

ABOUT INCREFF (www.increff.com)

COMPANY OVERVIEW

- [INCREFF](http://www.increff.com) is a technology & analytics enterprise helping Fashion & Lifestyle brands improve inventory turns through smart merchandising, and efficient fulfilment via single view of inventory.
- INCREFF is known for its data-driven, cutting-edge technology products that can transform every major brand and retailers' nightmares into pleasant daydreams.
- INCREFF delivers INCREDIBLE EFFICIENCY in sales and inventory via its two Enterprise solutions (IRIS and ASSURE) and warehousing as a service (WaaS).
- Founded in 2016 and headquartered in Bangalore, INCREFF today, has a team of 130+ employees and is growing at a fast pace.
- INCREFF is backed by Binny Bansal (Flipkart Co-Founder), Sailesh Tulshan (021 Capital) and Sequoia Capital.
- Today, with a solid foundation built by having clients like Puma, Future Group, Landmark Group (Middle East), Namshi, LuLu, Arvind Group, Aditya Birla, Reliance, Wincanton (UK), USPL, Aramex, amongst others, INCREFF is accelerating towards next phase of growth by expanding its customer pipeline and foraying into international markets.

BECOMING EMPLOYER OF CHOICE - "We build Careers, while our Employees build the Company"

- INCREFF aims to become the most impactful technology solutions company in the world. It attracts the best talent from premier institutes of India, who create cutting-edge and innovative technology solutions for their clientele.
- INCREFF has several employee friendly policies like 360-degree review, 6-monthly appraisal, ESOPs, 3-month rigorous tech training programme, open office culture etc. thus helping employees learn, build career and create wealth for themselves.

The key advantage of INCREFF as an employer of choice are

- Work with leadership which brings combined experience of over 50 years, thus giving a better learning curve
- Work with some of the best minds of the country, resulting in good mentorship and counsel
- Result-Oriented - get to see the direct impact of work
- Ability to disrupt and innovate - Instead of just learning tech, people learn how to engineer, automate and build products

All above points help grow much faster in career, resulting in covering a very long learning journey in a very short time

OPEN, FLEXIBLE AND COLLABORATIVE WORK CULTURE

- INCREFF has a flat organization structure with extremely low hierarchy
- The management focuses 'Building leaders from within'
- Employees are empowered and encouraged to have fun in addition to their work
- INCREFF takes great care of the well-being of its employees. As most of the employees are single and unmarried, the company provides breakfast, lunch, snacks and even dinner, if anyone stays late in the office.
- The company encourages sports / cultural activities and has a monthly budget allowing employees to utilize it at their own choice.

EMPLOYEE ENGAGEMENT

- **Open and transparent cascade:**At INCREFF, management engages in a bi-monthly 'Chai-pe Charcha' (All-Hands Meet) where everyone gets to know about the company's business and tactical and strategic initiatives.
- This forum also allows each team to share their major achievements of that month and employees can ask any questions to the founders.
- Various teams frequently socialize with the leadership team through company events like gaming, camping and outdoor activities.

EMPOWERING EMPLOYEES

- At INCREFF, HR is not a function but a role to be performed by everyone - **For example:** branding on campuses, budgets for fun activities etc. are decided by employees rather than the HR team.
- At INCREFF, team members are encouraged to be part of the hiring process of a prospective candidate.
- Often employees are involved in taking key company level decisions - **For example:**core values, different HR policies, new office space etc.
- Group dynamics and team bonding is very strong at INCREFF.
- In most of the cases, turnaround time (TAT) of any deliverables is not being decided by the managers but by the team members.

HIRING AND TALENT ACQUISITION

At INCREFF, the recruitment philosophy is to hire people with the right attitude and values (*Employee First, Be Tech-driven and Innovative, Unblock Others, Finish with Finesse, Be fair in all Dealings, Do More from Less and Be Happy*).

- INCREFF has a genuinely high bar when it comes to hiring. The ideal candidate must have a high mathematical aptitude, ownership & accountability, cultural fit and above all a great entrepreneurial spirit.
- INCREFF conducts Campus hiring every year. The company generally visits different NITs and IITs.

- The company also visits colleges in remote areas with good reputation to scout for talent who generally get less opportunities.

ONBOARDING AND TALENT MANAGEMENT

- INCREFF conducts on-the-job training for all new recruits.
- Campus interns at INCREFF are given an opportunity to develop a completely new software product from scratch which enables them to understand technology and the business better. For example: Toy-Assure, Toy-IRIS, Application tracking system (GROW), Performance Appraisal Software (ACHIEVE), etc.
- A dedicated mentor is assigned to all the new recruits until they get along with the processes and job.
- INCREFF also has a unique training policy, where employees can choose what courses they want to learn which gets sponsored by the company.

PERFORMANCE MANAGEMENT AND EVALUATION

- At INCREFF, there is an inhouse tool (Achieve) for a 360-degree performance evaluation
- INCREFF is probably the only start-up that has a system where employees get reviewed every quarter and get salary increments in every 6 months accordingly.
- The process is very simple, and evaluation is done on 3 criteria: **Values, Competency** and **Key Result Areas (KRAs)**. Higher the role, more the importance and weightage are given to values.
- Every line item appraised is rated on a 5-star scale
- KRAs are qualitative rather than quantitative - **For example:** "How good you are at in automating your own work"
- INCREFF gives more focus on input and processes rather than output

LEARNING AND DEVELOPMENT

- The learning and development opportunities at INCREFF are very high.
- The average age of the employees of the company is 25 yrs., and yet they get the opportunity to interact with leaders from companies like Puma, Arvind etc.
- Employees also travel to different countries to attend various conferences and exhibitions.
- Given the open-door policy, employees can approach founders and senior management anytime to get clarity on any doubts.
- The founders personally invest time in the career development of all employees, by frequently guiding them on aspects like design & architecture, best practices, security, innovation etc.

AWARDS

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