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Adrenalin seeks to grow abroad

Joe A Scaria THIRUVANANTHAPURAM

ADRENALIN eSystems, which operates in the product space in the human capital management solutions sector, has decided to look outside of the country to enhance its business growth.

Company CEO and MD Balaji Ganesh told ET that Adrenalin was poised to double its turnover to Rs 32 crore, from Rs 16 crore achieved last year. "We are looking to add clients in the far-east and middle-east markets, and we expect 30% of our turnover this fiscal to come from foreign markets", he said. The company already has 12 international companies who have their base abroad, as customers.

Adrenalin eSystems, which is a Polaris group company, has its business model built around the HCM software Adrenalin that enables company CEOs to reach out to all employees in interactive fashion, besides the traditional features offered by HR solutions. Mr Ganesh said this business-critical HR suite enabled CEOs to share corporate goals with all employees and get their feedback in the matter, thereby enabling alignment of corporate and employee goals.

He said the USP of the software was its ease of use, shorter installation time and the need for minimum infrastructure requirements on the part of clients, adding that companies in the manufacturing and IT/ITES verticals were the ones that were ahead in the adoption of HCM solutions. On the likely impact of the financial meltdown, Mr Ganesh said the HR/HCM solutions market may not be affected, though decision making on adopting the software could be delayed because of the market uncertainties.

joe.scaria@timesgroup.com