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CEO

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Expansion in 2025

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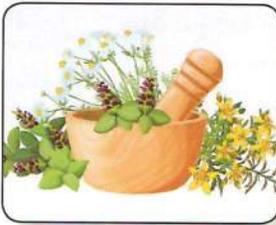
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Unlocking Business Potential through Effective Employer Branding and Talent Solutions



Bharat Kulkarni
Founder & Director

In today's rapidly evolving market, technological advancements and heightened competition have made it critical for companies to not only establish a strong presence but also to build a compelling brand. More than ever, attracting and retaining the right talent has become a decisive factor for success, as skilled professionals are key to driving innovation, sustaining growth, and staying ahead in a crowded landscape. Velocitta Brand Consultants Private Limited (Velocitta India) has emerged as a key player within this dynamic field, led by two vibrant industry leaders, Samarth Singh and Bharat Kulkarni.

Founded in 2008 in Pune, Velocitta India is a full-service agency renowned for its expertise in brand consulting, employer branding, and marketing communications. With over 16 years of experience, Velocitta India effectively combines strategic thinking with creative execution, providing tailored solutions that resonate with audiences and enhance brand presence. The firm's impressive clientele, which includes some of the world's leading brands, is a testament to its expertise and commitment to excellence.

Recently recognised as the 'Most Renowned Employer Branding Agency 2025' by Corporate Connect, Velocitta India continues to excel in crafting impactful employer branding strategies that attract top talent and foster a sense of belonging and purpose among existing employees.

The Remarkable Journey of Velocitta India

Since its inception in 2008, Velocitta India has skilfully navigated the ever-changing global economy with agility and adaptability. By embracing a diverse range of projects across web, print, and digital platforms, the agency has built a reputation as a dynamic and versatile partner.

As it evolved, Velocitta India recognised a unique opportunity in the field of internal communications—a segment often overlooked by companies with little to no dedicated budget. Understanding the immense value of effective communication within organisations, Velocitta India dedicated its efforts to this space. By helping businesses improve their communication with employees, the agency has contributed to creating a happier, more engaged workforce. Velocitta India has consistently brought exceptional capabilities and ideas to enhance the internal communications of various companies.

A few years later, Velocitta India ventured into overall Employer Branding, assisting companies in attracting and retaining top talent. The agency helped organisations define their Employer Value Propositions (EVP), set unique pillars, and craft narratives that positioned them as desirable workplaces. This not only facilitated recruitment but also strengthened retention by fostering a positive work culture.

Today, Velocitta India has firmly established itself as a leader in Employer Branding, helping businesses communicate their purpose with clarity and impact.

Employer Branding: Its Significance in the Indian Market

Employer branding refers to the reputation and perception an organisation holds as an employer. While this concept has long been widely embraced in mature global markets for quite some time, it has only recently gained significant traction in India. Several key factors contribute to this shift, including changing workforce demographics. The younger generation prioritises purpose, shared values, inclusive cultures, sustainability, innovation, and meaningful work. Additionally, the rise of AI and automation has created a demand for highly skilled, intellectually driven professionals. And lastly, the growth of Global Capability Centres (GCCs) in India is also noteworthy, with over 1,700 GCCs operating currently and projections of 2,200 by 2030.

As a result, companies must enhance their visibility and establish themselves as employers of choice to attract top talent. A solid employer branding strategy has become essential for differentiation, talent acquisition, and retention. Given these

trends, the demand for employer branding services in India is expected to grow exponentially, driving innovation and competitiveness in the talent market.

Key Employer Branding Services

Velocitta India offers end-to-end employer branding solutions designed to help organisations define, build, and communicate a compelling employer identity. Its key offerings include:

- **Employer Value Proposition (EVP) creation:** Crafting a unique and authentic EVP that reflects the company's unique culture and values.
- **EVP launch & communication:** Strategising and executing internal and external campaigns to promote EVP.
- **Office space branding:** Designing branded workspaces that communicate the organisation's EVP.
- **Onboarding experience:** Creating a warm, engaging, and branded onboarding journey for new hires.
- **Employee engagement programs:** Boosting morale, fostering a sense of belonging, and reinforcing the brand internally.
- **Internal communication strategy:** Aligning employees with the organisation's mission and values.
- **Employee experience enhancement:** Mapping and improving key moments throughout the employee lifecycle.
- **Campus engagement:** Building employer brand among future talent.
- **Employer Brand Social Media:** Communicating the organisation's culture and EVP through presence on social media platforms
- **Recruitment marketing:** Promoting the job opportunities to attract candidates.
- **Alumni engagement:** Creating a strong alumni network to encourage brand advocacy.

Cultivating a Culture of Creativity and Growth

Velocitta India believes that exceptional performance is a byproduct of a strong team. The agency prioritises employee engagement and satisfaction, creating an environment where creativity can flourish. Many employees who have been a part of Velocitta India become brand advocates, with some even returning for a second stint, which reflects the positive work culture at the agency. Numerous team members have been with Velocitta India for over a decade, reflecting the agency's commitment to long-term growth and a vibrant work environment.

In contrast to many agencies that foster high-pressure environments leading to burnout, Velocitta India emphasises a healthy work-life balance. The company acknowledges that employee well-being directly influences creativity and productivity, making it a core aspect of its philosophy.

What Lies Ahead for Velocitta India

With a solid foundation and a stellar reputation, Velocitta India is now looking to expand its footprint across India. Currently headquartered in Pune, the agency is establishing offices in major cities such as Bangalore, Chennai, Hyderabad, Mumbai, and New Delhi. This expansion will bring Velocitta India closer to its clients, enhance service delivery, and allow access to the broader talent pool.

In the long run, the company envisions becoming the leading employer brand agency in India, serving not only organisations within the country but also global clients seeking expert branding solutions. By continually evolving and embracing new trends, Velocitta India aims to stay ahead of the curve in the ever-changing branding landscape.



Samarth Singh
Director

Achievements and Milestones

For the Velocitta India team, success is defined by the tangible impact they make on their clients' brands and businesses. Many clients have partnered with Velocitta India for over 8 years, demonstrating the agency's high retention rate and commitment to long-term partnerships through consistent excellence. Over its 17 years of operations, the firm has built a solid reputation for delivering outstanding results.

Additionally, Velocitta India has received multiple awards and recognitions, including the award for the 'Most Innovative Use of Print for a Brochure at the Marketers' Xcellence Awards, as well as being named the 'Most Renowned Employer Branding Agency' in 2025 by Corporate Connect. These accolades highlight the agency's credibility and industry impact.

Velocitta India has evolved from a small, agile agency into a powerhouse in the branding world. By remaining true to its core values of innovation, agility, and impact, it has successfully cultivated a reputation that commands trust and respect. As it continues to expand and set new benchmarks, Velocitta India is dedicated to helping brands tell their stories in a way that not only resonates but also leaves a lasting impression.

Velocitta
Brand Consultants Private Limited