



# PEOPLE'S INTEREST OUR INTEREST



YOUR STRATEGIC GROWTH PARTNER

# Mission

Our mission is to empower businesses to achieve sustainable growth and operational excellence, providing strategic insights and hands-on support to drive success, enhance performance and build lasting partnerships.

# Vision

Our vision is to be the leading consulting partner for businesses across industries, recognized for our expertise, integrity, and ability to deliver transformative results. We aim to shape the future of business by driving growth and creating value for our clients.

## Unique Selling Propositions

Achieve a strategic advantage with an agile, flexible workforce supported by a large team of qualified professionals, enhancing productivity and adaptability to meet market demands.

## OUR SERVICES

**Customer Acquisition & Retention**

**Objective:** Develop strategies to acquire new clients and retain existing ones.

**Tactics:** Leverage marketing, networking, and referral programs to build a strong client base.

**Revenue Growth**

**Objective:** Increase revenue through diversified service offerings and strategic partnerships.

**Tactics:** Expand into new markets, upsell existing services, and explore cross industry partnerships.

**Operational Efficiency**

**Objective:** Streamline internal processes to maximize efficiency & reduce costs.

**Tactics:** Implement project management tools, standardize workflows, & invest in employee training.

**Adaptive Ideas**

**Objective:** Streamline internal processes to maximize efficiency and reduce costs.

**Tactics:** Implement project management tools, standardize workflows, & invest in employee training.

**Employee Development & Retention**

**Objective:** Attract, develop, & retain top talent.

**Tactics:** Provide career development opportunities, foster a positive work culture, & offer competitive compensation packages.

**Market Positioning & Branding**

**Objective:** Attract, develop, & retain top talent.

**Tactics:** Provide career development opportunities, foster a positive work culture, & offer competitive compensation packages.

**Risk Management**

**Objective:** Identify and mitigate risks to ensure business continuity.

**Tactics:** Implement risk management frameworks, conduct regular audits, and maintain a crisis management plan.

**Sustainability & Corporate Social Responsibility (CSR)**

**Objective:** Integrate sustainability & CSR into the business model.

**Tactics:** Adopt eco-friendly practices, engage in community initiatives, & promote ethical consulting practices.

# Meet The Team



## Vinayak PS

Founder & CEO, TRACKPI Pvt Ltd

Vinayak PS is a seasoned professional with over 14 years of experience across various industries and sectors, specializing in sales. Hailing from Mannarkkad, Palakkad, Vinayak's journey began as a Mechanical Engineer, but his passion for sales led him to build a successful career in this field.

## Sreerag Sasidharan

Co-founder, TRACKPI Pvt Ltd

Sreerag Sasidharan is a seasoned professional with over 10 years of experience spanning multiple industries and sectors. His career journey is marked by a diverse range of roles, from working as a credit card sales executive to serving as an analytical consultant. This varied experience has given him a deep understanding of business dynamics and a strong foundation in both technical and analytical skills.

## Sarath Jeev Kumar A

Co-founder, TRACKPI Pvt Ltd

Sarath has extensive experience across different industries and sectors. He began his career as a Mechanical Engineer and steadily progressed to the role of Project Manager before pursuing his MBA. Over 10 Years of Diverse Experience.





**TrackPi**

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