



# KEKA CAMPAIGN REPORT

A Keka & People Matters Annual Initiative



# ABOUT PEOPLE MATTERS

People Matters is Asia's largest and world's fastest growing digital media and community platform in the arena of people and work.

With over 550K community members we bring the talent fraternity abreast with new ideas, trends, technological innovations, expert viewpoints and new pathways that raise its collective consciousness and help in finding all the answers pertinent to people and work.





# ABOUT KEKA

Keka has been a silent revolution in the making from their launch four years ago. Their steadfast focus on building an employee centric HR Platform as well received by more than 5400 businesses across India and the world.

Today keka is India's #1 platform in the segment with most number of new customers adopting the platform. All with zero advertising spend and pure customer love.

# **CAMPAIGN OBJECTIVES**

**To present KEKA as the  
SME HRTech Leader in the  
SME/MSME space**

**Establishing a content  
backed thought leadership  
perspective for KEKA**

**Driving meaningful  
engagements & business  
conversations with the  
defined SME/MSME target**

# CAMPAIGN HIGHLIGHTS

12

SME MEDIA COVERAGE  
WITH AN AVERAGE OF 5K  
READ PER ARTICLE

6

VIRTUAL PANEL  
SESSIONS

8

CONTENT  
NEWSLETTERS

12

SME EXCLUSIVE  
NEWSLETTER

6

EBOOKS

12

CUSTOMER -  
CHRO/CEO INTERVIEW  
COLUMN

322

SME DELEGATES JOINED  
EXCLUSIVE SME TRACK

1812

DELEGATES ATTENDED  
TECHHR CONFERENCE

400+

APPLICATIONS  
FOR KEKA SME HR  
AWARDS 2023

9425

TOTAL LEADS  
GENERATED

400+  
RESEARCH  
RESPONSES

200+

DOWNLOADS  
PER EBOOK FROM  
SME ORGANISATION

4

INTERSTITIAL  
BANNERS

6

THEME BASED  
CONTENT ARTICLES

AVERAGE

150+ ATTENDEES  
PER VIRTUAL SESSION

EXCLUSIVE RESEARCH REPORT ON

'EMERGING HR TRENDS  
ATLAS - SEASON 2'

4

TOP HEADER  
BANNERS

# TOTAL LEADS GENERATED

9425



**401**  
MICROPAGE  
SUBSCRIBERS



**1013**  
TOTAL ATTENDEES IN 6  
VIRTUAL PANEL DISCUSSION



**1218**  
EBOOK  
DOWNLOAD



**2265**  
VIRTUAL CONFERENCE  
ATTENDEES



**416**  
RESPONSES ON  
EXCLUSIVE SURVEY



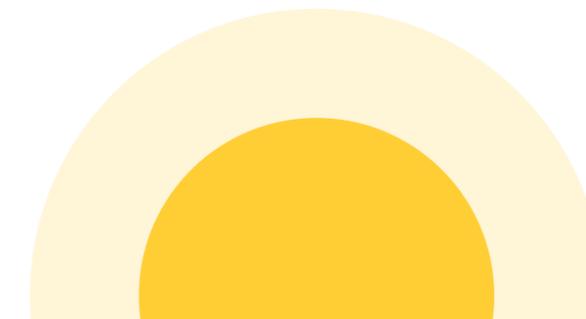
**1215**  
REPORT  
DOWNLOADS



**814**  
TOTAL ATTENDEES IN 3 CONCLAVES  
AT MUMBAI, BANGALORE & GURGAON



**3128**  
TOTAL TECHHR ATTENDEES  
AT INDIA & SG



# DEMOGRAPHICS

**10533** TOTAL LEADS

**9425** UNIQUE LEADS

**80%** NET NEW LEADS

**86%** LESS THAN 2.5K ORG STRENGTH



							
<100	100-300	300-500	500-1000	1000-2500	2500-5000	5000-10000	>10000
<b>18.5</b>	<b>28.2</b>	<b>12.8</b>	<b>12.5</b>	<b>12.8</b>	<b>6.9</b>	<b>4.0</b>	<b>4.4</b>

# SME EXCLUSIVE MICROPAGE

The Keka Micropage is a dynamic and comprehensive resource hub tailored to the specific needs of Small and Medium Enterprises (SMEs) in Human Resources. It serves as an invaluable knowledge repository for HR professionals and business leaders.

## Theme: Elevate HR: Unlocking Power and Potential of Emerging Businesses

**30+**  
TOTAL ARTICLES/INTERVIEWS  
LIVE ON MICROPAGE

**5K+**  
AVG ARTICLE READ

**400+**  
MICROPAGE REGISTERED USERS

**57%**  
MID - SENIOR MANAGEMENT  
ENGAGEMENT

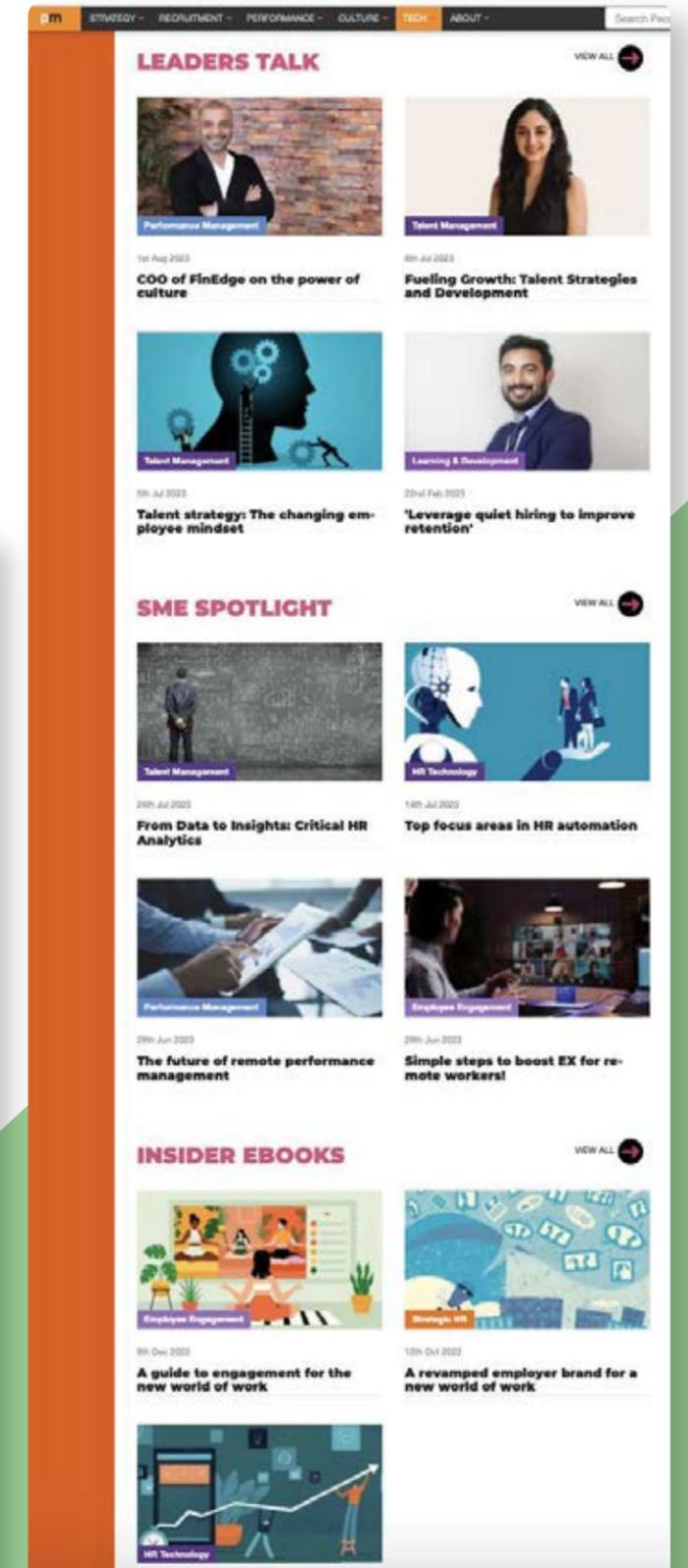
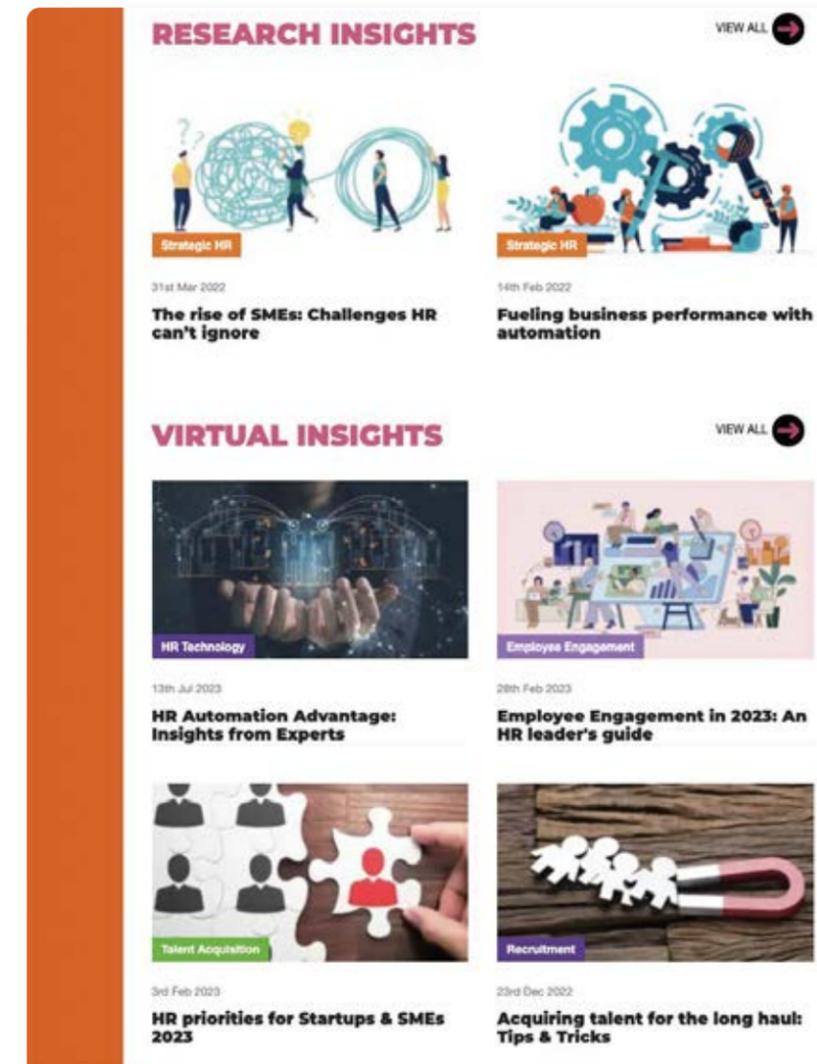
**117564**  
PAGE VIEWS

**95947**  
UNIQUE VISITS

The screenshot displays the Keka Micropage interface. On the left is a navigation menu with categories: Leaders Talk, Sme Spotlight, Insider Ebooks, Research Insights, and Virtual Insights. The main content area features the article 'ELEVATE HR: UNLOCKING POWER AND POTENTIAL OF EMERGING BUSINESSES' with the Keka logo (SME HR TECH LEADER). Below the article is a video player for 'SME Corner' showing an interview. To the right, there's a 'TRENDING STORIES' section with three featured articles: 'The power of culture reigns in performance management: FinEdge's Mayank Bhatnagar', 'From Data to Insights: These are the Critical HR Analytics for Fast-Growing Companies', and 'Here are the top focus areas on HR automation you should consider'. At the bottom right, there's a video player for 'Here's Why Noise Chose Keka As Their HR Tech Partner'.

# Content Repository – Micropage

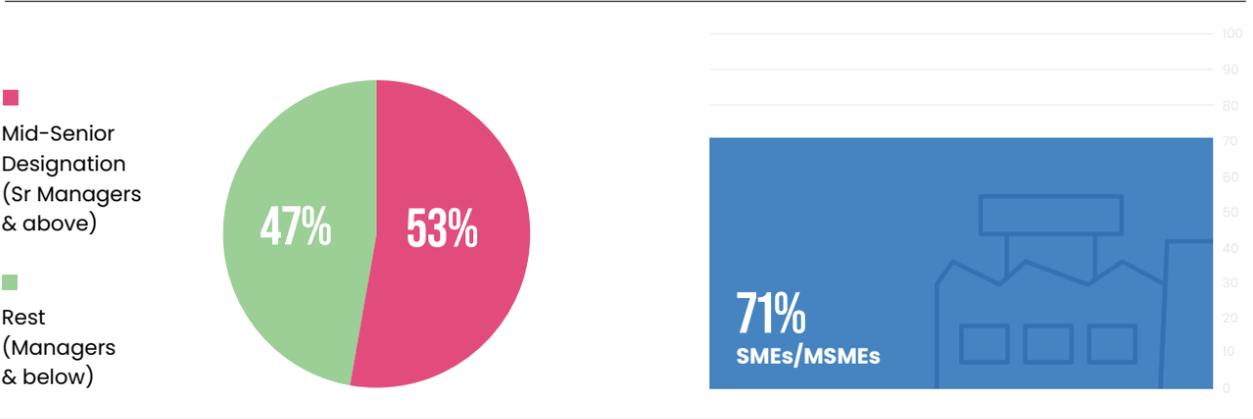
- The micropage acted as the repository for the content assets.
- The micropage offers an extensive range of content, encompassing leader discussions, SME Spotlight features, exclusive Insider Ebooks, valuable insights from virtual sessions, and cutting-edge research findings.
- Well-crafted banners enhanced the look & feel of the page.
- Registered users' data & webpage analytics data tracking.



# VIRTUAL PANEL 1

## Topic: HR Automation Advantage: Boost Workplace Productivity and Efficiency

Date: 27 <sup>th</sup> June	140 Leads Shared	162 Attendees
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**HR AUTOMATION ADVANTAGE: BOOST WORKPLACE PRODUCTIVITY AND EFFICIENCY**

**Vikrant Gupta**  
 CHRO, Apna

**Kshitiz Sachan**  
 Process Coach - Performance Management, Keka

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LIVE VIRTUAL PANEL DISCUSSION

Tuesday, June 27th, 03:00 PM - 4:00 PM IST

### HR Automation Advantage: Boost Workplace Productivity and Efficiency

WEBCAST HAS ENDED NOW

Automation is accelerating the value creation agenda for HR and the business. To emphasize how it expedites the diagnosis of HR processes, enables HR to have value-added conversations and helps to set a clear and compelling strategic agenda, we will deliberate on an action plan that companies need to undertake to embark on this Journey for HR automation.

From benchmarking the current state of HR technology, identifying enablers and performance drivers, measuring impact and ensuring alignment with the business outcomes, the exclusive webcast will delve into how organisations have harnessed automation's superpowers to reshape their HR landscape. You'll witness firsthand how automation can turbocharge your HR operations, boost efficiency, and unleash unparalleled productivity. Here's what we'll cover:

- Why and how is automation changing the game for HR?
- What does a step-by-step automation roadmap look like? And what should you automate first?
- How can you ensure that your business outcomes are aligned with strategic goals?
- What are the key impact measures while leveraging HR automation? What is the cost-to-impact analysis of automation steps?
- Who are the key stakeholders involved in ensuring the success of automation in HR? And how can you actively engage them?

Our Speaker

Vikrant Gupta  
CHRO, Apna

Email ID

**Register Now**

First Name \*  Last Name \*   
 Business Email ID \*   
 Mobile \*   
 Designation \*   
 Company \*   
 Company Employee Strength \*   
 Functional Area \*   
 City \*  State \*   
 Country \*   
 Would you like to explore Keka and unlock automation of people processes? \*

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PANEL DISCUSSION

### HR AUTOMATION ADVANTAGE: BOOST WORKPLACE PRODUCTIVITY AND EFFICIENCY

Tuesday, 27th June | 3:00-4:00 PM IST

[REGISTER NOW](#)

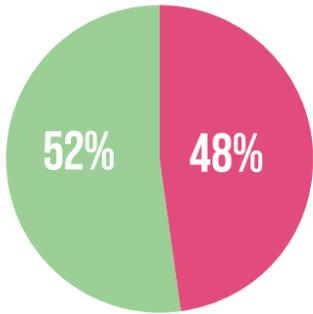
# VIRTUAL PANEL 2

## Topic: HR Automation Advantage: Boost Workplace Productivity and Efficiency

Date: 25 <sup>th</sup> July	150 Leads Shared	181 Attendees
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**167** Net New users shared

- Mid-Senior Designation (Sr Managers & above)
- Rest (Managers & below)



**FROM AD-HOC TO STRATEGIC: MASTERCLASS ON PERFORMANCE MANAGEMENT FOR EMERGING BUSINESSES**

**Abhishek Mehrotra**  
CHRO, Yubi

**Kshitiz Sachan**  
Process Coach, Performance Management, Keka

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SME HR TECH LEADER

LIVE Webcast

Tuesday, July 25th, 03:00 PM - 4:00 PM IST

### From Ad-Hoc to Strategic: Masterclass on Performance Management for Emerging Businesses

● WEBCAST HAS ENDED NOW

Young and emerging businesses face numerous challenges while designing performance management - from clearly defining clear performance metrics and criteria, leading to inconsistent evaluations and subjective assessments, to limited resources and expertise that often hinder the establishment of structured performance management systems. The absence of dedicated HR personnel and training opportunities also impedes the development of employees' skills and growth within the organisation.

Additionally, communication gaps and a lack of formal feedback mechanisms hinder effective performance monitoring and improvement. Finally, budget constraints lead to difficulties in differentiating and rewarding high performers, impacting motivation and retention. In this virtual masterclass, experts will share the requirements to move to a strategic performance management system.

In this exclusive virtual discussion, People Matters, in association with Keka, will cover the following:

- In a fast changing micro-economic business climate, why you should develop a result-oriented performance management framework.
- What strategies SMEs and fast growing organisations can adopt to define clear performance metrics and criteria that align with their business objectives.
- How emerging organisations can ensure fair differentiation and appropriate rewards for high-performing employees within their limited budgets.
- How HR leaders in fast rising organisations can create a performance-driven culture and foster emp And how they can take data-driven decisions from people analytics (performance analytics).

**Our Speaker**

**Abhishek Mehrotra**  
Chief Human Resource Officer, Yubi

Email ID  **LOGIN**

**Register Now**

First Name\*  Last Name\*

Business Email ID\*

Mobile\*

Designation\*

Company\*

Company Employee Strength\*  
--select options--

Functional Area\*  
--select options--

City\*  State\*

Country\*  
--select options--

Would you like to explore Keka and unlock automation of people processes? \*  
--select options--

By clicking "Sign up" below, you indicate that you have read and agreed to the [Terms & Conditions](#) and [Privacy policy](#).

**REGISTER NOW**

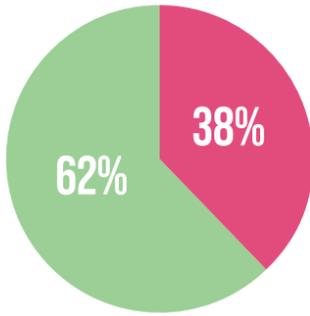
# VIRTUAL PANEL 3

## Topic: Thriving in a Rapidly Changing Workplace: Essential HR Skills for Success – An Expert Session

Date: 22 <sup>nd</sup> Aug	202 Leads Shared <small>(as reg data was shared)</small> HOT LEADS – 2	155 Attendees
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**151** Net New users shared

- Mid-Senior Designation (Sr Managers & above)
- Rest (Managers & below)



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**THRIVING IN A RAPIDLY CHANGING WORKPLACE: ESSENTIAL HR SKILLS FOR SUCCESS**  
An Expert Session



**Sqn Ldr Dimple Rawat**  
Director HR, Barco



**Vikas Maheshwary**  
Associate Vice President - HR, Biocon Biologics



**Kshitiz Sachan**  
Process Coach - Performance Management, Keka

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**THRIVING IN A RAPIDLY CHANGING WORKPLACE: ESSENTIAL HR SKILLS FOR SUCCESS**  
An Expert Session

Tuesday, 22<sup>nd</sup> August 3:00-4:00 PM IST

**REGISTER NOW**



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LIVE Webcast  
Tuesday, August 22, 03:00 PM - 04:00 PM IST

**Thriving in a Rapidly Changing Workplace: Essential HR Skills for Success - An Expert Session**

● WEBCAST HAS ENDED NOW

Today's employees want greater flexibility, better experience, timely recognition and workplace support to drive meaningful impact to the business. In a fast-growing business context, how can HR leaders deliver on this promise while acquiring impactful workplace skills? And how can HR tech tools enable them to grow and make better decisions? As businesses continue to navigate change, HR professionals need to lead the way.

HR leaders must plan, execute and deliver on the HR transformation agenda and, at the same time, continue to stay aligned with the business, personalise employee experience and communicate in the language of the business.

In this exclusive session with leading HR leaders, we will examine the current shifts in the workplace that HR professionals need to understand and the skills they need in the workplace to succeed. We will also explore the renewed role of tech tools like automation and analytics in unlocking HR's potential to enhance experience, raise productivity and drive business success.

- Why have HR skills become so central to business impact today?
- What is the step-by-step roadmap for equipping HR with the new skills mandate?
- What are the key factors changing the modern-day workplace dynamics, and how are businesses responding to this shift?
- What tech tools today are necessary to help HR raise their game and deliver better talent results?
- How should you address some of the challenges in developing HR Skills?
- How can you create a 'learning-in-the-flow-of-work' approach for HR professionals?

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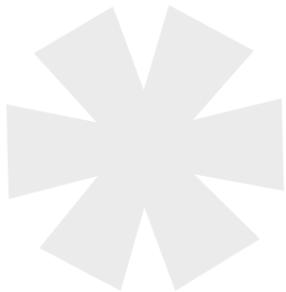
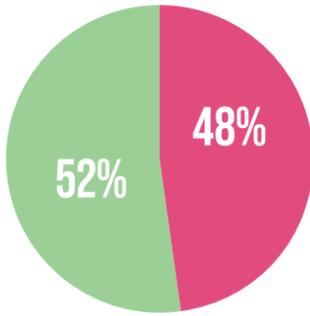
# VIRTUAL PANEL 4

## Topic: From Data to Strategy: HR Analytics for Fast-Growing Companies

Date: 8 <sup>th</sup> Nov	224 Leads Shared <small>(as reg data was shared)</small> HOT LEADS - 3	151 Attendees
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**130** Net New users shared

- Mid-Senior Designation (Sr Managers & above)
- Rest (Managers & below)



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PANEL DISCUSSION

### FROM DATA TO STRATEGY: HR ANALYTICS FOR FAST-GROWING COMPANIES

**Pavan Kumar**  
Director - Human Resources, Zeta

**Saumya Khare**  
Senior Director - Human Capital, Moglix

**Varun Ramakrishnan**  
Group Product Manager, Keka

Wednesday, 08<sup>th</sup> Nov 3:00-4:00 PM IST

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PANEL DISCUSSION

### FROM DATA TO STRATEGY: HR ANALYTICS FOR FAST-GROWING COMPANIES

Wednesday, 08<sup>th</sup> Nov 3:00-4:00 PM IST

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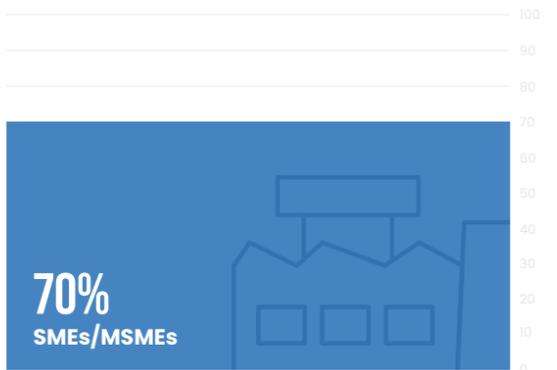
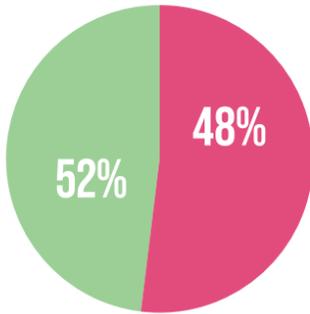
# VIRTUAL PANEL 5

## Topic: The Roadmap to Automation Readiness - Managing the Acceleration Mandate in Digital HR

Date: 20 <sup>th</sup> Dec	184 Leads Shared	186 Attendees
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**151** Net New users shared

- Mid-Senior Designation (Sr Managers & above)
- Rest (Managers & below)



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PANEL DISCUSSION

**THE ROADMAP TO AUTOMATION READINESS - MANAGING THE ACCELERATION MANDATE IN DIGITAL HR**

**SEE YOU TOMORROW!**



**Ganesh Jadhav**  
HR Director,  
Physicswallah



**Divya Anand**  
VP - People Excellence,  
Amagi Corporation



**Varun Ramakrishnan**  
Group Product Manager,  
Keka



Wednesday, 20<sup>th</sup> Dec 3:00-4:00 PM IST

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PANEL DISCUSSION

**THE ROADMAP TO AUTOMATION READINESS - MANAGING THE ACCELERATION MANDATE IN DIGITAL HR**



Wednesday, 20<sup>th</sup> Dec 3:00-4:00 PM IST

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PANEL DISCUSSION

**THE ROADMAP TO AUTOMATION READINESS - MANAGING THE ACCELERATION MANDATE IN DIGITAL HR**



Wednesday, 20<sup>th</sup> Dec 3:00-4:00 PM IST

**REGISTER NOW**

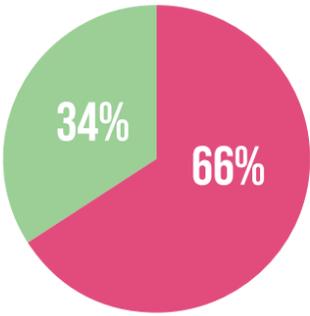
# VIRTUAL PANEL 6

**Topic: Thriving in a Rapidly Changing Workplace: Essential HR Skills for Success – An Expert Session**

<b>Date:</b> 7 <sup>th</sup> Feb	<b>126 Leads Shared</b> <small>(as reg data was shared)</small>	<b>178 Attendees</b>
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**135** Net New users shared

- Mid-Senior Designation (Sr Managers & above)
- Rest (Managers & below)



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**PAY FOR PERFORMANCE: TALENT STRATEGIES TO ACCELERATE INNOVATION AND IMPACT**

Wednesday, 7<sup>th</sup> Feb 3:00-4:00 PM IST

**REGISTER NOW**

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**PANEL DISCUSSION**

**PAY FOR PERFORMANCE: TALENT STRATEGIES TO ACCELERATE INNOVATION AND IMPACT**

**Ganapathi Subramanian**  
CHRO, Sundaram Home Finance

**Varun Ramakrishnan**  
Group Product Manager, Keka

Wednesday, 7<sup>th</sup> Feb 3:00-4:00 PM IST

**LIVE NOW**

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**PANEL DISCUSSION**

**PAY FOR PERFORMANCE: TALENT STRATEGIES TO ACCELERATE INNOVATION AND IMPACT**

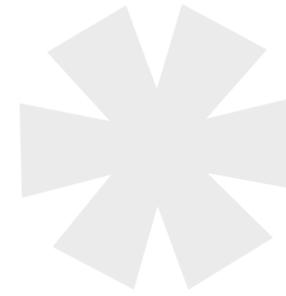
**Ganapathi Subramanian**  
CHRO, Sundaram Home Finance

**Varun Ramakrishnan**  
Group Product Manager, Keka

Wednesday, 7<sup>th</sup> Feb 3:00-4:00 PM IST

**LIVE NOW**

# SME EXCLUSIVE RESEARCH



Theme: Emerging HR Trends Atlas

**400+**  
SURVEY RESPONSES RECEIVED

**92%**  
FROM LESS THAN 2.5K ORG

- An exclusive benchmarking report that consists of infographics, top trends and tool kits indispensable for emerging companies.
- Step-by-step guide on how to ramp up your HR practice through actionable insights and future trends that enable growth and improve experientcet
- Access to thoughts and opinions of some of the top minds in the industry and a closer look at how they are tackling pressing talent issues
- Best practices while leveraging HR tech to restructure talent initiatives and drive EX and a culture of performance and accountability.



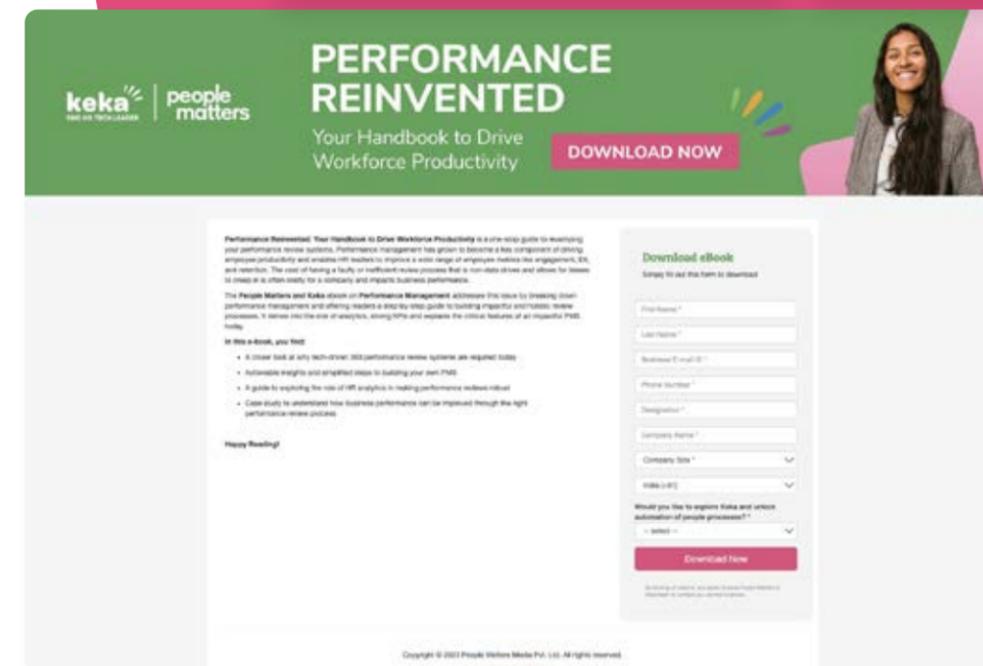
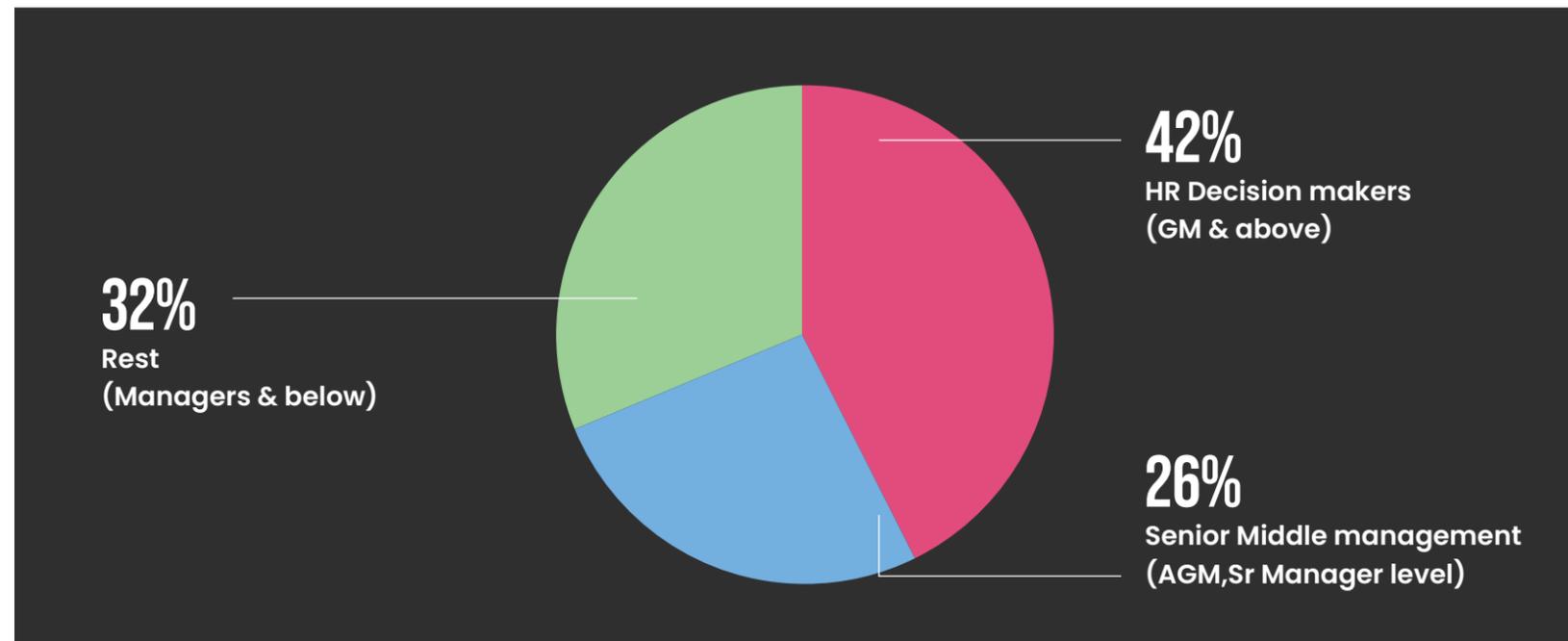
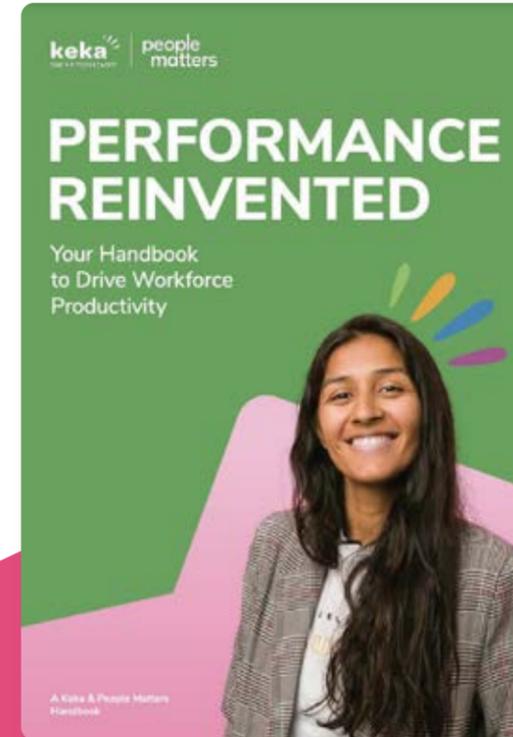
# EBOOK 1

## Theme: Performance Reinvented: Your Handbook to Drive Workforce Productivity

**211**  
TOTAL DOWNLOADS

**64**  
WARM LEADS

**100%**  
SMES/MSMES



# EBOOK 2

Theme: Unlocking Capabilities  
Equipping Emerging Business Growth

215

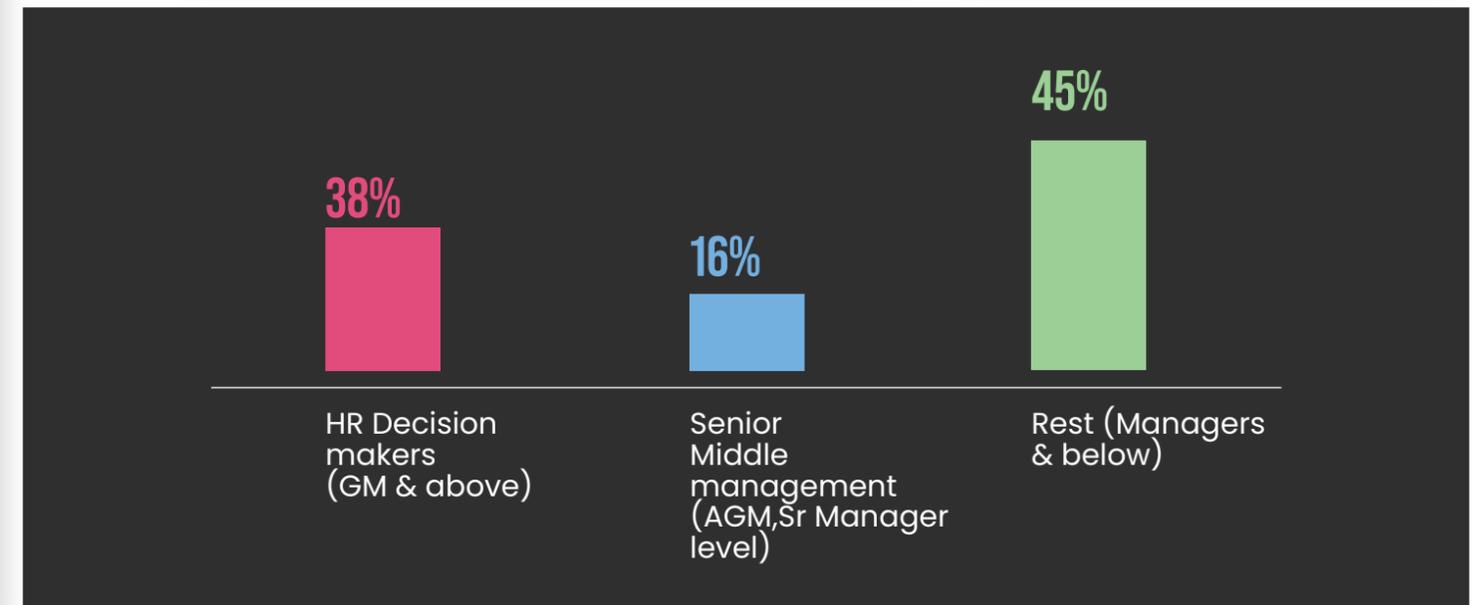
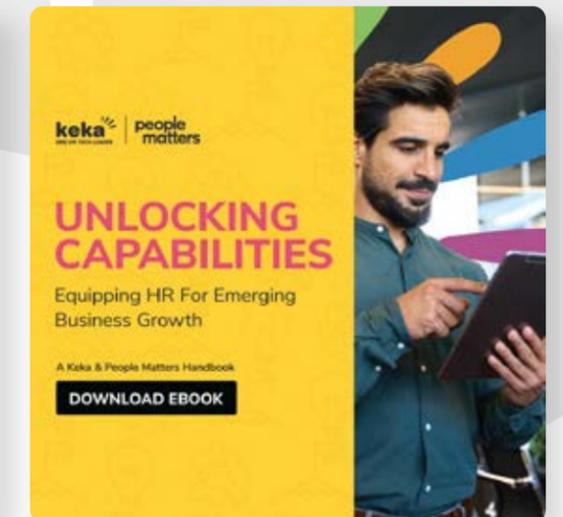
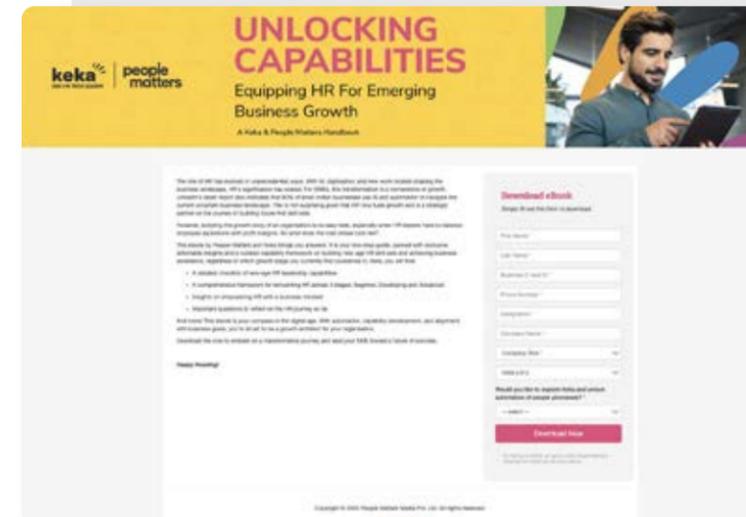
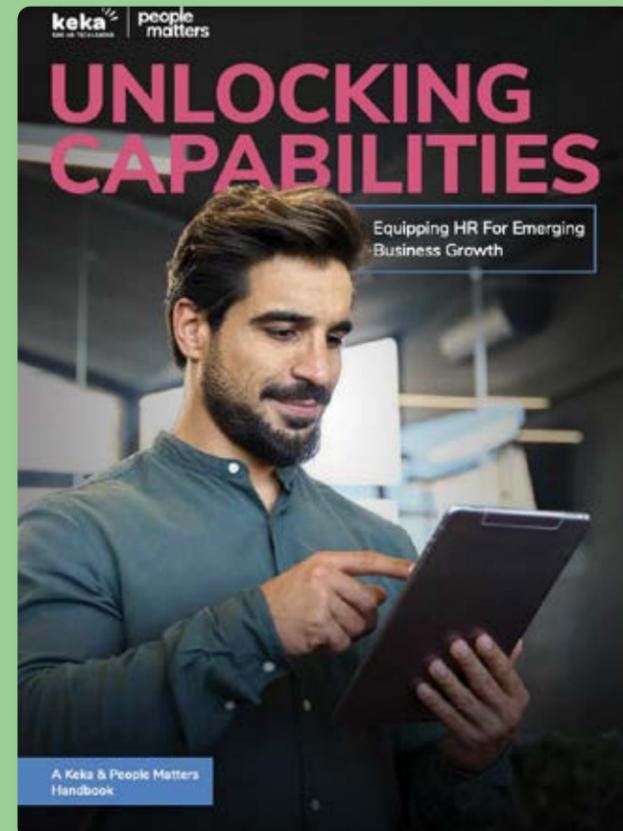
TOTAL DOWNLOADS SO FAR

53

WARM LEADS

100%

SMES/MSMES



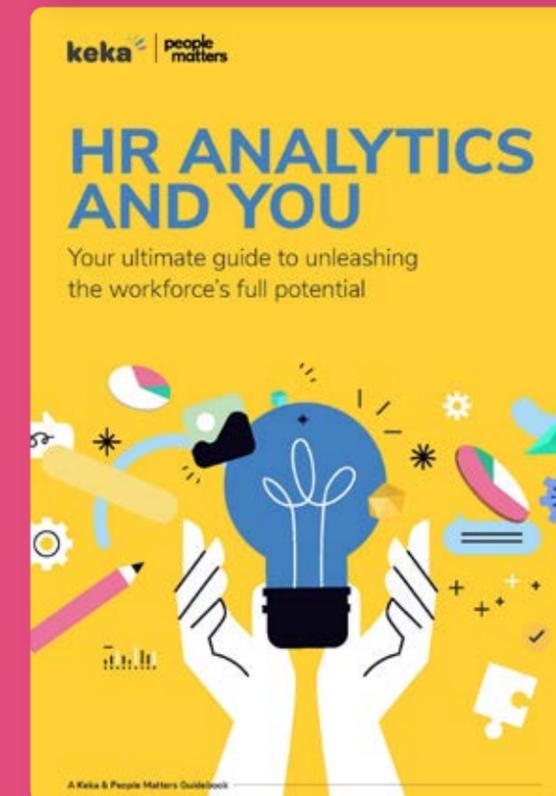
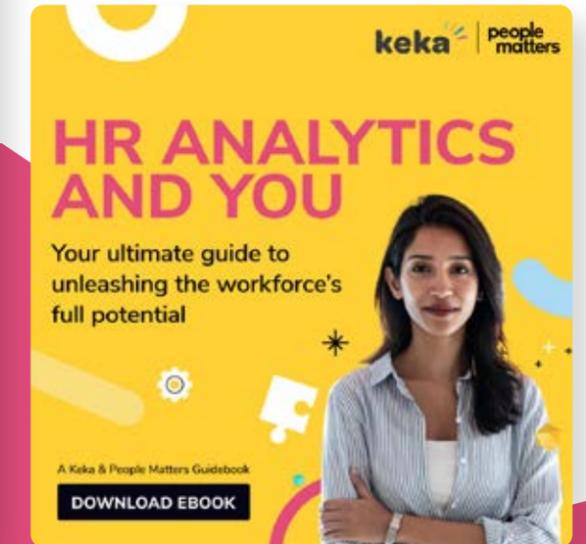
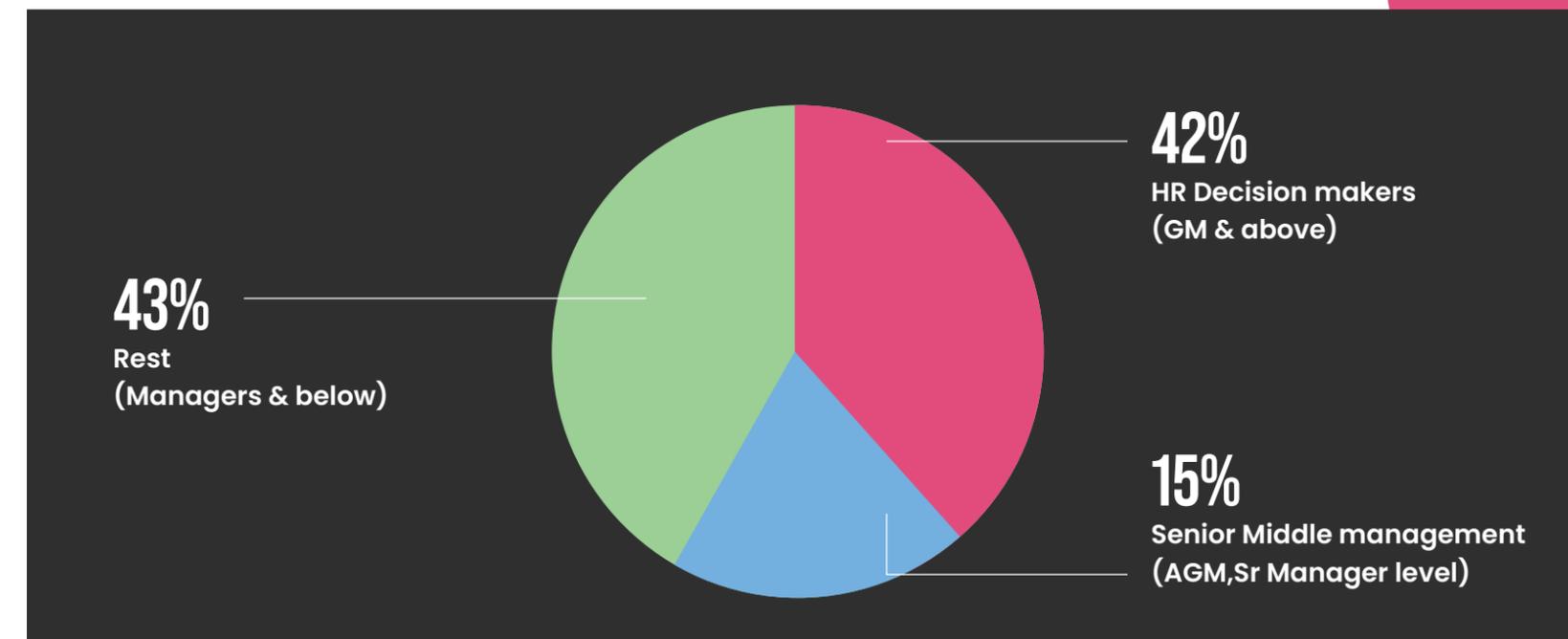
# EBOOK 3

Theme: HR Analytics and You—  
Your ultimate guide to unleashing  
the workforce's full potential

**235**  
TOTAL DOWNLOADS

**61**  
WARM LEADS

**100%**  
SMES/MSMES



# EBOOK 4

## Theme: The New Digital Playbook: How to Use AI to Drive HR Excellence

204

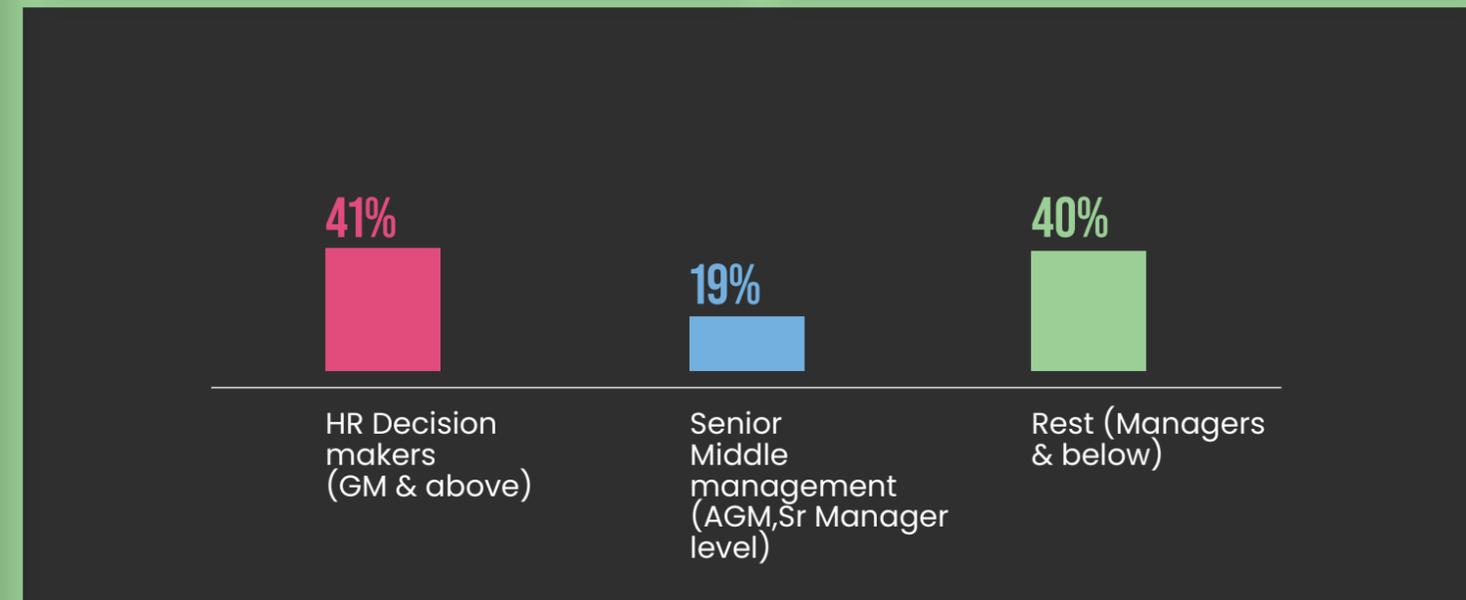
TOTAL DOWNLOADS SO FAR

48

WARM LEADS

100%

SMES/MSMES



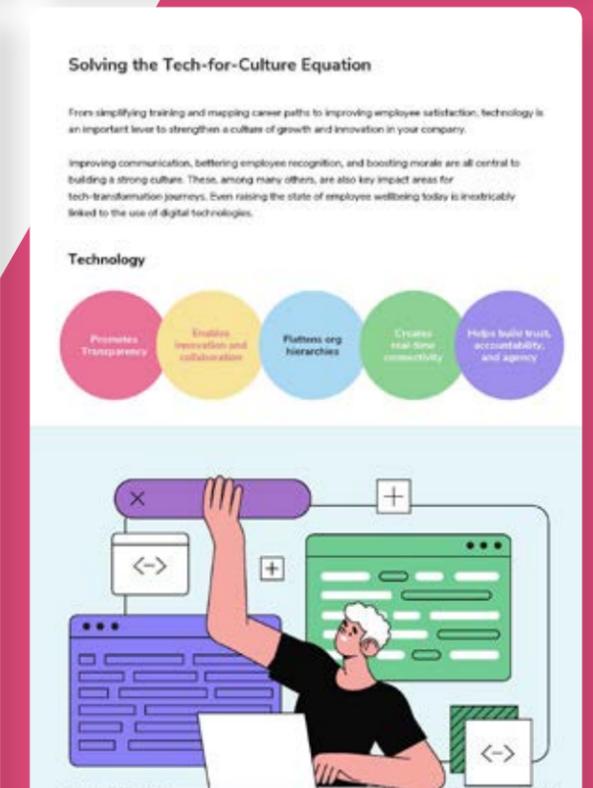
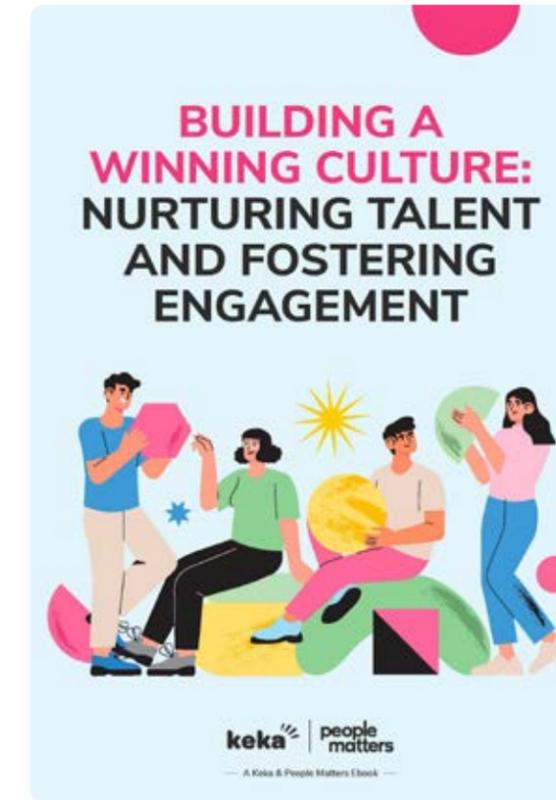
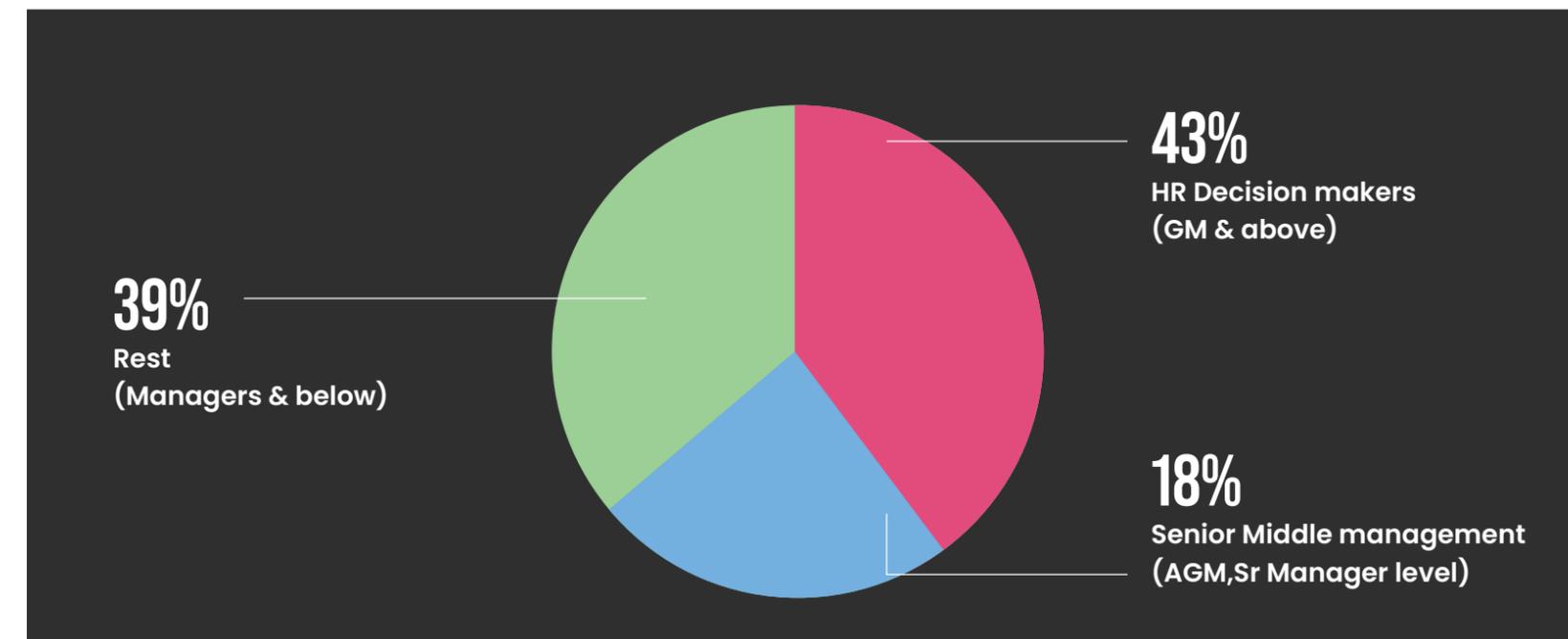
# EBOOK 5

Theme: Unleashing Potential through a Winning Culture

**208**  
TOTAL DOWNLOADS

**37**  
WARM LEADS

**100%**  
SMES/MSMES



# EBOOK 6

## Theme: Supercharge Employee Experience Through Performance Management

208

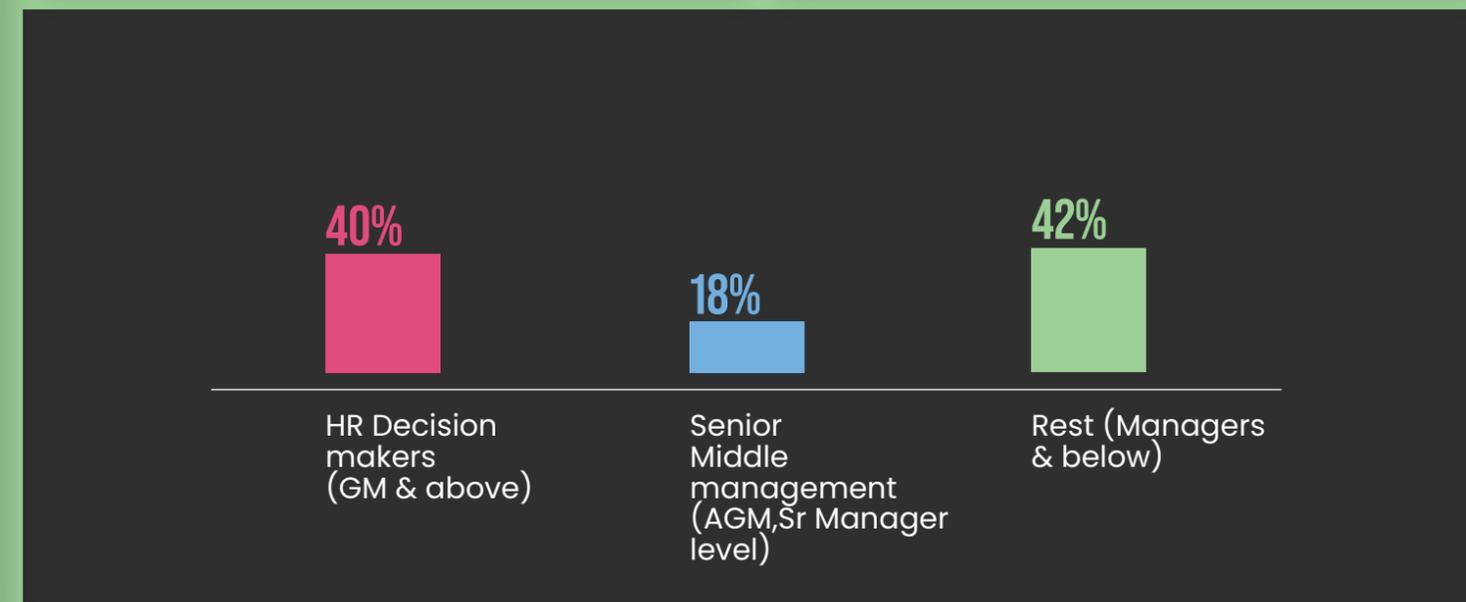
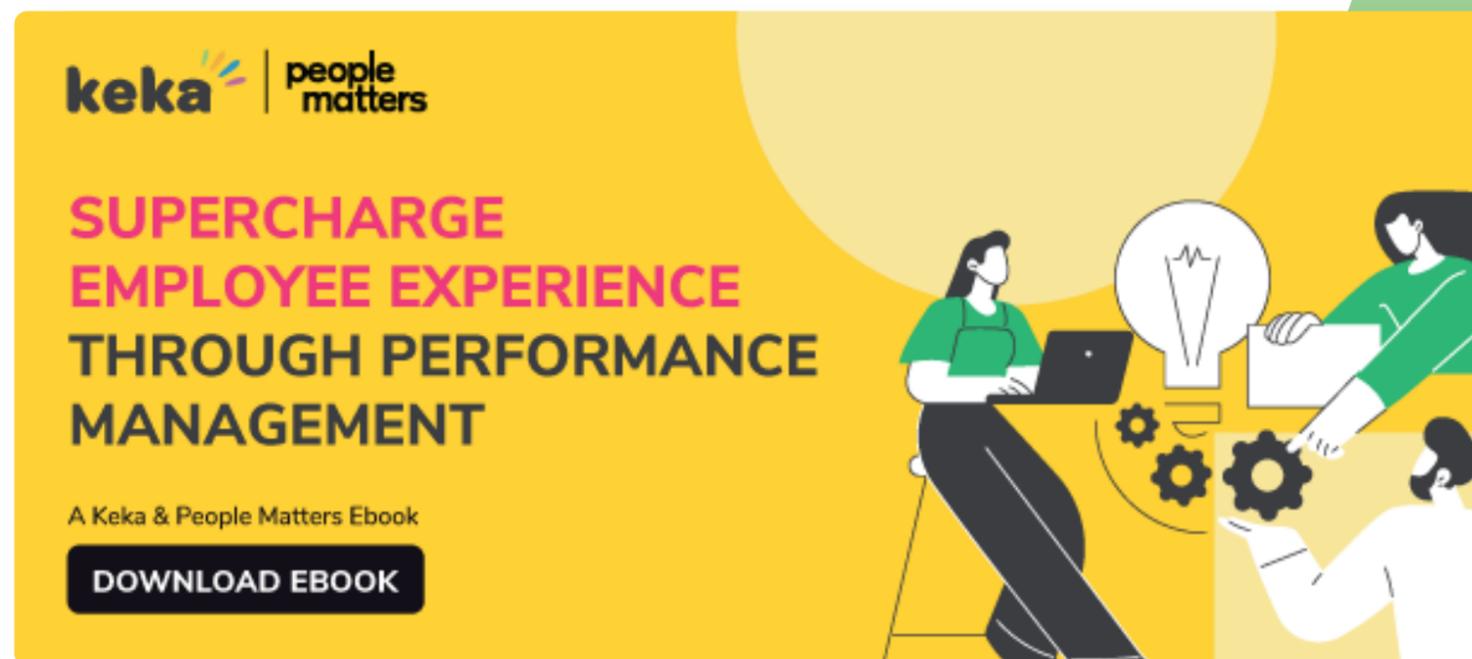
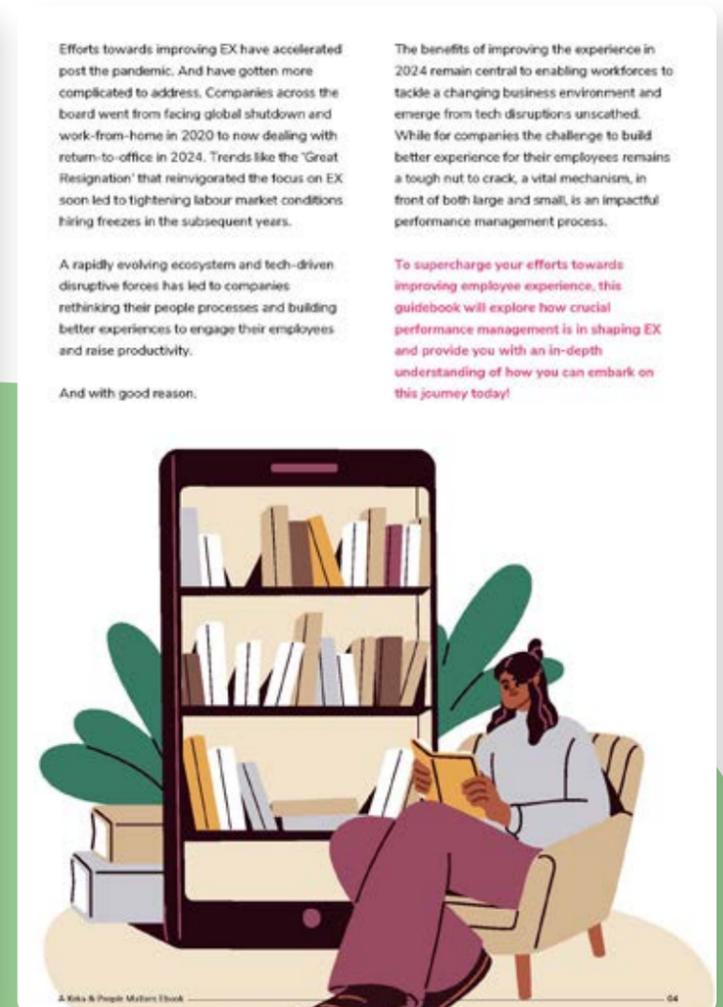
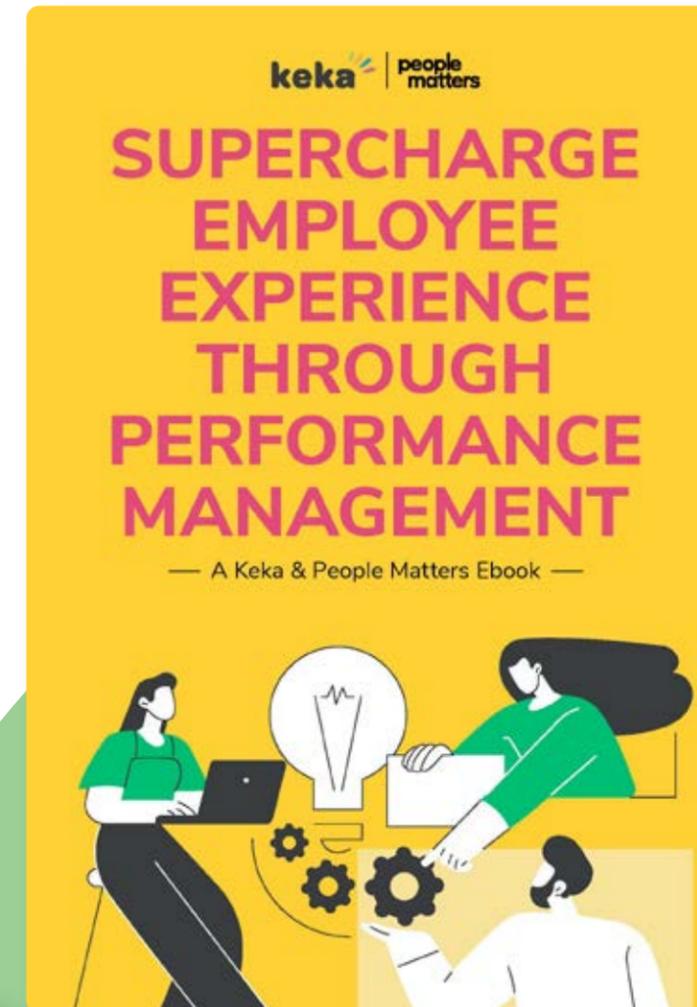
TOTAL DOWNLOADS SO FAR

41

WARM LEADS

100%

SMES/MSMES



# AGENTS OF CHANGE: ENABLING HR TO BECOME BUSINESS PARTNERS

● **28th September**  
On Virtual Platform

**2265**  
REGISTRATIONS

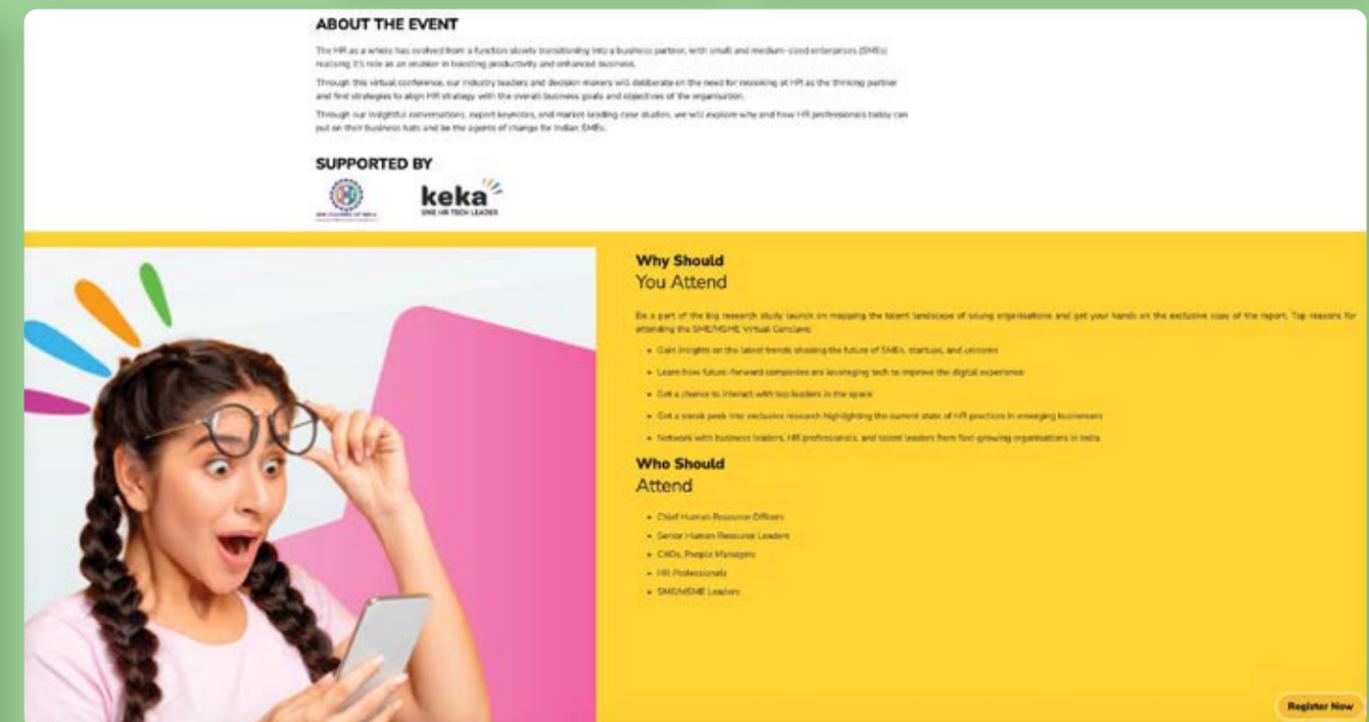
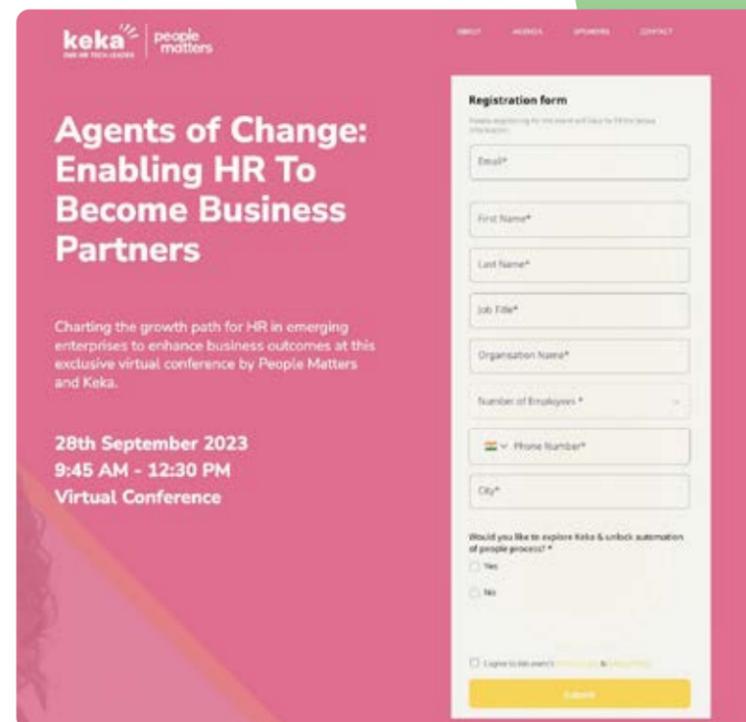
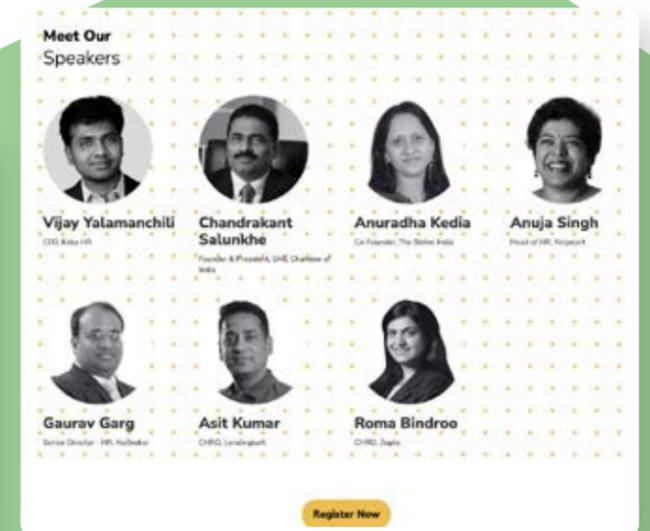
**803**  
ATTENDED THE  
CONFERENCE

**91.7**  
FROM LESS THAN

**2.5K**  
EMPLOYEE STRENGTH

**10+**  
SPEAKERS

**5**  
SESSIONS



# PEOPLE MATTERS & KEKA SME HR AWARDS 2023

**400+**  
1A APPLICATIONS

**112**  
1B APPLICATIONS

**11 Winners**

**6**  
JURY MEMBERS

**4**  
ROUNDS



People Matters and Keka  
**SME HR AWARDS 2023**

Meet the Jury

- Rajesh Lele**  
Piramal Group
- Shalu Manan**  
Genpact
- Debashree Lad**  
CredAble
- Anurag Verma**  
Urifone
- Yogi Sriram**  
Larsen & Toubro Limited

**APPLY NOW**

### SME HR Awards Jury 2023

Here is the eminent jury comprising of leading CXOs of progressive businesses who will help us identify the Emerging Future HR Leaders:



**SHALU MANAN**  
Global Talent Supply Chain Leader at Genpact  
in



**RAJESH LELE**  
Consultant - Employee Experience at Piramal Enterprises Limited  
in



**DEBASHREE LAD**  
Chief People Officer at CredAble  
in



**ANURAG VERMA**  
Vice President - Human Resources at Urifone  
in



**YOGI SRIRAM**  
Consultant to CEO & MD at L&T Group HR  
in



**YUVARAJ SRIVASTAVA**  
CMO at Hubcity/Sp  
in

**PEOPLE MATTERS AND KEKA SME HR AWARDS 2023**

Recognizing & Celebrating Emerging Individuals in the MSME HR Tech Space

**apply now**



# PEOPLE MATTERS & KEKA SME 2023

**3 CITY**

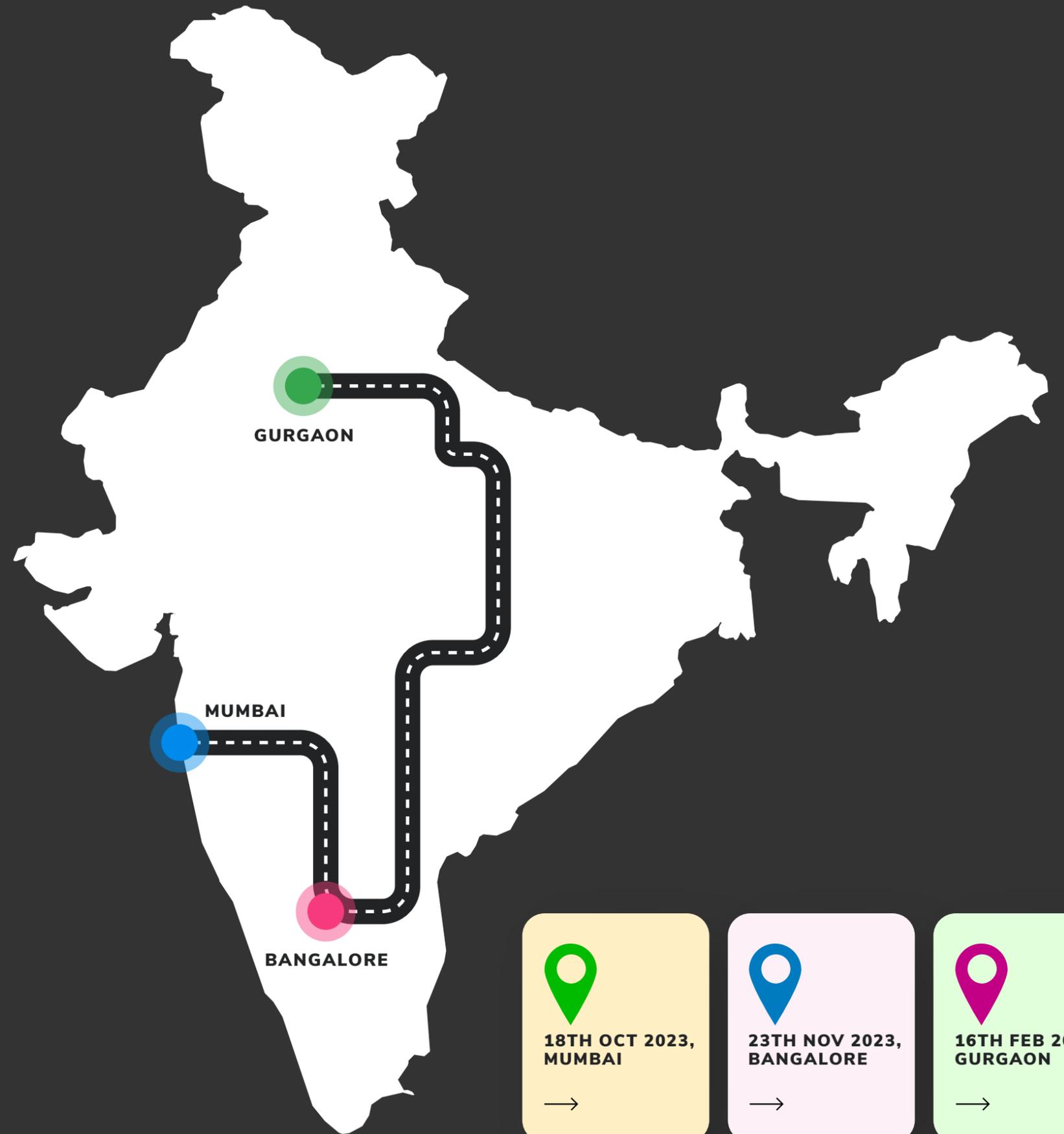
EVENT

**50%**

REGISTRATIONS FOR MUMBAI

**HRTECH CONCLAVE FOR EMERGING BUSINESSES 2023**

**THE BIG LEAP:  
BUILDING NEXTGEN  
ENTERPRISES WITH  
HRTECH**



## PEOPLE MATTERS & KEKA SME CONCLAVE 2023

# MUMBAI

18th October 2023

203

ATTENDEES

6+

SPEAKERS

6

SESSIONS

6

AWARD WINNERS  
FELICITATED



**Chandrakant Salunkhe**  
President & Founder,  
SME Chamber of India



**Debashree Lad**  
CPO,  
CredAble



**Margaret Dsouza**  
Head HR,  
Zeta



**Sheetal Bhanot**  
CHRO,  
Infra.market



**Dheeraj Kumar  
Pandey**  
Vice President - Sales,  
Keka



**Kshitiz Sanchan**  
Leadership Coach,  
Keka HR



**Varun Ramakrishnan**  
Group Product Manager,  
Keka HR



**Bhakti Dharod**  
Head HR,  
Idfy



## PEOPLE MATTERS & KEKA SME CONCLAVE 2023

# BANGALORE

23<sup>rd</sup> November 2023

300

ATTENDEES

7+

SPEAKERS

6

SESSIONS

3

AWARD WINNERS  
FELICITATED



**R Gopalkrishnan**  
Consultant



**Ashish Vidhyarthi**  
CEO & Founder,  
Avid Miner



**Manmeet Sandhu**  
CPO,  
PhonePe



**Vishnu Iruvanti**  
Head of HR,  
ClearTax



**Devika Rajeev**  
Lead - People Function,  
Sattva Consulting



**Anvith Murthy**  
VP - People & Culture,  
Rapido



**Kshitiz Sanchan**  
Leadership Coach,  
Keka HR



**Varun Ramakrishnan**  
Group Product Manager,  
Keka HR



**Barun Mallick**  
Marketing Head,  
Keka HR



**Dr. Sonali Dutta Baanerjee**  
CHRO,  
Nexus DMC



**Varadharaju Janardhanan**  
Vice President - HR,  
Flipkart



## PEOPLE MATTERS & KEKA SME CONCLAVE 2023

# GURGAON

16<sup>th</sup> February 2024

**300**  
ATTENDEES

**9+**  
SPEAKERS

**6**  
SESSIONS

**2**  
AWARD WINNERS  
FELICITATED



**Appurv Gupta**  
Stand Up Comedian  
& Angel Investor



**Shaleen Manik**  
CHRO,  
Transion India



**Kamaljeet Kaur**  
CPO,  
Gensol Group (BluSmart)



**Rishu Garg**  
CHRO,  
DeHaat



**Varinder Kumar Verma**  
Head HR,  
Maruti Suzuki



**Seema Nair**  
Sr EVP, Head HR &  
Digitization, Reliance  
Group



**Manpreet Singh**  
Director - The People  
Office, FIS Global



**Pushkar Bidwai**  
Chief Business Officer,  
People Matters



**Laxman Murugappan**  
Founder,  
PlayThink Transform



**Dr. Ritu Anand**  
Tata Consultancy  
Services





**TECHHR  
CONFERENCES  
INDIA & SEA**

# TECHHR CONFERENCE INDIA 2023

3<sup>rd</sup>-4<sup>th</sup> August, Gurgaon



**1814**

Attendees  
at the event

**322**

Attended the  
Exclusive SME  
Track

**11**

Leaders have  
attended the  
exclusive RT  
discussion

**32**

Leaders have  
attended Keka  
HR Leaders  
Lunch Session

**1200+**

Books  
distributed  
to leaders  
from Keka  
Book Library

**11**

Engagement  
activities  
excuted during  
the event

**2000+**

Digital notepad  
distributed to the  
leaders

**96**

Leaders have  
shown interest  
in meeting Keka  
one to one



# GLIMPSE OF THE INITIATIVE



# TECHHR CONFERENCE SINGAPORE 2023

24<sup>th</sup> August, Singapore



**1388**

Attendees  
at the event

**>70%**

Attendees are  
above Middle  
Level HR Leaders

**40%**

Leaders are  
from SME/MSME  
Space

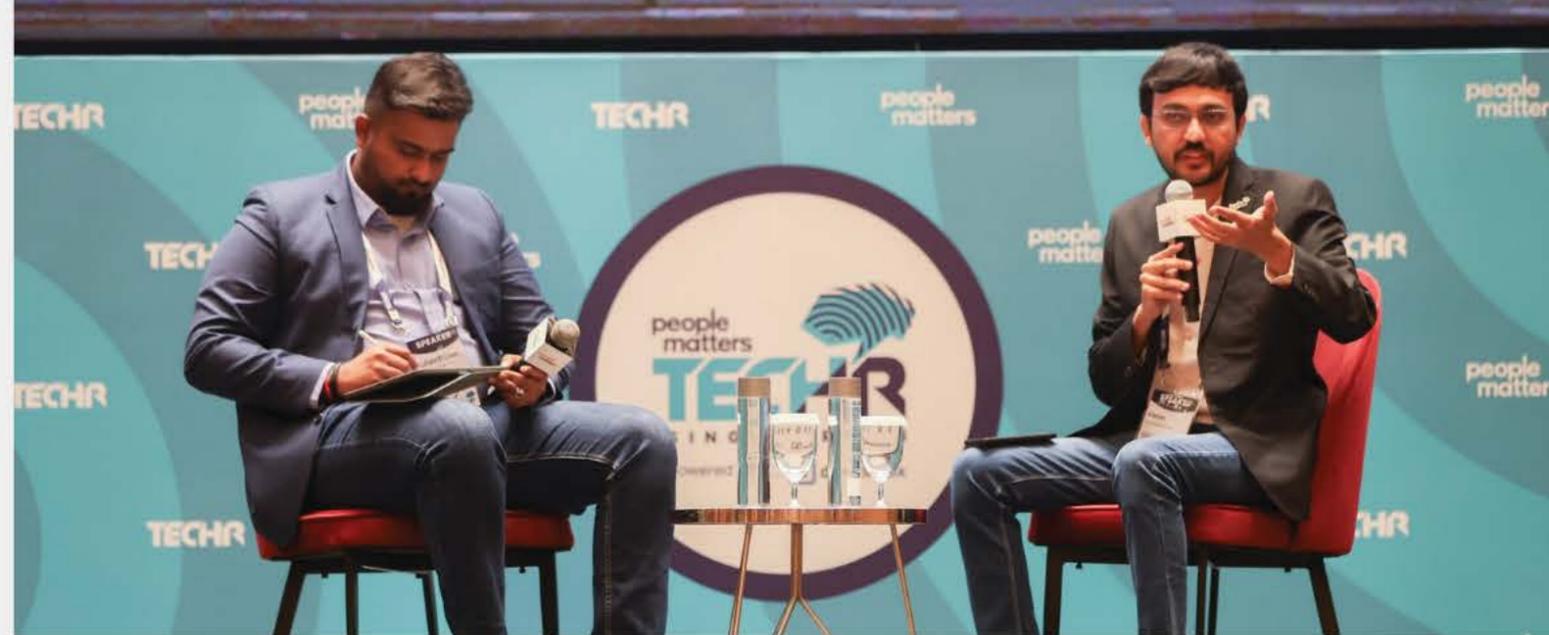
**450+**

Leaders data  
shared Post  
Event

**1200+**

Engagement  
Activity: HR  
Badges to the  
leaders





# GLIMPSE OF THE INITIATIVE



# INTERSTITIAL BANNERS

**keka** SME HR TECH LEADER | **people matters**

VIRTUAL CONFERENCE

## AGENTS OF CHANGE: ENABLING HR TO BECOME BUSINESS PARTNERS

Thursday, 28<sup>th</sup> September  
09:45AM - 12:30PM IST

[REGISTER NOW](#)



**keka** SME HR TECH LEADER | **people matters**

## EMERGING HR TRENDS ATLAS: ENABLING STRATEGIC CHANGE FOR GROWTH

A Keka & People Matters Research

[PARTICIPATE NOW](#)



## Your Future-Ready HRMS Solution is here!

WITNESS AI MAGIC

**keka**  
is now powered by AI



22-23 JUNE 2023  
10:30-19:45 IST

## HR katalyst

18 topics | 02 days | 30+ speakers

[REGISTER NOW](#)



## India's Biggest Virtual HR Summit : Top HR Minds, One Space

keka **HR katalyst2.0**

06-07 DEC 2023  
10:30 - 19:30 IST

17 days | 02 days | 50+ speakers

Guest Mentors: **people matters**, **Jio**, **maaco**, **creativity**



**keka**

## ₹36 Lakhs saved through Attrition Analysis

[CHECK OUT HOW](#)



# CONTENT NEWSLETTERS

8

CONTENT NEWSLETTERS TO 2 LACS DATABASE

2 Lacs

OPENS

13%  
AVERAGE CLICK

**ELEVATE HR: UNLOCKING POWER AND POTENTIAL OF EMERGING BUSINESSES**

The SME Corner powered by Keka is an initiative to seek answers to the challenges that have long plagued HR in SMEs.

**THRIVING IN CHANGE: NEW ROADMAP TO TALENT TRANSFORMATION**

How to use pulse surveys effectively in a fast-growing business.

**HOW TO USE PULSE SURVEYS EFFECTIVELY IN A FAST-GROWING BUSINESS**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**EVALUATE YOUR COMPANY CULTURE MATURITY ACCURATELY. GET SET GO**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**USE YOUR KNOWLEDGE**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**HERE'S A SLIPSHOT OF OUR KEYNOTE CONCLUDES HELD IN BANGALORE**

**IN THE SPOTLIGHT: HR LEADERS ON ANALYTICS, SKILLS, AND EMPLOYEE EXPERIENCE**

Capturing insights from top voices in HR on how they are building a strong foundation for data analysis, fostering a positive culture, and driving employee engagement.

**HR DECISIONS ARE A BLEND OF DATA AND HUMAN JUDGEMENT**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**TECH, TALENT, AND TRANSFORMATION: TOP PRIORITIES FOR HR**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**EX 3.0 IS ABOUT CREATING PERSONALISED, ENGAGING AND MEANINGFUL WORKPLACE EXPERIENCES**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**TOP SKILLS FOR HR PROFESSIONALS**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**KEY INGREDIENTS OF A SUCCESSFUL PERFORMANCE MANAGEMENT STRATEGY**

Discover the benefits of pulse surveys and how to use them effectively in a fast-growing business.

**STEPS TO BUILD A STRONG FOUNDATION FOR ANALYSING WORKFORCE DATA**

**Your Guidebooks to Navigate the Future of Work**

Download Essential Ebooks to Craft Your Talent Strategy

From reimagining performance management to harnessing the power of AI and cultivating winning cultures, embark on a journey of transformation and growth with us.

Here's our comprehensive ebook series in partnership with Keka, where we unlock the secrets to optimising your workforce, enhancing HR capabilities, and fostering a culture of excellence.

**PERFORMANCE REINVENTED: YOUR HANDBOOK TO DRIVE WORKFORCE PRODUCTIVITY**

- Make your performance reviews better to help employees reach their goals
- Use facts and data to make your case better for employees
- Improve employee experience by making your performance reviews more transparent

**UNLOCKING CAPABILITIES: EQUIPPING HR FOR EMERGING BUSINESS GROWTH**

- Understand the benchmark for building new-age HR skills
- Get tips to be better at business building and understanding technology
- Clearly articulate your roadmap to a strategic growth path for the business

**HR ANALYTICS AND YOU: YOUR ULTIMATE GUIDE TO UNLEASHING THE WORKFORCE'S FULL POTENTIAL**

- Use facts and data to help your HR team do better
- Look at how you can use HR analytics to drive business growth
- Equip your business leaders to make strategic HR decisions

**THE NEW DIGITAL PLAYBOOK: HOW TO USE AI TO DRIVE HR EXCELLENCE**

- Understand how and why you must integrate AI into your HR stack
- Use AI to make your people processes and workforce experience
- Learn how to use AI to make the HR Organisation better

**BUILDING A WINNING CULTURE: NURTURING TALENT AND FOSTERING ENGAGEMENT**

- Build a winning culture that helps employees do better
- Learn how to use technology to help employees do better
- Learn how to use technology to help employees do better

**SUPERCHARGE EMPLOYEE EXPERIENCE THROUGH PERFORMANCE MANAGEMENT**

- Make work better for employees by looking at what they need
- Make your employees get paid right and reach their goals
- Learn how to make work better for employees by looking at what they need

**FROM AUTOMATION ADVANTAGE TO A MASTERCLASS ON PERFORMANCE MANAGEMENT**

The virtual panel series, in partnership with Keka, brought together leading industry leaders to reflect on the challenges and opportunities ahead.

**HR AUTOMATION ADVANTAGE: BOOST WORKPLACE PRODUCTIVITY AND EFFICIENCY**

- Human capital is essential to success in HR processes, drive value-added conversations, and craft a compelling strategic agenda
- Follow a step-by-step action plan from technology to HR technology to measure impact and ensure alignment with business objectives

**FROM AD-HOC TO STRATEGIC MASTERCLASS ON PERFORMANCE MANAGEMENT FOR EMERGING BUSINESSES**

- Overcome performance management challenges through strategic frameworks and new metrics
- Bridge communication gaps and establish formal feedback mechanisms for effective performance monitoring

**THRIVING IN A RAPIDLY CHANGING WORKPLACE: ESSENTIAL HR SKILLS FOR SUCCESS - AN EXPERT SESSION**

- Deliver flexibility, recognition, and support while ensuring resiliency and core skills in a fast-growing business context
- Lead HR transformation: Plan, execute, and align with the business, and ensure performance, engagement, and communication effectiveness

**FROM DATA TO STRATEGY: HR ANALYTICS FOR FAST-GROWING COMPANIES**

- Address challenges of talent scarcity and a complex work landscape, involving a management and labour
- Adopt HR analytics to enhance recruitment, performance management, and employee engagement, learning and development

**THE ROADMAP TO AUTOMATION READINESS - MANAGING THE ACCELERATION MANDATE IN DIGITAL HR**

- Understand the roadmap to successfully integrate HR automation into business strategy
- Address critical challenges while accelerating digital HR transformation, including automation and meaningful human interactions

**PAY FOR PERFORMANCE: TALENT STRATEGIES TO ACCELERATE INNOVATION AND IMPACT**

- Define, measure, and reward. Streamline and align talent strategy, talent acquisition and talent development
- Learn how to create a sustainable, resilient environment and how companies can take steps to boost performance at all levels

**HERE'S A CURATED HUB FOR ALL YOUR HR CHALLENGES IN A FAST-GROWING ORGANISATION**

Priority areas for future use of AI in HR management

AI integration is intricately tied to your business and, most importantly, its future. It's undoubtedly playing a powerful role in reshaping the landscape of people and work.

**27%** Automating administrative tasks

**18%** Virtual assistant or chat bots

**20%** Improving candidate sourcing, screening

**15%** Optimising performance management

**11%** Enhancing employee training, development programmes

**9%** Personalising employee experience

Download the complete ebook here: [Insights from SME's HR Role Evolution: Are You Ready to Thrive or Change?](#)

**WE CARE**

**SOLVING THE PUZZLE OF CANDIDATE GHOSTING**

Talented executives at rapidly growing companies face challenges sourcing top talent, screening resumes, and conducting interviews to build a strong team. But more importantly, they face the challenge of candidate ghosting.

Download this guide to understand how to address the challenge. Influence plays a crucial role in guiding candidates to recognise the value an organisation offers. Tailoring engagement patterns to suit candidates with varying levels of interest for joining is essential.

- Gain an understanding of offer shopping and the talent war
- Take a step back to understand the issue in your organisation
- Learn how to craft an engagement plan for the first four, eight and twelve weeks.

**WE CARE**

**PRESCRIPTION FOR SUCCESS: HOW INDIA'S PHARMA INDUSTRY CAN OVERCOME TALENT CHALLENGES**

Explore the transformation journey of India's pharmaceutical industry, guided at the crux of global leadership. Uncover the challenges, bottlenecks, the progress and the strategic solutions for sustained growth and economic prosperity.

**WE CARE**

**HR DECISIONS ARE A BLEND OF DATA AND HUMAN JUDGEMENT: INSIGHTS FROM INSURANCEKHO'S CHRO**

In this exclusive interview, Divya Mishra of InsuranceKHO shares critical insights on how organisations can strengthen their data analytics strategy and build an HR analytics-informed culture.

# SME EXCLUSIVE NEWSLETTERS

12  
CONTENT NEWSLETTERS  
TO 65K DATABASE

1 Lac  
OPENS

13%  
AVERAGE CLICK

**ELEVATE HR: UNLOCKING POWER AND POTENTIAL OF EMERGING BUSINESSES**

As a catalyst for enhancing business, HR is at the forefront of driving impact for small and medium-sized enterprises (SMEs) in India.

HR Disrupted: It's Time for Something Different

Build it: The Rebel Playbook for World-Class Engagement

Solving the Productivity Puzzle

How can HR foster a sense of belonging for hybrid and on-field employees?

How can HR foster a sense of belonging for hybrid and on-field employees?

How can HR foster a sense of belonging for hybrid and on-field employees?

**HERE'S A CURATED HUB FOR ALL YOUR HR CHALLENGES IN A FAST-GROWING ORGANISATION**

The Power of HR Automation for HR Leaders

DATA-DRIVEN HR: HOW TO USE ANALYTICS AND METRICS TO DRIVE PERFORMANCE BY BERNARD HARR, KIDAN PAGE

THE FEARLESS ORGANIZATION: CREATING PSYCHOLOGICAL SAFETY IN THE WORKPLACE FOR LEARNING, INNOVATION, AND GROWTH BY AJOY C. BHARDWAJ

VICTORY THROUGH ORGANIZATION BY DEW UJHRA, SUDHAKARNATH, WAJEEB SHAKIB AND MANI SHARMA

As the HR landscape continues to evolve, these books stand as essential companions, offering invaluable insights and strategies.

FROM FRUSTRATION TO FUNCTIONALITY

HOW CAN HR FOSTER A SENSE OF BELONGING FOR HYBRID AND ON-FIELD EMPLOYEES?

DEALING WITH DAILY DISRUPTION: HOW THE IT SECTOR IS SOLVING ITS TALENT CHALLENGES

FUTURE-PROOF TALENT STRATEGIES: YOUR GUIDE TO CRAFTING A RESILIENT & DYNAMIC WORKFORCE

**HERE'S A CURATED HUB FOR ALL YOUR HR CHALLENGES IN A FAST-GROWING ORGANISATION**

SIX MUST-READ BOOKS FOR THE RESILIENT HR LEADER IN YOU

Build it

Solving the Productivity Puzzle

DATA-DRIVEN HR

THE FEARLESS ORGANIZATION

VICTORY THROUGH ORGANIZATION

As the HR landscape continues to evolve, these books stand as essential companions, offering invaluable insights and strategies.

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FUTURE-PROOF TALENT STRATEGIES: YOUR GUIDE TO CRAFTING A RESILIENT & DYNAMIC WORKFORCE

**WHAT IS YOUR HR LEADERSHIP STYLE?**

Explore a curated resource hub tackling HR challenges in fast-growing organizations.

1. What do you see the most about HR in 2023?

2. In approaching HR responsibilities, what's most crucial to you?

3. How do you approach change management in HR?

4. How would you describe your communication style?

5. What's your primary focus regarding employee wellness?

HOW CAN HR FOSTER A SENSE OF BELONGING FOR HYBRID AND ON-FIELD EMPLOYEES?

DEALING WITH DAILY DISRUPTION: HOW THE IT SECTOR IS SOLVING ITS TALENT CHALLENGES

FUTURE-PROOF TALENT STRATEGIES: YOUR GUIDE TO CRAFTING A RESILIENT & DYNAMIC WORKFORCE

**HERE'S HOW BOTH MANAGERS AND LEADERS CAN CREATE A BETTER IMPACT ON PERFORMANCE MANAGEMENT**

While an impactful performance management process can help companies tailor EX and ensure employees feel their contributions are recognised and rewarded, they also improve a different, yet crucial, touchpoint in the employee life-cycle: the manager-employee relationship.

Key Intervention	Managers	Leaders
Setting Clear Expectations	Communicate performance expectations and goals to employees at the beginning of the management period.	Ensure that managers understand the importance of providing clear expectations and provide them with the necessary tools and resources to do so effectively.
Providing Regular Feedback	Provide ongoing, constructive feedback to employees throughout the management period, not just during formal management.	Encourage a culture of feedback and recognition within the organisation, emphasising the importance of timely and specific feedback.
Coaching and Development	Identify areas for improvement and provide guidance and support to help employees develop their skills.	Invest in training and development programs to help managers become better coaches and mentors to their teams.
Recognising and Rewarding Performance	Acknowledge and reward employees for their achievements and contributions, both formally and informally.	Ensure that recognition and rewards are aligned with organisational values and goals, and promote a culture of appreciation.

**SOCIAL WALL: A TECHNOLOGY TO ENHANCE YOUR REMOTE WORKING CULTURE**

Keka's Social Wall is a dynamic platform tailored for hybrid remote workers. It recognises the ways employees engage and collaborate. With its meaningful of its implementation, it has had a wide-ranging impact, including fostering a cohesive sense of community and synergy among team members.

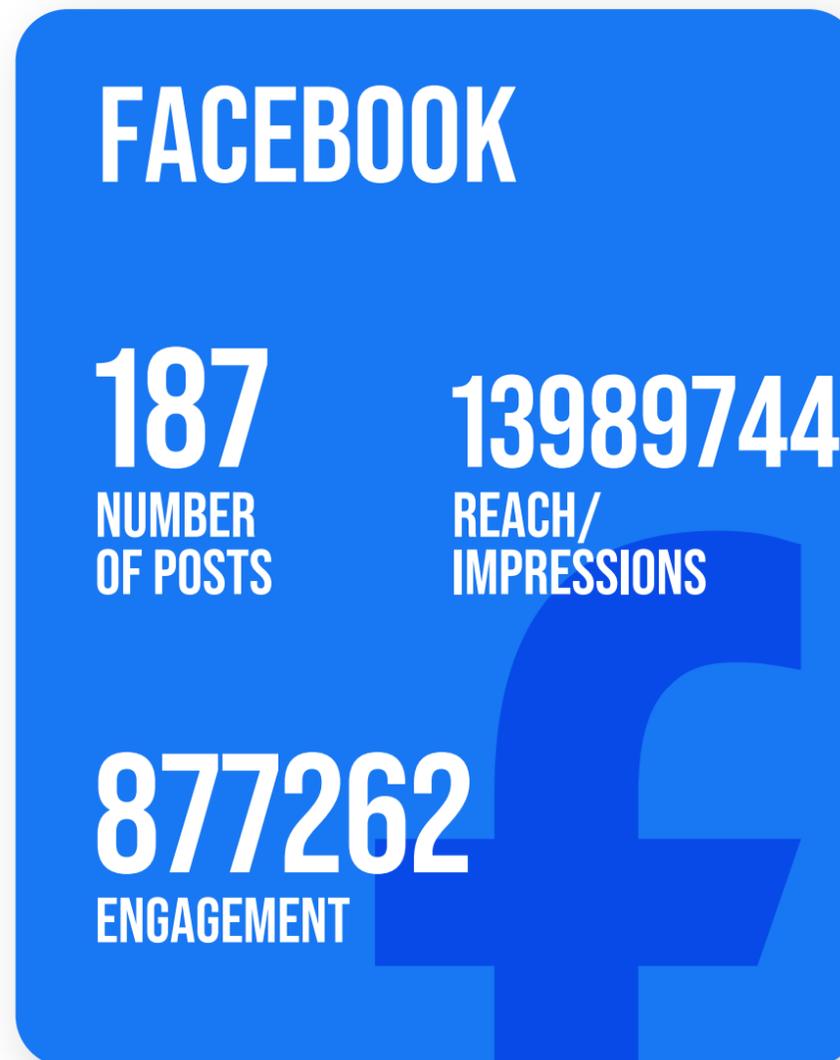
HERE'S WHAT YOU SHOULD LOOK FOR IN AN OKR MANAGEMENT TOOL

OKRs have become a popular way of aligning and measuring business performance. It has also become critical to employee performance. If you are shortlisting technology to support your OKR framework, here's what you need to check.

**#NextGenHR**

THE BIG LEAP: INSIGHTS FROM THE CONCLAVE FOR EMERGING BUSINESSES

# SOCIAL ANALYTICS



# SOCIAL ANALYTICS

People Matters  
176,210 followers  
2d · 🌐

LIVE NOW! Elevate your skills, stay ahead in the HR game, and harness the potential of technology to drive business success.

Discover the secrets of modern HR leadership, from adopting to workplace shifts to mastering essential tech tools. Join hands with top HR leaders for a journey of transformation and growth!

#SMECorner #HRPanelSession #WorkplaceTrends #FutureofHR #HRLeadership #HRDevelopment

**THRIVING IN A RAPIDLY CHANGING WORKPLACE: ESSENTIAL HR SKILLS FOR SUCCESS**  
An Expert Session

**Sen Loh**  
Director HR  
Bene

**Vikas Maheshwary**  
Associate Vice President - HR  
Bene

**Kshitiz Sachan**  
Process Coach - Performance Management  
Keka

JOIN NOW

People Matters  
August 16 at 11:14 AM · 🌐

Hurry! Last day to apply for the **Keka HR SME HR Awards 2023**.

Do your employees feel empowered? Are your people strategies keeping people first? If you can measure the impact of your recent HR initiatives, then you can't miss this piece of news. Our elite jury is gearing up to evaluate the applications received so far to choose the top 5 emerging leaders with the most innovative and impactful HR Tech programs for the year 2023-24. Don't wait, make the most of the last few days!

**EMERGING TALENT AWARDS 2023**  
Recognizing & Celebrating Emerging Individuals in the MSME HR Tech Space

PEOPLEMATTERS.DIGITAL  
**Emerging Talent Awards 2023**  
If you are the HR or L&D champion who has led and delivered a transformational program o...

People Matters  
200,705 followers  
10mo · 🌐

"They may be small today, but they're the next big thing," says Ester Martinez, CEO and Editor in Chief, People Matters, on the rise of SMEs in the Indian economy. Watch the video to know how People Matters' partnership with Keka HR will help HR professionals mitigate talent challenges in this sector:

#SMECorner #HRProfessionals #SME #MSME #StartUps #EmergingOrganisations

and represents a very big fabric of the Indian economy as well.

People Matters  
200,705 followers  
4mo · 🌐

As we gear up for the annual performance review, let's rethink our approach in the era of automation. Are we measuring progress effectively? Are our metrics aligned with innovation and growth?

We're excited to invite you to our virtual panel discussion on "Pay for Performance: Talent Strategies to Accelerate Innovation and Impact" happening on February 7th.

<https://lnkd.in/gtFx658b>

#Innovation #PerformanceReview #Growth #SMECorner Keka HR

keka | people matters

PANEL DISCUSSION

**PAY FOR PERFORMANCE: TALENT STRATEGIES TO ACCELERATE INNOVATION AND IMPACT**

Wednesday, 7<sup>th</sup> Feb 3:00-4:00 PM IST

REGISTER NOW

People Matters  
July 18 · 🌐

How can Emerging HR be empowered to drive the right talent results, create a robust experience, and support organisational scale? That is what People Matters and Keka HR's latest study is out to find answers to.

The Emerging HR Trends Atlas invites you to share your views and perspectives on how you, as talent leaders in young and fast-growing organisations, are shaping the future. Participate in our survey and be part of the voice that helps accelerate growth and fosters sustained success.

Submit responses here: <https://www.surveymonkey.com/r/research-social>

#SMECorner #HRProfessionals #FutureOfWork #ResearchSurvey #HRtrends #Collaboration #KnowledgeSharing

keka | people matters

**EMERGING HR TRENDS ATLAS: ENABLING STRATEGIC CHANGE FOR GROWTH**

A Keka & People Matters Research

PARTICIPATE NOW

People Matters  
176,210 followers  
1d · 🌐

Ready to take your HR career to new heights? Packed with actionable insights, capability frameworks, and thought-provoking questions to help you reflect on your HR journey, this ebook is your ultimate guide. From building a business mindset to mastering HR automation, this ebook that we bring to you in partnership with Keka HR has it all.

Download your copy now and get started on your journey toward HR excellence!

[https://lnkd.in/gUsh\\_sWB](https://lnkd.in/gUsh_sWB)

#SMECorner #HRSkills #HRInnovation #FutureofWork #SMECorner #DigitalTransformation #BusinessGrowth #HRLeadership

keka | people matters

**UNLOCKING CAPABILITIES**

Equipping HR For Emerging Business Growth

A Keka & People Matters Handbook

DOWNLOAD EBOOK

People Matters  
@PeopleMatters2

Are you an #SME or fast-growing organisation struggling with performance management? Gain valuable insights in our virtual masterclass. Explore results-oriented frameworks, strategies for defining clear performance metrics, and step-by-step approaches to design impactful systems.

keka | people matters

PANEL DISCUSSION

**FROM AD-HOC TO STRATEGIC: MASTERCLASS ON PERFORMANCE MANAGEMENT FOR EMERGING BUSINESSES**

**Naveen Narayanan**  
Global Head of HR,  
Biocon Biologics

**Kshitiz Sachan**  
Process Coach -  
Performance Management,  
Keka

Tuesday, 25<sup>th</sup> July 3:00-4:00 PM IST

REGISTER NOW

# SPEAKERS



**Chandrakant Salunkhe**  
President & Founder,  
SME Chamber of India



**Debashree Lad**  
CPO,  
CredAble



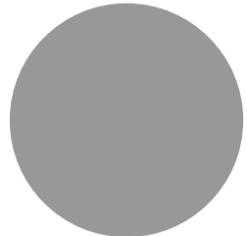
**Margaret Dsouza**  
Head HR,  
Zeta



**Sheetal Bhannot**  
CHRO,  
Infra.market



**Bhakti Dharod**  
Head HR,  
Idfy



**Chitrlekha  
Balachandran**  
Head HR,  
Aditya Birla Education Trust



**Dheeraj Kumar  
Pandey**  
Vice President - Sales,  
Keka



**Varadharaju  
Janardhanan**  
VP HR,  
Flipkart



**R Gopalkrishnan**  
Consultant



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people  
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