

# Selvel Advertising Pvt. Ltd. Powers up it's HR Dept. with Pocket HRMS



*“Selvel One’s concept of being a one-stop hub for outdoor advertising calls for a strong team (often, in hundreds) of client servicing, marketing, creative heads and also for providing training for a number of outdoor professionals that work coherently in advanced and ultra-modern workshops. This calls for a robust and agile human capital management solution and team.”*

- *Mr. Rajiv Ghosh*  
*CEO, Selvel One*

Here’s a round-off the various issues faced with standalone payroll systems:

- *Inferior data security*
- *Lack of web based attendance system*
- *Duplication issues*
- *Data entry errors*
- *Incorrect payroll calculations*
- *Lack of automation*
- *Lack of a unified HR repository*
- *Statutory compliances*
- *Difficulty with MIS reports*

*“Most important of all, the transition was smooth and the entire process was concluded within the stipulated timeframe.”*

- *Mr. Rajiv Ghosh*  
*CEO, Selvel One*

## Company overview:

Selvel Advertising Pvt. Ltd., also popularly known as Selvel One is a leading national outdoor media and advertising company in India and the sub-continent. Serving its customers since the last 69 years with groundbreaking advertising solutions, Selvel One is best known for designing innovative outdoor hoardings, signage, banners, LED, sports and live events, radio, design/branding, etc. Selvel One right since inception has been determined in its motto of emerging as the biggest outdoor advertising company in India and sub-continent.

Selvel One’s clientele boasts some of the most reputed and big players such as Levi’s, TITAN, State Bank of India and AIR INDIA to name a few. The company enjoys its presence in 23 cities with 2574 sites across the nation and a large operations base in East and North East in India. It is the first to introduce and install digital printing in 1992 in India, foot-over bridges with elevators/escalators, monopole structures and LED screens in OOH advertising. The company has successfully achieved many such benchmarks in the ever-competitive advertising sector. Group companies include OAP (an outdoor advertising firm), SelvelNext, PMG (India’s first sports marketing company) and Penada (event management company).

## Problems Encountered:

*Selvel One used disparate HR systems and tools for automating its HRMS related chores. The company heavily relied on standalone and legacy accounting/payroll systems. Its HR and accounting team encountered a number of problems with these legacy systems thus, falling flat on expectations.*

*Time tracking was a major problem at Selvel One, which resulted in inaccurate payroll processing and discrepancies in attendance/timesheets management. Plus, most of its workforce reports from remote locations, employee time tracking was a nightmare for the HR department. Processing payroll consumed more time and efforts than required because of the inaccuracies. This was one of the biggest HRM snags Selvel One wanted to do away with.*



*”We had to import all the data from their existing systems whilst also incorporating Selvel One’s HR policies and practices into the new system. Our technical heads along with the assistance from the management staff at Selvel One made this look a lot easier. They are now using a fully automated system that calculates salaries, tax, benefits, etc., a huge relief from the paper-based practice that they were used to.”*

- *Mr. Jitendra Somani*  
*CEO,*  
*Sage Software Solutions Pvt. Ltd.*

## Result:

Time spent in processing payroll has witnessed a steep decline after the implementation of Pocket HRMS at Selvel One. In fact, the company is now able to manage attendance, payroll and leaves quite smoothly and efficiently with its existing HR team even though the number of employees hired by the company has seen a drastic rise in the recent years.

# Why Selvel One joined hands with Pocket HRMS?

“We felt that people at HR and accounts department were devoid of the right tools and support to carry out their mundane operations with ease, efficiency and accuracy. And as we have been experiencing a number of problems with standalone tools thus struggling to achieve optimum employee engagement. With this in mind, we decided to go with Pocket HRMS.”

- *Mr. Rajiv Ghosh*  
*CEO, Selvel One*

## With Pocket HRMS, our HR department enjoys:

Cloud based/SaaS (scalable)	Automated time tracking	Unified data system
Leave management on the go	Spot-on and timely payroll	MIS reports
Full statutory compliance	Employee Self Service app	Zero hardware

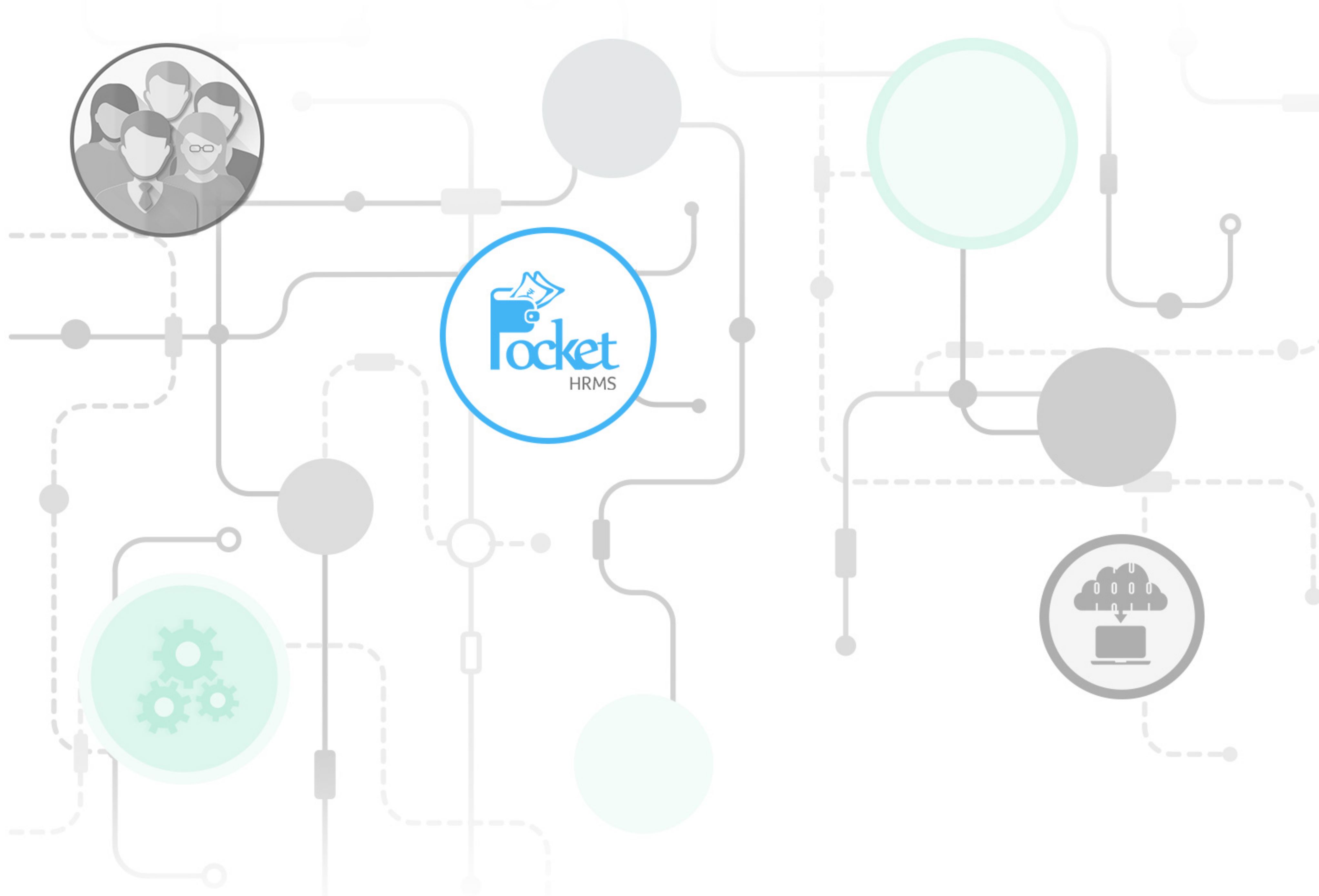
## Perks Enjoyed:

The most prominent benefit of Pocket HRMS is that it is fully automated HR software. It intelligently automates attendance, time tracking, timesheet management and payroll. Can be accessed from anywhere and on the run.

Next, Pocket HRMS’s user-friendly interface makes it a cakewalk to work with. Employees at Selvel One can access the system from any remote location. Further, less human intervention means increased trust that that employees place in management. As it is next to impossible to manipulate this system, it infuses the much-needed transparency to all the HR operations of Selvel One.



Pocket HRMS is a leading cloud based HRMS Software. With end to end HR and payroll process management, Pocket HRMS provides solution to nearly all verticals and industries. With vast experience in the domain and offices in Mumbai, Delhi, Chennai and Bangalore, Pocket HRMS seeks to become the first choice for HR Software in India.

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