



Adecco unveils outlook on industrial staffing; forecasts space getting organised and increased industrial labor mobility across state

Outlook highlights

Western region among the largest markets for industrial staffing

Industrial staffing market in India to get organised

Increased industrial labor mobility across states

Industrial staffing will have entry barriers in the form of domain knowledge

Scale, size and brand equity to become important in industrial staffing as well

Sees industrial staffing revenues growing exponentially in India

Entry of organised players to lead to salary standardisation

Ajinkya acquisition to allow Adecco a strong foothold in this fast growing space

Pune, February 15, 2008: Adecco India, the Indian arm of the world's largest HR Services company and e20.4-billion human resource services major Adecco SA, today exclusively shared with the Pune media, its outlook for industrial staffing (aka Blue collar temping) in India with focus on the western region. The company through its recent acquisition of Ajinkya, India's leading industrial staffing company, has emerged as the front runner in this fast growing space which is till now largely unorganised. **Pune-based Ajinkya** is a niche staffing company focused on blue collar temping with over 150 reputed clients and more than 4500 outsourced manpower on its payrolls.

According to **Sudhakar Balakrishnan, CEO, Adecco India**, "White collar temping has been the focus hitherto in India and is today a mature segment with most organised players present. In contrast, industrial staffing has largely been largely unorganised. So much so that we estimate that for every one person who goes through a organised player in this space there are 25 others placed by the small local players and contractors. The entry of large and organised players like Adecco will not only expand the market but will result in certain positive benefits like increased mobility across states, salary standardisation etc. among others. Against the backdrop of the tremendous growth of Indian manufacturing and allied industries over the past few years, this space is expected to witness exponential growth which we would like to ride on. In that sense our acquisition of Ajinkya is well timed."

In his comments, **C R Kale, Founding Director, Ajinkya, said**, "Data available with us shows that the western region comprising Maharashtra and Gujarat accounts for over 25% of the industrial staffing need in India due to its long history of industrialization and focus on manufacturing. We see this region continue to be the leader in demand for industrial staffing. An interesting trend we have observed recently has been the increased labor mobility in this space from Maharashtra to

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other states. We see this cross state mobility spurting exponentially in the coming years and as an organised player with national presence and reach we will be able to catalyze this in a structured manner unlike the existing scenario where it is not. With companies getting larger and their operations more diverse, their staffing requirements will get more complex which will pave the way for large, structured players who have multiple domain expertise in this space more and more.”

Added Sudhakar Balakrishnan,” India has a definite demographic advantage wherein it has a younger, educated workforce compared to other markets where the workforce is aging. This has primarily been looked at from the white collar/IT/BPO perspective and it is time that we realised the same is true of industrial staffing as well and actively encourage and promote cross-national mobility in this area.”

About Ajinkya

Ajinkya is an ISO certified niche blue collar staffing company having over 150 reputed clients and more than 4500 outsourced manpower on its payroll. The company is strong in the western region of India and counts as its clients companies like Reliance, Cummins India, Siemens, Thermax, Tetra Pak, RPG Group, Anand Group, Praj Industries, and INOX among others. The company has been on a consistent growth path under the leadership of C R Kale.

About Adecco India

Bangalore-based Adecco India is a leading end-to-end HR solutions company with a focus on Executive Search, Recruitment, Learning and Temporary Staffing services to client organizations. With 38 offices across India, more than 1000 clients and 700 FTEs on its rolls, Adecco is the fastest growing HR Company in India.

About Adecco SA

Adecco Group is the world market leader in Human Resource services with sales of EUR 20.4 billion in 2006. The Adecco network connects over 7,00,000 associates with clients each day through its network of 37,000 employees (FTE's) and 7,000 offices in over 70 countries and territories around the world. Headquartered in Switzerland, and managed by a multinational team with expertise in markets spanning the globe, Adecco delivers an unparalleled range of flexible staffing solutions and career services to clients and associates.

Adecco Media Contact: shefali.bardoloi@adecco.co.in