

# CHANNELLING THE POWER OF HUMAN RESOURCES

## *Give us a little brief about yourself and your professional journey so far...*

I graduated from one of the best Delhi University colleges of Business Studies and kick-started my career right after. Though I had acquired theoretical knowledge in college, I knew that it would take a handsome amount of hands-on experience before I could venture on my own. Translating my thoughts into action, I joined New Era where my journey was directed towards understanding the HR profession better.

## *How and when did you identify the opportunity to establish your venture? How was EliteRecruitments conceived?*

The opportunity at New Era drew me to recruitment; it helped me identify the right career path for myself and eventually led to establishing my own recruitment consulting firm. I have always been an ambitious woman with a strong inclination towards the HR domain including compensation, appraisals, and performance benchmarking. My People Management skills were polished here in a short span of time, giving me an edge over the rest and being promoted to a managerial position. I understand and acknowledge the importance of working at the grass-root level to have the best results and thus, I switched to Vinculum Solutions—a firm that was in its nascent stage back then. Vinculum's diverse geographical outreach served as an amazing learning experience. It taught me the nitty-gritty of the domain whilst I worked in unison with the HR team to expand the scope of work by introducing employee engagement programmes, writing new policies, and rewriting the old ones.

With great opportunities came great sacrifices. However, what we have achieved in the last seven years—setting a benchmark for the recruitment industry—at EliteRecruitments has been absolutely worth it. At EliteRecruitments, the framework allows every employee to feel like a pivotal part of the organisation, who

## ELITE RECRUITMENTS



**Shagun Gupta,**  
Founder & CEO, EliteRecruitments

*An entrepreneur who inspires not just budding businesswomen but also the youth of our rich-in-talent country to strap on a pair of wings and take that leap of faith; for success comes to those who dare and dream. In conversation with Shagun Gupta, Founder & CEO, EliteRecruitments...*

grows in concert. HR domain is not just about 'Human Resources' but also 'Human Relationships'. This idea reverberates in every aspect of our approach.

## *Elite Recruitments promises to find the 'Right fit'. What is your idea of 'Right Fit' and what are the parameters that the company adheres to while operating?*

At EliteRecruitments the quality of CVs shared with the clients is prioritised along with conversion rate, and the length of the relationships built. Our USP lies in conducting in-depth research on our client's requirements and further pitching it to the right candidates. We work on a model driven by 'absolute responsibility' where the candidate's expectations and skills are just as important to us as are of our clients.

## *What is the process followed at EliteRecruitments?*

We work hand-in-glove with the latest technology and market trends to spot the best for every role given to us. The hiring process begins only after we have gathered a good amount of knowledge about the role and the expectations in order to minimise the rejection rate. As a result, our per-person output is about 5X compared to our strong contemporaries.

At EliteRecruitments we extend a thorough understanding of the working space to the candidates and get proper insights into their potential before recommending them to our clients. Having said that, our approach is not only employer-centric but also potential employee-centric. This exercise aids their association to become more fruitful. As a recruiter, we acknowledge the desire to switch not just for the sake of a better package but for factors involving knowledge, skills, ability to push, etc.

## *What are your future plans and vision in terms of company growth and success?*

So far with three of the big four—KPMG, EY, PWC—currently working with us, our growth has been organic because we strictly maintain clear lines of communication.

We plan to expand our team and obtain repeat business from our esteemed clientele and their associates. We want to expand our horizon of work with the BFSI industry in India and abroad, and also tie up with analytics consulting companies for better results. We have worked with a few international clients from the analytics domain and have helped them build a stable team in India. With the number of start-ups growing at such a rapid rate, we are also looking forward to some great working opportunities which offer mutual growth. Being aware of the competition, we upscaling our team to meet higher targets and expectations. Having said that, we plan to grow our team to more than double the current size by March'22. Our future endeavours are targeted towards increasing the number of such associations.