People Matters
Infini-T Awards 2025

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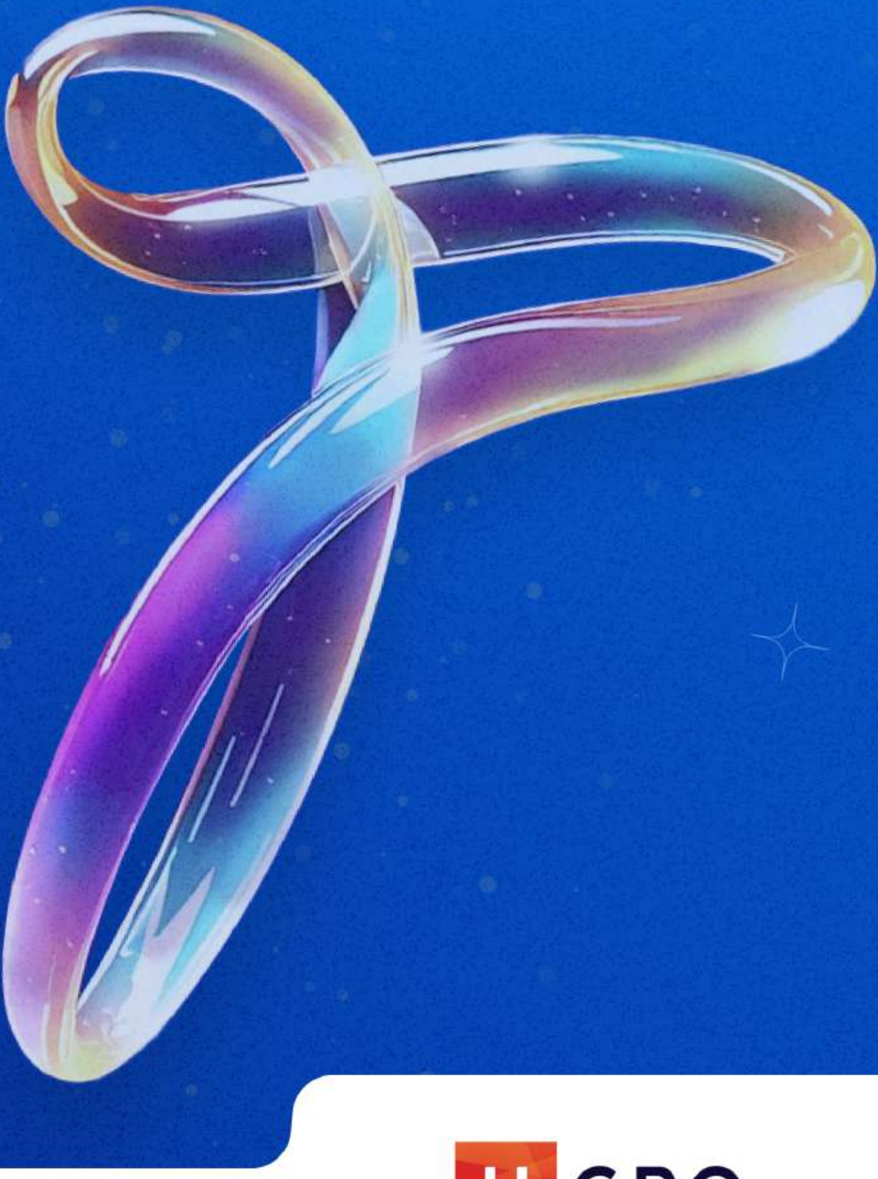
Ugro Capital Won Bronze for

Infi in Integration of HR and Business Strategy



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UGRO CAPITAL

Executive Summary

UGRO Capital exemplifies how deep integration of HR and business strategy can unlock scalable growth. It is a stellar example of Digitally Powering Business Growth through HR Transformation. As a fast-growing financial services firm focused on MSME lending across India, UGRO has achieved substantial and sustained growth over the last 3 years. It faced the dual challenge of rapid expansion and last-mile workforce enablement. With ambitious plans for expansion - both organic and inorganic - the need to swiftly scale field operations became critical. To meet its aspirational growth goals, UGRO repositioned HR from a support function to a strategic business driver - powering faster hiring, quicker onboarding, and more efficient performance management in remote geographies thereby evolving Talent acquisition, Onboarding, and Performance Management from support as core business enablers.

In partnership with Darwinbox, UGRO built a mobile-first, digitally streamlined HR backbone that directly enabled business execution. By aligning talent operations with frontline realities and revenue objectives, UGRO transformed HR into a core enabler of topline growth, operational efficiency, and inclusive scale - setting a benchmark for integrated HR strategy in the financial services sector.

Problem Statement

The organization faced challenges in efficiently scaling its operations due to decentralized hiring and onboarding processes, limited infrastructure in remote areas, and urban-centric SOPs. These constraints led to delays in workforce deployment, increased administrative overhead, and inconsistent employee experiences. Manual performance management practices further hindered operational efficiency and introduced compliance risks. Collectively, these issues impacted the organization's ability to grow sustainably, maintain workforce quality, and deliver services effectively at scale.

Key Challenges

- Hiring field staff across remote areas without ATS or centralized candidate tracking.
- Onboarding delays due to poor tech infrastructure (lack of laptops/office access).
- Manual, fragmented workflows for appraisals and bonuses, creating inefficiencies and compliance risks.
- SOPs optimized for urban offices, not scalable for PAN India deployment.

The Transformation

UGRO Capital partnered with Darwinbox to redesign its HR operations - placing mobile-first, inclusive digital workflows at the center of the transformation. The result: a scalable HR backbone aligned with business goals.

Solution Implemented

- **Mobile-First Digital Onboarding:** Enabled 100% onboarding via mobile - even in last-mile geographies.
- **ATS-Driven Recruitment:** Centralized candidate management across sources; streamlined offer rollout.
- **Automated Performance & Rewards:** End-to-end digitization of appraisals and 1500+ merit planning letters with role-based templates.
- **Real-Time Dashboards & SOP-Compliance:** Enhanced visibility and audit-readiness.

Outcomes & Impact

HR Function	Before	HR After Transformation	Impact
Onboarding Time	7–14 Days	3 Days	>70% Reduction in time-to-productivity Time
Offers Rolled Out	-	7000+ via Darwinbox	Efficient scaling of hiring volume
Offer Acceptance	-	~79% (5500+ Accepted)	High candidate satisfaction & process trust
Merit Letters	Manual generation	1500+ auto-generated	0 manual errors, 100% consistency
Onboarding Coverage	Partial, infra-dependent	100% digitized, across India	Total inclusion & compliance
HR Team Size	Fixed	No increase	Operational efficiency
Topline Realization	Delayed due to late joining	Significant outcome in saving productivity loss by almost 80% during onboarding phase	Operational efficiency

Innovation & Differentiation

UGRO Capital's transformation was purpose-built for scale, speed, and inclusion - setting it apart from conventional HR digitization efforts.

- **Mobile-First by Design:** Enabled onboarding and HR processes in low-infrastructure small town settings - no laptops or branches needed.
- **Field-Ready SOPs:** Processes reimagined for field realities, not retrofitted from urban playbooks.
- **Centralized Field Recruitment:** ATS-led hiring across remote locations -7000+ offers rolled out efficiently.
- **Automated Performance Management:** 1500+ merit letters digitized with role-based templates - ensuring speed and compliance.
- **HR as Growth Driver:** 70% reduction in onboarding time directly linked HR to faster revenue realization.

This was not just a tech upgrade - it was a strategic shift positioning HR as a true business enabler.

Strategic Alignment

- **HR as a Growth Lever:** Faster onboarding = faster revenue generation.
- **Inclusive by Design:** Built for real users— field staff with limited infrastructure.
- **Scalable Foundation:** Future-ready HR backbone that scales with UGRO's footprint.
- **High Adoption:** Co-created with field teams; real-time visibility for HR and operations.

Change Management & Adoption

Ugro ensured adoption through a collaborative rollout - co-created with HR, operations, and frontline leaders. Field managers were engaged early in the redesign to ensure relevance and practicality. Training was simplified with mobile walkthroughs, and dashboards provided real-time visibility into onboarding status for HR teams. The mobile-first design drove high adoption and ease of use.

Scalability & Outlook

The redesigned employee journey is scalable across business lines and locations. As Ugro continues to expand, the same mobile-first framework can support higher hiring volumes, faster rollouts, and consistent experiences - ensuring agility without compromising compliance or control.

Conclusion

UGRO Capital's HR transformation story is a benchmark in how technology, rooted in business strategy and ground realities, can elevate HR from a backend function to a frontline business accelerator. The mobile-first, digital approach powered by Darwinbox has made hiring, onboarding, and performance management faster, more inclusive, and directly tied to revenue outcomes—setting a new standard for financial services in Bharat.