



FRANCHISE NETWORK
ACROSS 10+ STATES

10+ MAHARASHTRA

50 Billion Dollar Industry

5+ TELANGANA & AP

Low Investment, High Returns

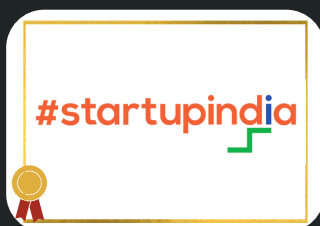
5+ DELHI NCR

Earn 1 –1.5 Lakhs per month*

“ FOFO Model – Recruitment Services”
(Franchise Owned Franchise Operated)

“Join India’s Fastest Growing Franchise”

Best HR Solutions of
the Year!!



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www.urbanecorps.com



Urbane Corps Pvt Ltd, 606, 6th
floor, 4B Wing, Aashry-SDPL,
Beltarodi, Nagpur 441108

Urbane Corps Pvt. Ltd. is a leading technology-enabled Human Resource solutions company dedicated to empowering organizations with strategic talent and workforce solutions. We combine industry expertise, innovative technology, and a customer-centric approach to deliver end-to-end HR services that enable businesses to build high-performing teams and achieve sustainable growth.

Our comprehensive portfolio includes Recruitment Services, Campus Hiring, CXO Search, Recruitment Process Outsourcing (RPO), Corporate Training, Payroll Management, Background Verification, and HR Training & Certification Programs. Every solution is designed to address the evolving workforce needs of organizations across diverse industries.

With a rapidly expanding pan-India presence, Urbane Corps proudly partners with clients across Banking & Financial Services, Manufacturing, Automobile, FMCG, Retail, Information Technology, Healthcare, Logistics, Engineering, and other emerging sectors. Our experienced team understands the unique challenges of each industry and delivers customized, scalable, and result-oriented HR solutions that create measurable business value.

Our Services



Our Founder

Mr. Navneet Amrate

Mr. Navneet Amrate is a dynamic entrepreneur and seasoned industry leader with over 15 years of experience in successfully managing HR consulting firms and other business ventures across India. He brings a deep understanding of the HR landscape, with a strong operational presence in major metros including Mumbai, Delhi, Hyderabad, and Pune.

Known for his people-centric approach and strategic mindset, Mr. Amrate has consistently built scalable, sustainable businesses focused on innovation, efficiency, and long-term value creation.

Our Team



Mr. Navneet Amrate
(Founder & Director)



Mrs. Maithili Deshpande
(Partner- Business Relations)



Miss. Divya Thakur (Partner-
Business Expansion)



Mr. Milind Salve
(Partner – HR)



Mrs. Ankita Jain
(Sr HR Manager)



Mr. Samarth Noriya
(Sr. Franchise Manager)



Mr. Sahil Kapse
(Franchise Manager)



Mrs. Sushma G. Ailapurkar
(Franchise Manager)

Why Franchise with Urbane Corps?

Tap into India's Booming HR Solution's Market

We've created a franchise ecosystem that supports you from Day One — with training, marketing, tech tools, and back-end operations — so you can focus on building a profitable recruitment business.

- Proven Recruitment Business Model
- Multiple HR Services Under One Franchise
- Attractive Revenue Sharing
- High Growth Potential
- Strong Operational Support
- Premium Service Portfolio
- Sustainable and Scalable Business

Our Presence



Investment

₹5.5 Lakhs + GST*

Revenue Sharing

60% of Business Revenue to Franchise & 40% to Urbane Corps

Client Acquisition Bonus

5% for every new client you onboard

ROI

9–12 Months

Plug & Play Solution

No Infrastructure, Quicker ROI

*Additional Database Cost

Training & Onboarding Support

Comprehensive Business & Training

Receive structured onboarding and intensive training covering the fundamentals of recruitment, talent acquisition strategies, business operations, client servicing, recruitment lifecycle management, interview coordination, offer management, compliance, and industry best practices.

Recruitment Database Training

Gain hands-on expertise in effectively utilizing leading recruitment platforms such as Naukri, LinkedIn Recruiter, job portals, social media recruitment channels, Boolean search techniques, X-Ray search, resume databases, and candidate sourcing strategies. We train franchise partners on advanced talent mapping, passive candidate sourcing, employer branding, and database management to maximize hiring success.

Standard Operating Procedures (SOPs) & Business Frameworks

Leverage our proven HR solutions methodologies, standardized workflows, business processes, proposal formats, templates, checklists, reporting systems, quality standards, and operational frameworks developed through years of industry expertise. These systems ensure consistency, operational excellence, and superior service delivery.

Continuous Learning & Skill Development

Recruitment is an ever-evolving industry. We conduct regular refresher training sessions, workshops, webinars, market updates, and knowledge-sharing programs to keep franchise partners informed about the latest hiring trends, recruitment technologies, sourcing techniques, and industry developments.



apidly growing, Technology-led HR Solutions Provider



Business Expansion & Growth Enablement

Our franchise model is strategically designed to accelerate your business growth by combining the strength of our established client network, dedicated business development support, and deep industry expertise. We empower our franchise partners with the resources, guidance, and opportunities required to build a scalable and sustainable recruitment business.

- **Pan-India Client Network & Local Business Growth** – Gain access to our extensive client network across India, providing a steady pipeline of recruitment opportunities. In addition, we actively support franchise partners in acquiring and developing local clients, enabling stronger market penetration, increased business volumes, and sustainable revenue growth.
- **Dedicated Business Development Support** – Our experienced Business Development team works alongside you to identify new opportunities, generate leads, and expand your local client portfolio.
- **Access to Diverse Industry Verticals** – Deliver recruitment solutions across a wide range of sectors, including Banking & Financial Services, Manufacturing, Automobile, FMCG, Retail, Pharmaceuticals, Information Technology (IT), Logistics, Engineering, Healthcare, and other high-growth industries. This diversified industry presence ensures consistent hiring mandates and reduces dependency on any single market segment.
- **Unlock High-Growth MSME & Startup Markets** – Capitalize on the vast untapped potential of over 2 lakh+ MSMEs and startups through our innovative prepaid recruitment solutions. We provide the strategy, framework, and business support needed to penetrate these underserved markets, enabling predictable cash flows, recurring revenue streams, and long-term scalable growth.

Technical & Operational Support

Recruitment Operations Support

Benefit from continuous operational assistance covering candidate sourcing, screening, interview coordination, client communication, recruitment workflow management, offer management, MIS reporting, process optimization, quality assurance, recruitment audits, and day-to-day business operations. Our experienced support team remains available to assist with day-to-day operational challenges.

Advanced Recruitment Technology

Access our integrated recruitment ecosystem comprising Applicant Tracking Systems (ATS), CRM platforms, recruitment management software, sourcing tools, , workflow automation, reporting dashboards, digital communication tools, and standardized operational systems. Our technology-driven approach enables faster hiring, increased productivity, improved reporting, and enhanced client and candidate experiences.

Back-End & Administrative Support

Our centralized support team provides assistance with documentation, reporting, invoicing guidance, compliance support, operational coordination, recruitment administration, process documentation, client communication, and administrative activities. This enables franchise partners to focus on business expansion, client servicing, revenue generation, and successful project delivery while we support the operational backbone.

Marketing & Brand Support

Benefit from professionally designed marketing materials, business presentations, proposal templates, brochures, digital marketing creatives, social media content, branding guidelines, and promotional support to strengthen market presence and enhance customer acquisition efforts.

Dedicated Franchise Success Support

At Urbane Corps Pvt. Ltd., we are committed to the long-term success of every franchise partner. To ensure continuous growth and operational excellence, each franchise is assigned a Dedicated Franchise Development Manager (FDM) who serves as a strategic business mentor and single point of contact throughout your franchise journey.

Your Franchise Development Manager works closely with you to strengthen operations, enhance recruitment capabilities, improve service delivery, and maximize business performance through continuous guidance and hands-on support.

Our Franchise Development Manager Provides:

- Comprehensive Onboarding & Business Setup Support
- End-to-end assistance in launching your franchise, including business orientation, process implementation, system setup, and operational readiness.
- Continuous Learning & Refresher Training
- Regular training sessions on recruitment best practices, sourcing techniques, market trends, new technologies, client servicing, and operational excellence to keep your team ahead of industry changes.
- Job Requirement Analysis & Recruitment Strategy Support
- Expert guidance in understanding client requirements, analysing job descriptions, identifying the right talent strategy, and optimizing sourcing approaches to improve hiring outcomes.
- Interview Coordination & Recruitment Process Support
- Assistance with interview scheduling, candidate communication, interview tracking, follow-ups, and ensuring a seamless recruitment experience for both clients and candidates.
- Candidate Evaluation, Selection & Offer Negotiation
- Support in candidate assessment, profile shortlisting, salary benchmarking, offer negotiation, joining coordination, and successful placement closures to improve conversion ratios.
- Performance Monitoring & Business Improvement
- Periodic business reviews, KPI tracking, operational audits, productivity analysis, and corrective action plans to continuously improve recruitment performance, profitability, and business scalability.

With the continuous support of a Dedicated Franchise Development Manager, Urbane Corps ensures that every franchise partner benefits from expert mentorship, structured processes, and ongoing business guidance—creating a strong foundation for long-term success, profitability, and sustainable growth.



Commercials

Service Fee:

Our professional recruitment services are offered at a competitive fee of 7% to 15% of the selected candidate's Annual Cost to Company (CTC). The applicable percentage is determined based on the role's complexity, hiring volume, seniority level, and specific client requirements.

Revenue & Earning Potential:

Recruitment consulting offers a highly rewarding earning opportunity with significant growth potential. Assuming an average placement of 2 to 3 candidates per month, each with an average Annual CTC of ₹7,00,000, and considering a standard 10% service fee, the projected monthly revenue is as follows:

2 Successful Placements:

- Average Annual CTC: ₹7,00,000 per candidate
- Service Fee @10%: ₹70,000 per placement
- Estimated Monthly Revenue: ₹1,40,000

3 Successful Placements:

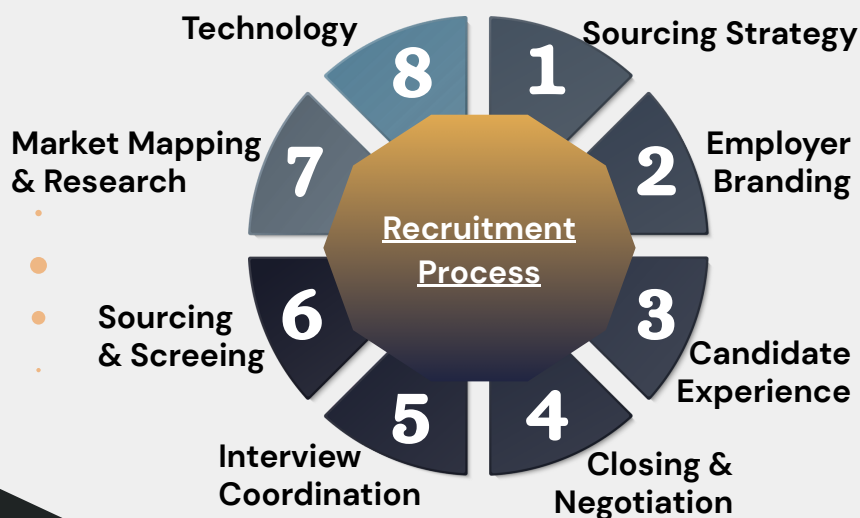
- Average Annual CTC: ₹7,00,000 per candidate
- Service Fee @10%: ₹70,000 per placement

Estimated Monthly Revenue: ₹2,10,000

Franchise Onboarding Process Steps:

- 1 Payment of Franchise
- 2 KYC
- 3 Franchise Agreement
- 4 Allocation of Franchise Development Manager
- 5 Training & Onboarding
- 6 Franchise Launch

Recruitment Process:



Ideal Franchise Partner Profile

- Possess an Entrepreneurial Mindset – Have a strong desire to build and grow an independent business with long-term vision and commitment.
- Be Passionate About the Service Industry – Demonstrate an interest in managing a customer-centric business focused on talent acquisition, recruitment, and HR solutions.
- Commit Time to Business Growth – Be willing to dedicate 1–2 hours per day to business operations & effectively lead and manage a team to ensure seamless execution and business development.
- Be Open to Learning and Following a Proven Business Model – Have the willingness to undergo structured training, adopt standardized operating procedures, and implement Urbane Corps' proven HR Solutions methodologies and best practices.
- No Prior HR Experience Required – Whether you are a working professional, entrepreneur, business owner, consultant, homemaker, retired professional, or aspiring entrepreneur, our comprehensive onboarding, training, technology, and continuous business support will equip you with the skills and confidence needed to build a successful recruitment franchise.



Franchise Recruitment Workflow

Franchise Onboarding

Objective: To Officially Register and Prepare a New Franchise Partner to Work with Urbane Corps.

- Franchise kyc.
- Create The Franchise Profile in The Company Database.
- Completing all required documentations.
- Helping The Franchise Partner Start Business Activities Successfully.
- Allocation of Franchise Development Manager.

Step 1

Training Session by Franchise Development Manager

Objective: To Provide Practical Training to Franchise Recruiters So They Can Understand Urbane Corps Recruitment Process and Perform Hiring Activities Efficiently.

- Share The Company's Vision, Mission.
- Company Policies and Business Model.
- Sharing Branding, Marketing, And Support Details.
- Introduced The Company, Recruitment Workflow, And Franchise Responsibilities.
- Explained The Complete Recruitment Lifecycle, From Receiving a Job Description (JD) To Candidate Joining.
- Guided recruiters on How to Communicate with Candidates Professionally and Explain Job Roles.
- Explained Interview Scheduling, Follow-Up Procedures, And Maintaining Candidate Records.
- Provided Training on Recruitment Compliance, Documentation, And Data Confidentiality.

Step 2



Naukri on Boarding

Objective: To Enable Franchise Recruiters to Effectively Use the Naukri Recruiter Portal.

- Support to Create Recruiter Login Credentials with the help of Naukri Team.
- Train Recruiters on Advanced Resume Search Using Keywords, Filters, Experience, Location, Salary, And Notice Period.
- Explain Job Posting Procedures.
- Demonstrate Candidate Database Management.
- Teach Resume Downloading, Candidate Tracking, And Pipeline Management.

Step 3

Job Description Familiarization Session

Objective: To Provide Franchise Partners with Complete Hiring Requirements.

- Share Approved Job Descriptions.
- Explain Job Responsibilities and Required Skills.
- Discuss Educational Qualifications and Experience Requirements.
- Communicate Salary Package, Work Location, Shift Timings, And Employment Type.
- Clarify Interview Process and Hiring Timeline.

Step 4

Recruiting On JD with Urbane Corps

Objective: To Begin Candidate Sourcing Based on The Approved Job Description Under the Guidance of Urbane Corps.

- Search Candidates Through Naukri, LinkedIn, indeed, And Internal Databases.
- Post Job Openings on Recruitment Portals.
- Contact Suitable Candidates.
- Explain The Job Opportunity and Company Details.
- Build A Quality Candidate Pipeline.
- Share JD with the shortlisted candidates
- Coordinate With Urbane Corps Recruiters for Sourcing Support Whenever Required.

Step 5



Sharing Resumes & Candidate Tracker

Objective: To Submit Shortlisted Candidate Profiles Along with Updated Recruitment Records for Review.

- Ask Shortlisted Candidate to Update Resumes.
- Update Candidate Tracker with Details Such as Contact Number, Experience, Ctc, Notice Period, And Remarks.
- Maintain Accuracy in Recruitment Records.
- Share Resumes and Tracker Internally for Verification.

Step 6

Verification of Resume & Candidate Tracker

Objective: To Verify Candidate Details Before Submitting Them to The Company.

- Verify Candidate Qualifications and Experience.
- Check Notice Period and Salary Expectations.
- Review Tracker Entries for Accuracy.
- Confirm Candidate Interest and Availability.
- Remove Duplicate or Incorrect Profiles.

Step 7

Submission Of Resume & Tracker to Urbane Corps

Objective: To Submit Verified Candidate Profiles to Urbane Corps for Interview Processing.

- Submit Verified Resumes to urbane corps.
- Share Updated Candidate Tracker to urbane corps.
- Include Recruiter Remarks and Screening Feedback.
- Ensure All Candidate Details Are Complete and Accurate.
- Coordinate With the Hr Team for Interview Scheduling.

Step 8

First Round Interview Scheduling with Urbane corps

Objective: To Schedule and Coordinate the Initial Interview with Shortlisted Candidates with Urbane Coprs.

- Coordinate Interview Timings with Candidates.
- Share Interview Details and Instructions.
- Conduct Follow-Ups to Ensure Attendance.
- Collect Interview Feedback from the HR team of Urbane Corps.

Step 9

Example: 5 Candidates Are Shortlisted. All 5 Candidates Attend the First-Round Interview. Based On Performance, 3 Candidates Are Shortlisted for The Second Round.

Second Round Interview Scheduling with Client HR/Business Team

Objective: To coordinate the second interview for candidates shortlisted after the Urbane Corps HR round.

- To coordinate the Second Interview for Candidates Shortlisted After the Urbane Corps HR round.
- Schedule Interviews with The Client.
- Inform Candidates About Interview Timing and Process.
- Conduct Regular Follow-Ups.
- Collect Interview Feedback from Client / Urbane Corps.

Step 10

Example

3 Candidates Attend the Second-Round Interview. After Evaluation, 2 Candidates Are Shortlisted for The Final Interview.

Final Interview with Client

Objective: To Conduct the Final Evaluation and Select the Most Suitable Candidate.

- Schedule The Final Interview with Client.
- Coordinate Between Candidate and Client.
- Monitor Interview Status.
- Collect Final Feedback.
- Confirm Selected Candidate.

Step 11

Example: 2 Candidates Attend the Final Interview. 1 Candidate Is Selected for Employment.



Documentation

Objective: To Complete All Mandatory Joining Documentation Before Employment.

- Collect Aadhaar Card, Pan Card, And Passport-Size Photographs.
- Verify Educational Certificates.
- Collect Previous Employment Documents.
- Verify Address Proof and Identity Proof.
- Complete Background Verification.
- Obtain Signed Employment Forms

Step 12

Offer Management & Candidate Joining Coordination

Objective: To Officially Offer Employment to The Selected Candidate.

- Officially extend the employment offer to the selected candidate.
- Coordinate with the client to discuss and finalize the offer details.
- Manage extensive communication between the candidate and the client during the offer negotiation process.
- Facilitate discussions and align both parties to reach a mutually agreed compensation package and employment terms.
- Coordinate with the client for the timely release of the official offer letter.
- Follow up with the candidate to ensure offer acceptance and completion of all required formalities.
- Guide and coordinate with the candidate throughout the resignation process with their current organization, including notice period management and confirmation of the joining date.
- Maintain continuous engagement and regular follow-ups with the candidate to ensure commitment, address concerns, minimize the risk of dropouts, and ensure a smooth onboarding until the date of joining.

Step 13

Franchise Revenue Sharing After Candidate Placement & receipt of payment from client.

Objective: To Reward the Franchise Partner for Successfully Placing a Candidate Who Joins the Client Organization.

- Confirm The Candidate Has Successfully Joined the Organization.
- Verify Joining Through the Client or Urbane Corps Team.
- Invoice is raised by Urbane Corps & Payment to be released by client.
- After receipt of payment in Urbane Corps account the release, 60% Of the Agreed Recruitment Commission to The Franchise Partner by Urbane Corps as Per the Company's Payment Policy.
- Update Payment Records and Close the Recruitment Assignment.

Step 14

Awards & Recognition

Award
Winner



INTERESTED IN BECOMING A FRANCHISE PARTNER?

Let's talk & Book your Franchise before
deal ends.

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