

## THE ASSISTED DIGITAL CONVENIENCE STORE



**ANNUAL UPDATE:  
KEY HUMAN RESOURCES (HR)  
METRICS & TARGETS**

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## EMPLOYEE TURNOVER RATIO : KEY MTERICS

FINANCIAL YEAR (FY)	No. of Employees New Joined during the Year (Workforce Addition)	No. of Employees Left during the Year (Workforce Departure)	Total Employee as on 31st March of the Year	Employee Annualized Turnover Rate (%)
2021-2022	61	614	247	~14.2%

## BREAK-UP DETAILS : WORKFORCE DEPARTURES

FINANCIAL YEAR (FY)	Total Employee as on 31st March of the Year	No. of Employees Left during the Year (Workforce Departure)	Workforce Departure Reason : Resignation	Workforce Departure Reason : Termination
2021-2022	247	614	593	21

Note : Annual Employee Turnover Rate is Calculated as the Average of Monthly Turnover rate

## **NOTE ON ORGANIZATION RE-STRUCTURING**

- We have implemented Organization and Manpower re-structuring for enhanced productivity, better and efficient experience for Franchisees.
- We have digitized the complete Franchisee Lifecycle Management processes including Franchisee Acquisition, On-Boarding and Service Activation processes leading to delivering a Faster, Simpler and Secured experience. This would result into robust scalability and quicker turnaround of the prospective franchisees.
- We have set-up BPO/KPO for the Franchisee Acquisition which has significantly reduce franchisee on-boarding costs, enhance field team efficiency and productivity and Leading to Higher scalability for the franchisee model and enhanced profitability.
- We have introduced FRM / Special task force team to handle franchisee queries and resolve the same on real time basis.
- There has been dedicated Business vertical wise VC channels being set up whereby Franchisees can login on daily basis and get online Training sessions service wise as well as have Live 2 way communication sessions with direct Business teams as well as centralized HO level relationship managers to resolve their queries on real time basis. The calendar for all these sessions is communicated to the franchisees directly through VKMS Portal, Email as well as whatsapp.
- We have also introduced the centralized franchisee training & induction programme which is on an on-going basis, 5 days a week (Monday to Friday) 2 sessions each of 3 hours in English and Hindi Language.
- These initiatives have significantly reduced the manpower requirement at the field level as well as resulted into improved Franchisee satisfaction and better centralized management of field operations. The company has also benefited of the same in overall cost reduction, Leading to Higher scalability for the franchisee model and enhanced profitability.

## GENDER WORKFORCE EQUALITY : KEY MTERICS

### Male Female (M/F) Average Salary Across Organization

Male	932616
Female	608638
Male : Female Ratio	<u><b>1.53:2</b></u>

### Male Female (M/F) Median Salary Across Organization

Male	413256
Female	463500
Male : Female Ratio	<u><b>0.89:1</b></u>



## GENDER WORKFORCE EQUALITY : KEY METRICS

### Male Female (M/F) Ratio at Corporate HQ

Male	136
Female	26
Male : Female Ratio	<b><u>5.23:0</u></b>

### Median Salary M/F Wise & Ratio at Corporate HQ

Male	467286
Female	496002
Male : Female Ratio	<b><u>0.94:2</u></b>

Only Corporate HQ staff has been taken into consideration as the Field staff is primarily Male as they need to be on Field and travel 30-50 kms per day to visit outlets in rural locations and mostly Male employees prefer to apply for such field roles.

## GENDER WORKFORCE EQUALITY : KEY METRICS

### DESIGNATION WISE GENDER PAY DETAILS & RATIO

#### Average Salary of Assistant Manager

Male	625760
Female	577730
M : F Ratio	<b><u>1.08:3</u></b>

#### Average Salary of Dy. General Manager

Male	1185195
Female	952518
M : F Ratio	<b><u>1.24:4</u></b>

#### Average Salary of Associate Vice President

Male	1810617
Female	0
M : F Ratio	<b><u>NA</u></b>

#### Average Salary of Manager

Male	786120
Female	664065
M : F Ratio	<b><u>1.18:3</u></b>

#### Average Salary of General Manager

Male	1574897
Female	1725024
M : F Ratio	<b><u>0.91:2</u></b>

#### Average Salary of Vice President

Male	4109339
Female	2012508
M : F Ratio	<b><u>2.04:1</u></b>



## GENDER WORKFORCE EQUALITY : KEY METRICS

### LEVEL WISE GENDER PAY DETAILS

Level	Designation	Average Salary	
Executive Level	Vice President Associate Vice President	Male	5555005
		Female	2012508
Management Level	General Manager Dy. General Manager Manager Assistant Manager	Male	672261
		Female	674380
Non-Management Level	Executive Sr. Executive	Male	352472
		Female	356490

# ***HR TARGETS***

## HR TALENT DEVELOPMENT TARGET : KEY METRICS

### Quantitative Target for Talent Development

Number of employees in the organization:	<b>247</b>
Number of Workshops/ Training Programs planned per employee per year:	<b>Multiple Trainings</b>
Hours allocated to one Workshop/ Training Program:	<b>24 Hours</b>
Average Cost for Training per FTE : Average amount spent per FTE on training and development.	<b>Rs. 2500</b>
Number of Man hours planned per year for 247 employees = Number of employees x Hours allocated for Workshops/ Training Programs	<b>5928 Man Hours</b>

## **GENDER WORKFORCE EQUALITY : SET TARGETS**

- At Vakrangee, the remuneration offered to all employees is at par with the industry standards irrespective of their race, gender, age, color, religion, disability or genetic information.
- **We have achieved a gender pay equality as it can be observed that at Designation wise details, we have achieved pay equality for M:F ratio.**
- **Our Planned Recruitment Targets** – In the next few years we plan to achieve the below Male : Female Ratio :
  - **This is to be executed across all Management levels as well as Revenue generating Functions and STEM related divisions.**

In the year 2024 ( M : F )	2 : 1
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In the year 2025 ( M : F )	1 : 1
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# ***HR DATA BREAKDOWN***

## GENDER WORKFORCE BREAKDOWN: KEY METRICS

Sr. No.	Particular	% Details
1	Share of women in total workforce (as % of total workforce)	11.38
2	Share of women in all management positions, including junior, middle and top management (as % of total management positions)	28
3	Share of women in junior management positions, i.e. first level of management (as % of total junior management positions)	42.85
4	Share of women in top management positions, i.e. maximum two levels away from the CEO or comparable positions (as % of total top management positions)	7.14
5	Share of women in management positions in revenue-generating functions (e.g. sales) as % of all such managers (i.e. excluding support functions such as HR, IT, Legal, etc.)	46.42
6	Share of women in STEM-related positions (as % of total STEM positions)	2



## HIRING WORKFORCE BREAKDOWN: KEY METRICS

Year	Total New Hires	Gender wise		Management Wise			Age Wise		
		Male	Female	Executive	Management	Non Management	less than 30	30-50	over 50
FY2017	1014	979	35	3	65	946	512	497	5
FY2018	955	915	40	8	58	889	476	472	7
FY2019	752	726	26	6	68	678	356	391	5
FY2020	580	555	25	3	70	507	307	268	5
FY2021	31	28	3	3	6	22	18	11	2
FY2022	61	47	14	2	37	22	16	42	3

## EMPLOYEE TURNOVER BREAKDOWN: KEY METRICS

Year	Total Employees Departure	Gender wise		Management Wise			Age Wise		
		Male	Female	Executive	Management	Non Management	less than 30	30-50	over 50
FY2017	588	573	15	2	50	536	320	259	9
FY2018	583	551	32	4	25	554	366	210	7
FY2019	698	668	30	1	46	651	338	356	4
FY2020	1081	1055	26	8	57	1016	600	476	5
FY2021	593	557	36	7	90	496	355	229	9
FY2022	614	586	28	9	67	538	167	428	19

In FY 2022, 16% open positions was filled by internal candidate (internal hires)

***Thank You***