delivery and engagement model**
- **Enhancing security, privacy and confidentiality**
- **Robust governance**
- **Risk mitigation through robust risk management framework**

Virtual Offshore Captive Centre
… an engagement model that we transformed.

The traditional outsourcing model (Process-Centric Outsourcing) has been **transformed** by us into **"Virtual Offshore Captive Centre"** for our clients to enable them to retain control over process/project management and robust governance besides substantial cost savings. This Engagement Model encapsulates all the advantages of **'Offshore Captive Centre'** as well as

conventional **'third party outsourcing'** without undergoing the perils of setting up its own entity in offshore jurisdictions. This model ensures greater strategic value and builds up long term strategic client relationships through active collaboration with the client. In short, this model is a collaborative partnership model than a vendor model. This model, in-fact, is a modified version of **"Co-managed Outsourcing model / Co-sourcing model".**
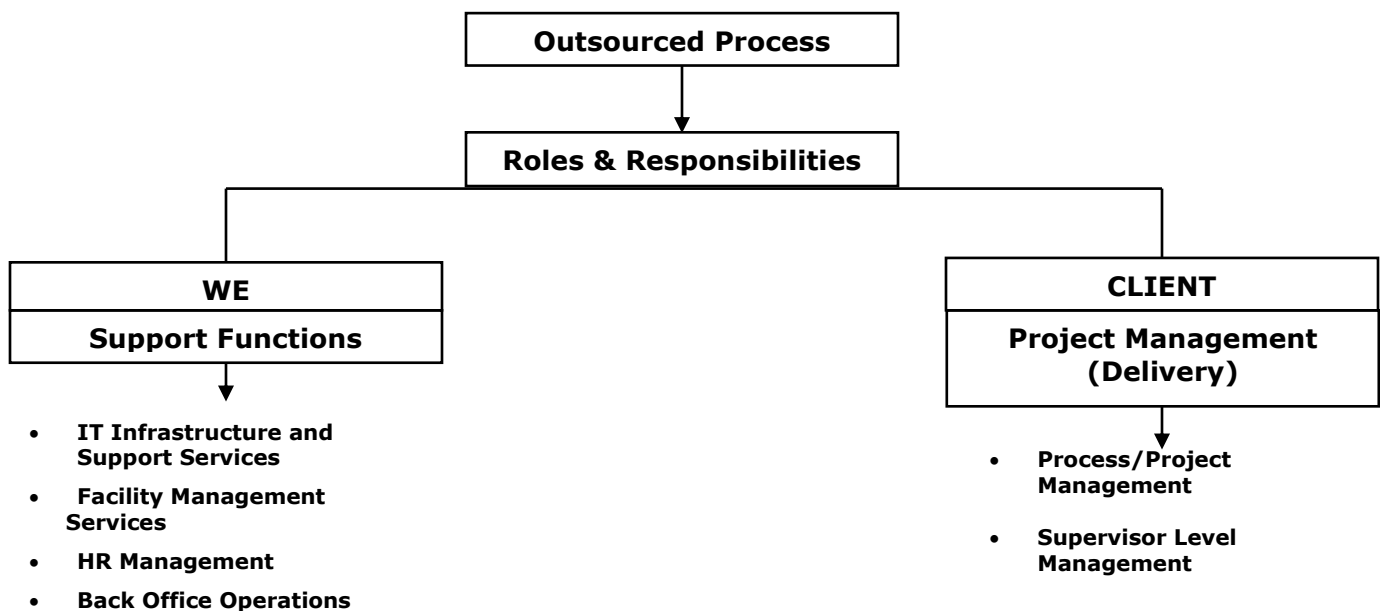
Under this model, the Clients collaborate with us as partner and like traditional outsourcing model, outsource the process or a set of processes to us, while taking the full responsibility of process/project management and transition of the process. In today's complex IT world, the quality and timely delivery of the Process outsourced are the key concerns and holds paramount importance. As the client assume the responsibility of process/project management through our assistance, the client will have higher degree of control over the manpower and resources deployed by us for the execution of the outsourced process/project in a more effective and efficient manner. This will help our client getting enhance competitive advantage and strategic value through enhance productivity, cost effectiveness, better performance management and continuous process improvement.

This Model is a type of strategic partnership, wherein both the entities work together and leverage their expertise & resources. This Robust Engagement Model ensures cost effectiveness, competitiveness, and is scalable, relationship oriented & free from outsourcing risks, for the clients.

Under this model, the roles & responsibilities relating to the outsourced process will be defined collaboratively and will be managed. The outsourced process/ Project will be managed by the client and he will be responsible for the components of the Project management like Transition Management, Quality Management, Performance Management & Governance while we will be responsible for managing the IT infrastructure & support services, Back office operations like HR functions, Facilities Management etc. as part of our role and responsibilities. This Model, further, ensures greater outsourcing clarity, IT project & real time visibility, transparency and greater degree of risk management.

In short, our Clients get all the advantages of a dedicated Off-shore captive centre (like High Quality & timely delivery, better performance, smooth transition etc), **without the pitfalls** (Entity issues like HR, Administration, regulatory issue, legal, Tax, , Accounts etc.) of **having established its own entity** in the Off-shore jurisdictions.

Under this Model, the roles & responsibilities will be as follows:

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                    ┌─────────────────────────┐
                    │   Outsourced Process    │
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                    ┌─────────────────────────┐
                    │  Roles & Responsibilities│
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┌───────────────────────┐          ┌───────────────────────┐
│          WE           │          │        CLIENT         │
├───────────────────────┤          ├───────────────────────┤
│   Support Functions   │          │  Project Management   │
│                       │          │      (Delivery)       │
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- **IT Infrastructure and Support Services**
- **Facility Management Services**
- **HR Management**
- **Back Office Operations**

- **Process/Project Management**
- **Supervisor Level Management**

Benefits - VOCC

- **Client retains full control over process / project management**
- **Superior controls over facility, resources, manpower etc.**
- **Quick & Clean outsourcing arrangement**
- **No entry & exit issues in offshore jurisdiction**
- **Minimal set up time**
- **Best outsourcing strategy & management tool**
- **Quality governance**
- **Greater degree of risk management**
- **Partner not vendor**
- **Minimal Outsourcing risks**
- **Greater Client satisfaction**
- **Timely & Quality delivery**
- **Seamless Transition**
- **Substantial cost savings**
- **Real-time visibility and risks management**
- **IT project visibility and productivity**
- **No "own entity risks & hassles"**
- **Minimal capital investment in offshore jurisdiction**

HOW IT WORKS

Identification of the Process to be outsourced

Signing of Outsourcing Agreement → **Entry**

Assignment of Dedicated IT Space - Modular

Transition of Outsourced Process

Delivery

Termination of Outsourcing Agreement → **Exit**

WE

Support Functions

- **IT Infrastructure and Support Services**
- **Facility Management Services**
- **HR Management**
- **Back Office Operations**

CLIENT

Project Management

- **Process/Project Management**
- **Supervisor Level Management**

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VOCC Agreement

VOCC **Agreement** is an outsourcing agreement that will be entered between client & us. It is a master service agreement that will document the nature of the outsourcing transaction, the type of business process that are being outsourced, the scope of services to be rendered, roles & responsibilities of the parties, performance specifications, accountability & measurable standards, a pricing structure for the services, an other conditions concerning IP, employment, confidentiality, termination, dispute resolution mechanism, governing law & jurisdiction.

Dedicated IT Space - Modular

An independent and dedicated modular IT space having capacity ranging from 25-100 high-end workstations, will be assigned / allocated to the client as per its requirements, supported by full height executive cabins, conference room, meeting room, server & storage room (Data centre), UPS room, Network infrastructure, telecom infrastructure, dedicated connectivity etc. Each modular will have independent access control. Beside this, there would be a common infrastructure like High-end Demo room, Video Conferencing Room, training room etc available to it.

Infrastructure for each Modular:

- State of the Art Work Stations
- Executive Full Height Cabins
- Conference room
- High End Data Centre room
- High End Network
- Power Back up
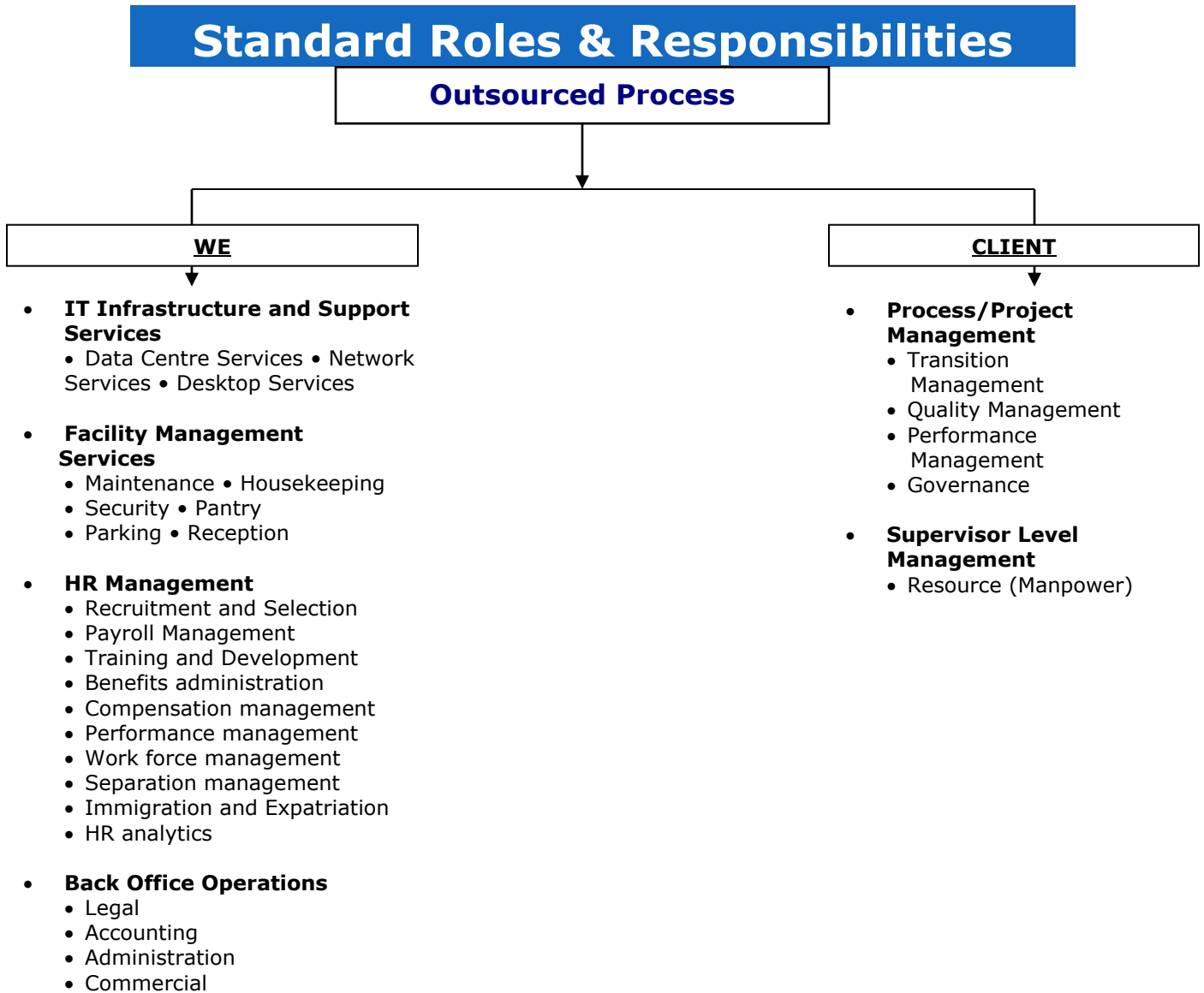- Connectivity
- Access Control

Common Infrastructure:

- Master Reception
- Waiting area on each floor
- State of the art Auditorium
- High-End Demo Room
- High-End Conference Room
- Interview/Visitors Rooms
- High End Training Rooms
- Cafeteria & Pantry
- Gymnasium
- Indoor Games
- Outdoor Games
- Lounge

Amenities & Provisions

- Parking – 500 inside and 500 outside
- 100% Power Back up
- Air Conditioning
- Lifts (3 nos.)
- Ladies and Gents Toilets (3 nos. on each floor)
- Modern Fire Detection and restrain systems with sprinklers
- Fire and smoke detectors
- Green Areas
- Water Bodies

- Staircase

Standard Roles & Responsibilities

Outsourced Process

WE

- **IT Infrastructure and Support Services**
  - Data Centre Services • Network Services • Desktop Services

- **Facility Management Services**
  - Maintenance • Housekeeping
  - Security • Pantry
  - Parking • Reception

- **HR Management**
  - Recruitment and Selection
  - Payroll Management
  - Training and Development
  - Benefits administration
  - Compensation management
  - Performance management
  - Work force management
  - Separation management
  - Immigration and Expatriation
  - HR analytics

- **Back Office Operations**
  - Legal
  - Accounting
  - Administration
  - Commercial

CLIENT

- **Process/Project Management**
  - Transition Management
  - Quality Management
  - Performance Management
  - Governance

- **Supervisor Level Management**
  - Resource (Manpower)

Pricing Structure

Our pricing will be based on number of work stations comprised assigned to the Clients. We will charge a sum of USD 30 to 50 per work station per working day, depending on various parameters like division of roles and responsibilities, capital expenditure in technology and assets, etc. This will include electricity and shared internet charges. However, use of high end video conferencing facilities, auditorium, cafeteria, pantry, demo room, will be charged additionally.

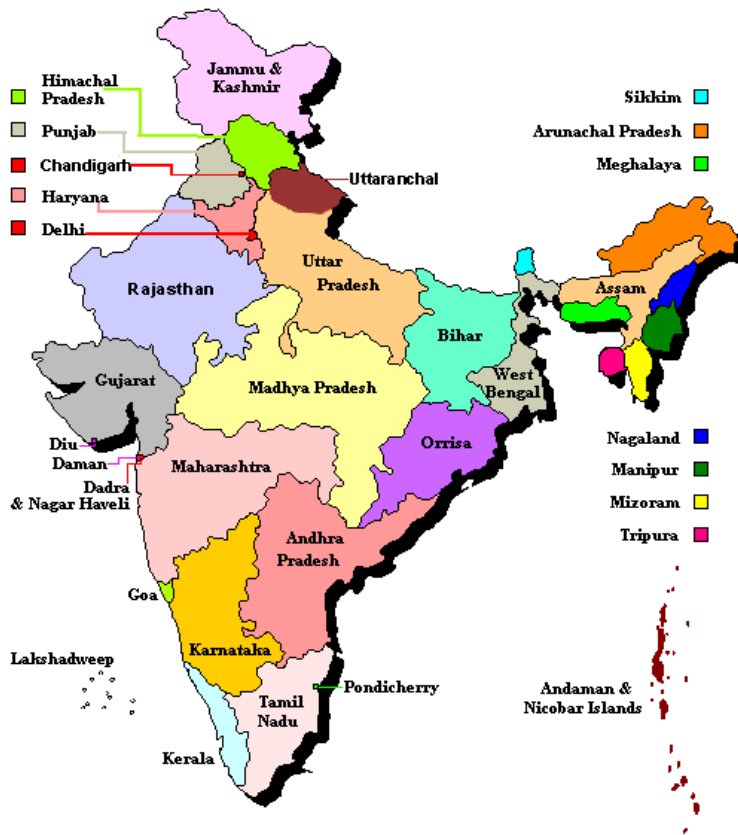# Offshore Outsourcing Risks & Benefits Under Different Engagement Models (Analysis)

OFFSHORE OUTSOURCING RISK ANALYSIS:

Type of Risk	Traditional Outsourcing	Virtual Captive Centre	Off shore Captive Centre	BOT	Joint Venture
Process/Project Management risk	High	Low	Low	Moderate	Moderate
Quality risk	High	Low	Low	Moderate	Moderate
Timely Process / Project Delivery risk	High	Low	Low	Moderate	Moderate
Controls risk	High	Low	Nil	Moderate	Moderate
Transition risk	High	Low	Nil	Moderate	Low
Privacy & Security risk	High	Low	Nil	Low	Low
Governance risk	High	Low	Nil	Nil	Low
HR risk	Nil	Nil	Very High	Low	High
Regulatory risk	Nil	Nil	Very high	Low	High
Own Entity risk	Nil	Nil	Very High	Low	High
Transparency &Visibility	Moderate	Very High	Very High	Moderate	High

OFFSHORE OUTSOURCING BENEFIT ANALYSIS:

Type	Traditional Outsourcing	Virtual Captive Centre	Offshore Captive Centre	BOT	Joint Venture
Process/Project Management Control	Moderate	Excellent	Excellent	Moderate	Good
Cost Effectiveness	Moderate	Very good	Very good	Moderate	Moderate
Timely Process / Project Delivery	Moderate	Very Good	Very good	Good	Good
Quality	Moderate	Very Good	Very Good	Good	Good
Controls	Moderate	Very Good	Very Good	Good	Good
Vendor Relationship	Moderate	Very Good	Not Applicable	Good	Ok
Capital Investment Savings	High	High	Nil	High	Moderate
Process improvements	Moderate	Very good	Very good	Moderate	Good
Out Sourcing Clarity	Moderate	Very good	Very good	Moderate	Good
Real Time Visibility & Risk management	Moderate	Very good	Very good	Moderate	Good
IT Project Visibility & Productivity	Moderate	Very good	Very good	Moderate	Good
Seamless Transition	Moderate	Very good	Very good	Moderate	Good

Location

Our IT facility is located at **Chandigarh,** 160 miles (towards north) from New Delhi (The Capital of India). Our IT Facility is in **"Rajiv Gandhi Chandigarh Technology Park"** developed & managed by Chandigarh Administration, Govt. Of India. Our facility is adjacent to the premises of **INFOSYS, Airtel, DLF, Tech Mahindra, Grand Hyatt (Five Star Hotel)**. Our Facility is spread over a plot measuring 1.5 acres of land haing covered area of 150 K sqft , allotted by Chandigarh Administration, Government of India, as **"Build to suit sites"**, notified under the "Allotment of Campus sites in Chandigarh information Park Rules, 2002", framed exercising the powers under The Capital of Punjab (Development & Regulation) Act, 1952. Our facility is 10 km away from the airport, 3 km from the railway station and 8 km away from the Bus stand. The city centre is 8 km far. The satellite towns of Mohali and Panchkula are located at a distance of 15 km and 3 km respectively.

Why Chandigarh?

OVERVIEW

Chandigarh, the dream city of India's first Prime Minister Sh. Jawahar Lal Nehru, was planned by the famous French architect, le Corbusier, Picturesquely located at the foothills of Shivalik, it is known as one of the best experiments in Urban planning and modern architecture in the 20th century in India. The foundation of the city was laid in 1952 and subsequently in 1966 the city assumed the unique distinction of being a union territory with capital city of two states Punjab and Haryana.

The city is divided in 56 sectors each measuring 800 meters by 1200 meters having all modern facilities. City is a regional hub for education (including technical), finance, health, entertainment and tourism sectors in addition to being a gateway to one of he most beautiful hilly state of Himachal Pradesh.

Chandigarh's quality of life is unparalleled and its excellent social infrastructure makes it a highly livable place. It offers clean green surroundings with educational and health infrastructure which is high class and most modern. Chandigarh is also on course to becoming a knowledge city with all pre-requires for attracting knowledge sector companies. The presence of National level institutes, Educational Centres of Excellence and a large number of other prestigious organizations makes it an important regional hub. The services sector provides much of the economic activity in the city with financial services, IT services, hospitality and tourism services providing opportunities to the youth of the city and the region for employment in large numbers.

SNAPSHOT

- **Foundation of City**   1952
- **Temperature**   Winter (min) Nov-Jan 3°C – 14°C
                                                   Summer (max) April-July 31°C – 44°C
- **Population**   900635 (3.45% CAGR)
- **Literacy Rate**   81.9% (0.57% CAGR)
- **Percent Working Population (15-59)**   65.87%
- **Average House Hold Income (2004-05)**   375905 INR
- **Human Development Index**   Number 1 in the country
- **Law & Order Index 2007**   Number 1 among UT's

- **Investment Environment Index 2007**   Number 2 among UT's
- **Urbanization percent**   89.74
- **Urban Employment Percent (2004-05)**   4.00
- **Engineering Colleges**   More than 75 in and around
  Chandigarh
- **Knowledge Pool**   More than 20000 engineers &
  graduates

      per Annum
- **Key IT Players**   Infosys (30 acres campus),
  Wipro (20 acres), IBM, Airtel, Tech
  Mahindra, TCS, Dell, Quark

EMERGING IT DESTINATION

Chandigarh Administration is headed by the Administrator who is also Governor of Punjab. A compact, lean, sensitive and citizen friendly administration is ushering Chandigarh into a new era of e-governance and responsive administration, committed to holistic development of the city based on best and modern technology. The most modern city of India is now on path of becoming a 'Smart City'.

Inaugurated by Dr. Manmohan Singh, the Prime Minister of India on September 24, 2005, **Rajiv Gandhi Chandigarh Technology Park (RGCTP)** cover more than 375 Acres, is a premier initiative of Chandigarh Administration. It represents one of the largest government initiative of its kind in the country. This IT Park empowers a vision that is spread over complete value chain of IT & IT enabled services. It also delivers a compatible environment for both vertical and horizontal growth. The Park provides customized solutions for easy scalability & easy design flexibility.

Chandigarh has been declared as one of the most preferred IT destination. Chandigarh, being Tier-III city, ensures lower labor costs, lower real estate costs and reduced Staff attrition rate (Source: Jones Lang La Salle – Leading Real Estate Management Company). Besides, Gartner, a leading Global marketing research firm, during their recent study, has also recognized Chandigarh as one of the most preferred IT location. Chandigarh has also got third Slot at the NASSCOM ATKEARNEY study on location Road map for IT-BPO growth. The highlights of the study of NASSCOM ATKEARNEY in respect of Chandigarh are as under (on a scale of 1-10):

TABLE I :

ATTRACTIVENESS ASSESSMENT									
Assessment Parameters	Chandigarh	Banglore	Gurgaon	Delhi	Pune	Chennai	Hyderabad	Kolkata	Mumbai
Government Support	8.4	4.6	4.9	3.75	5.2	7.7	8	6	5.2
Business Environment	6.5	7.9	6.4	5.6	7.7	7.7	6.9	5.6	8.1
Skill Set Assessment - IT	5.1	8	5.6	6.4	7.6	7.9	4.2	5.7	7.8
Skill Set Assessment - BPO	5.8	7.2	6.2	7.1	7.1	7.6	5.1	6.7	8.1
Infrastructure	5.6	7.6	6.7	7.5	6.6	8.1	7.2	7.5	8
Social & Living Environment	5.2	5.4	4.3	5.1	5.4	5.8	6.5	5.5	6.1
Location Attractiveness - IT	5.9	7.1	5.7	6.1	6.8	7.7	6	6.2	7.3

PHYSICAL INFRASTRUCTURE, SOCIAL & LIVING ENVIRONMENT ASSESSMENT									
Categories	Chandigarh	Banglore	Gurgaon	Delhi	Pune	Chennai	Hyderabad	Kolkata	Mumbai
Space Availability	Average	Excellent	Excellent	Poor	Average	Good	Average	Average	Average
Power	Good	Good	Poor	Poor	Average	Excellent	Good	Excellent	Average
Hotels	Average	Average	Average	Excellent	Average	Excellent	Good	Good	Good
Telecom	Good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent
Education Facilities	Good	Excellent	Average	Excellent	Average	Good	Good	Excellent	Excellent
Medical Facilities	Good	Excellent	Average	Excellent	Good	Excellent	Good	Good	Excellent
Recreational Facilities	Good	Excellent	Excellent	Excellent	Excellent	Good	Good	Good	Excellent
Social Infrastructure	Good	Excellent	Poor	Good	Good	Good	Average	Good	Excellent
Security and Hygiene	Good	Good	Poor	Average	Excellent	Good	Average	Average	Poor
Cost of Living	Good	Average	Average	Poor	Poor	Average	Good	Poor	Poor
Connectivity	Good	Good	Good	Good	Good	Good	Good	Good	Good

TABLE II :

View our IT Facility

Our IT facilities is spread over one and half acres of Plot at India's most preferred IT destination - Rajiv Gandhi Technology Park at Chandigarh

Our facility is a state of the art, technology enabled and world class infrastructure having total covered area of over 1,50,000 square feet

Our IT Infrastructure has developed on the concept of modular designing. Each Modular is self contained, complete & independent from other Modular, having its own Access control. Our each Modular will comprise of 25-100 high-end workstations supported by full height executive cabins, conference room, meeting room, server & storage room (Data centre), UPS room, network infrastructure, telecom infrastructure, dedicated connectivity etc. Beside this, there would be a common infrastructure like High-end Demo room, Video Conferencing Room, training room etc. The Total capacity of work stations is more than 1250. Besides our standard Modulars, we can Also provide customized modulars as per the requirement of the Client.

Our - Expertise

We have the domain expertise in the following sectors. We will leverage our tenets of quality and innovation, the best people talent and self sustaining process frame work to deliver long term benefits and measurable high value to our customers.

Horizontal offerings

- **Finance and accounting outsourcing**
- **Human Resource Outsourcing**
- **Knowledge Services/Knowledge Process Outsourcing (KPO)**
- **Legal Process Outsourcing**
- **Tax Outsourcing**
- **Book keeping and Accounting services**
- **Payroll Services**
- **Architectural Services**

Vertical offerings

- **Banking and financial services**
- **Securities and Capital markets services**
- **Telecom**
- **Retail**
- **Insurance**

- **Health and Life Sciences**
- **Travel & Transportation**

Our - Advantage

- **One Stop Shop**
- **State of the Art Modular IT Facility**
- **Strategic Location**
- **Experienced Management**
- **Best People Talent**
- **Deep Domain Industry Knowledge & Expertise**
- **Best-in-Class Process and Quality System**
- **Flexible and Transparent Delivery & Engagement Model**
- **Risk Mitigation through Robust Risk Management Framework**
- **Substantial Cost Savings**
- **Technology Enabled Business Solutions**
- **Scalability of Operations**
- **Low Attrition Rate through Best Recruitment & Retention Strategies**
- **Cutting Edge Technology**
- **Superior Controls**
- **Continuous Process Improvement**
- **Technology & Process Transformation**
- **Timely Delivery**
- **Robust Information & Security Management System**
- **Delivering the Best ROI**
- **Sound Financial Stability**

Founders

Mr. Raman Aggarwal: The Chairman & Founder of the Company, is an innovative Entrepreneur and eminent Chartered Accountant (CPA) with an experience of more than 20 years to his credit. He is authority on Accounts & Finance, Tax, Financial services, transaction services, regulatory services and other business advisory services, international tax, double taxation, transfer pricing, offshore planning, international tax structure, establishment and management of offshore business.
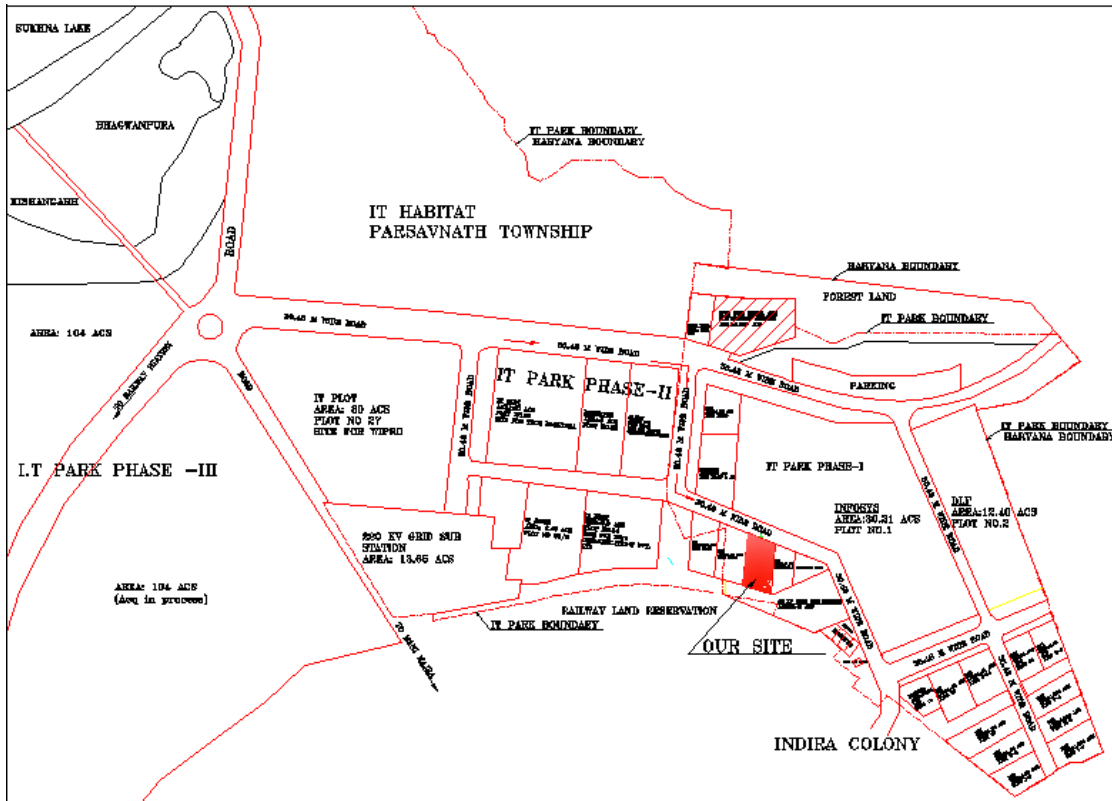
He is a member of **"The Institute of Chartered Accountants of India"** (A Statutory Body established under the" The Chartered Accountants Act, 1949 (Act No. XXXVII of 1949)) and has been empanelled with the **"Office of Official Liquidator"** attached with the **High Court of Punjab, Haryana and Chandigarh**. He is also empanelled as an Auditor for conducting Special Audits approved by the Tax Authorities and has been nominated to the **"Regional Direct Taxes Advisory Council".** Besides this, he is also a member of **"The Institute of Internal Auditors", Inc., Florida**, **USA, "International Fiscal Association" Netherlands and "PHD Chambers of Commerce & Industry", India.**

Ms. Anju Aggarwal: The Co-founder of the Company, She is one of the captain of the ship and as a 'hands on entrepreneur ', dabbles in pretty much everything from business strategy to management to support. She is a strategy and creative leader with over 20 years of experience in managing and driving high impact business initiatives.

She draws upon her extensive experience, sharp insight and resources to help business reach its full potential. She understands challenges and knows what it takes to drive sustainable growth

She thinks out-of-the-box that turns value-killer risks into value-creating opportunities. She is professionally qualified Architect. An entrepreneur at heart with a strong desire and passion for building a world-class and successful organization, where employees love what they do.

Our Site Map

Front View

GOOGLE EARTH ADDRESS:
http://maps.google.com/maps?f=q&hl=en&geocode=&q=IT+PARK+CHANDIGARH&ie=UTF8&ll=30.727044,76.846061&spn=0.003671,0.006866&t=h&z=17

Side View

GOOGLE EARTH ADDRESS:
http://maps.google.com/maps?f=q&hl=en&geocode=&q=IT+PARK+CHANDIGARH&ie=UTF8&ll=30.727044,76.846061&spn=0.003671,0.006866&t=h&z=17