

PULSE

MARCH • APRIL • MAY • 2023



THE CELEBRATION EDITION

15 YEARS AND GOING STRONG



SANNAM S4
GROUP

Hello team!

Welcome to the Q1 edition of Pulse Magazine for 2023/2024 – I'm delighted to share our latest updates and achievements with you. March, April, and May have flown by in a flurry, but we've managed to accomplish so much in such a short amount of time, thanks to our team's hard work, innovation, and collaboration.

As I reflect on the past year, I can't help but feel incredibly proud of what we've achieved as a business and as individuals. It's easy to lose sight of our accomplishments when we're constantly pushing forward, but taking a moment to recognise just how far we've come is essential.

Last year, I set the ambitious target for Acumen to be responsible for 50,000 students per year in their pursuit of studying abroad, and I'm thrilled to report that we're well on track to achieving this goal. Each of these students will have had at least one interaction with an Acumen employee, and it's their dedication and hard work that has helped pave the way for these students' futures.

Similarly, I tasked Seamless with pursuing their mission to support international non profit organisations and companies with even greater determination, and they've done an exceptional job executing this brief.

The Acumen Global Gateway Summit in April was a resounding success, and it showcased to the world exactly what we're capable of. Our team's knowledge, experience, and expertise were on full display, and it's no wonder our clients choose to partner with us above anyone else.



But we're not resting on our laurels. We're constantly pushing ourselves to grow, improve, and become better at what we do, as evidenced by the feedback we receive from our clients and our written reports.

Looking forward to the rest of the year, I have no doubt that our team's drive and determination will be the driving force behind our continued success.

Thank you for all that you do, and I can't wait to see what we'll accomplish together next.

My best wishes

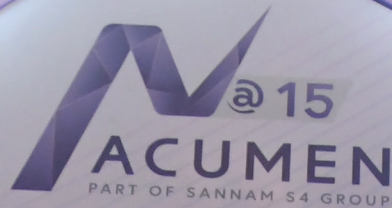
Adrian

Adrian Mutton
Founder and Executive Chairman



One Mission • One Team • Playing to Win





- 4.** THE GLOBAL TEAM
- 11.** SEAMLESS
- 18.** ACUMEN
- 28.** ACUMEN GLOBAL GATEWAY SUMMIT 2023
- 34.** MILESTONES
- 36.** HAPPY BIRTHDAY
- 38.** SPOTLIGHT AWARDS 2023

Acumen Global Gateway Summit 2023
JW Marriott Hotel, New Delhi, India

HR UPDATE – NEW STARTERS

Since the last edition of Pulse hit the Sannam S4 Group Newline Google Hangout, a lot has happened (some of which is covered a little further on.) Let's all join together and give a big Sannam S4 Group hello and welcome to our recent new starters.



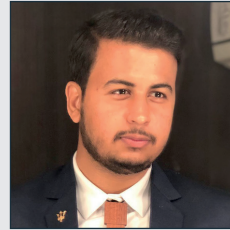
Sunpreet Kaur

Acumen team – Admissions
Officer supporting University of
Sydney



Vidhi Soni

Acumen team – Admissions
Officer supporting University of
Sydney



Urmil Mangesh Shah

Acumen team – Assistant
Recruitment Advisor supporting
University of Nottingham



Kanishka Arora

Acumen team – Engagement
and Admissions Specialist



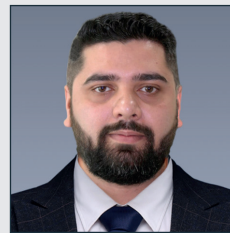
R. Rajesh

Acumen team – Senior Recruitment
Advisor supporting University of
Portsmouth



Sherin Varghese

Acumen team – Recruitment
Advisor supporting University of
Nottingham



Mohammed Hussain Masood Bawazir

Acumen team – Regional
Recruitment Advisor supporting
University of Canterbury



Vaishali Vishwas Jadhav

Acumen team – Senior
Recruitment Advisor supporting
Wayne State University



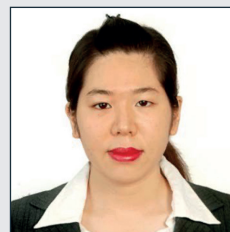
Mansi Dangwal

Acumen team – Engagement and
Admissions Specialist



Huynh Thao Chi

Acumen team – Talent
Acquisition & Human Capital



Nguyen Tram

Acumen team – Recruitment Manager
supporting University of Huddersfield



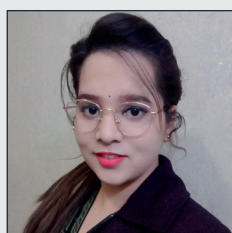
Haris Navaz

Seamless team – Senior Finance
Executive



Muniraju R

Seamless team
– Finance Executive



Khushi Bhargava

Acumen – Admissions Advisor
supporting University of Western
Australia



Nandini Sharma

Acumen – Recruitment Advisor
supporting Federation University



Tarun Kant

Acumen – Assistant Manager –
Administrative Operations

**Alisha Khan**

Acumen - Admissions Advisor

**Amit Singh**

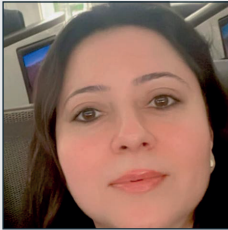
Acumen - Admissions Advisor

**Faiz Ashraf**

Acumen - Admissions Advisor

**Priyanka**

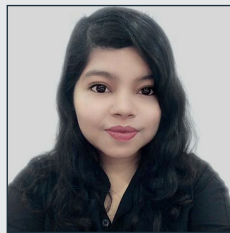
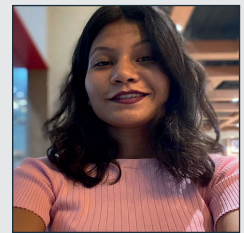
Acumen - Admissions Advisor

**Sumbul Diwakar**Acumen - Manager -
Customer Experience**Daksh Shrivastav**Acumen - Assistant Recruitment
Advisor supporting the University
of West Scotland**Isha Singh**

Acumen - Admissions Advisor

**Rishabh Vashishth**

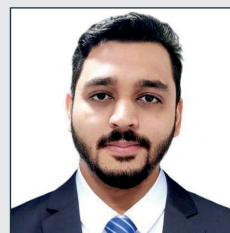
Acumen - Admissions Advisor

**Swapnil Chaudhary**Acumen - Regional
Recruitment Advisor
supporting University of
Westminster**Ilteza Parveen**Acumen - Admissions Advisor
supporting Sheffield Hallam
University**Farheen Sajjadali Ladha**Acumen - Admissions Advisor
supporting Wayne State University**Anushka Bhadouria**

Acumen - Admissions Advisor

**Priyanka Malik**

Acumen - Admissions Advisor

**Vanya Jain**Acumen - Assistant Recruitment
Advisor supporting Queen Mary
University of London**Shiv Pandey**

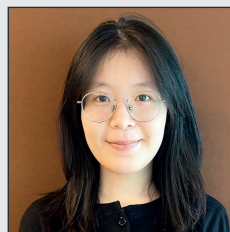
Acumen - Admissions Advisor

**Sukhmeet Kaur**

Acumen - Admissions Advisor

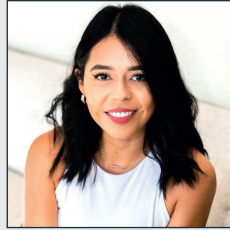
**Veronica Anthony**

Acumen - Admissions Advisor

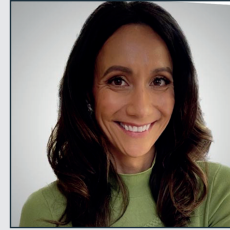
**Dinh Ngoc Yen**Acumen - Client Support
Executive**Nguyen Thi Hong Duyen**Acumen - Institutional Partnerships
Manager**Karissa Malone**Acumen - International Officer
supporting University of
Manchester

**David Heller**

Acumen – International Officer
supporting Durham University

**Itzel Garcia De Alba Kim**

Acumen – International Officer
supporting York University

**Rebecca Bendall**

Acumen – ANZ Partnership
Development Director

**Anubhav Goyal**

Seamless – Deputy Manager –
Finance & Accounts

**Lalit Kumar**

Seamless – Assistant Manager –
Finance & Accounts

**Vineeth Gangadharan**

Seamless – Sr Researcher –
Commercial Advisory

**Purnima Chauhan**

Seamless – Finance Executive

**Ananaya Bhaduria**

Seamless – Client Development
Manager (UK)

**Deepak Kumar**

Technology Operations Team –
Assistant Manager – Technology
Operations

**Samantha Dominica DSouza**

Acumen – Recruitment Advisor
supporting South Dakota State
University

We wish you all the very best in your new roles
and look forward to sharing in your journey.

A NEW FACE ON THE ADMIN TEAM – MEET TARUN KANT

It gives us great pleasure to welcome a new colleague into the Admin team! Everybody join together and say hi to Tarun Kant, the new Assistant Manager – Administrative Operations.

Before joining us, Tarun was the Senior Executive Administrator at DISYS, a global technology and consulting firm that specialised in Managed Services, Business, Consulting and IT/Non IT Staffing Services. His role there included taking care of employee transportation, vendor management and MIS reports to name but a few.

When we asked Tarun what he was most looking forward to in his new role he told us that he's excited to be part of a business that has such a collaborative, team focussed culture with lots of opportunities to learn and grow.

**Tarun Kant**

In his spare time Tarun is a daddy to his 4 month old daughter and he likes listening to music. Once the evening/bedtime routine has been tackled and the house is quiet, he also enjoys surfing the internet.

We're sure that everyone will make Tarun feel welcome and be on hand to answer any questions that he may have.



REFER A FRIEND AND GET REWARDED!

You may have seen all of the current vacancies that we have open in the recent in Bi-Weekly Bulletins. If you haven't, fear not as we have them all here:

- **Senior Finance Executive – Financial Consulting – Delhi**
- **Assistant Manager – Digital Marketing – Marketing – Delhi**
- **AM/DM Administrative & Operations – Administrative Operations – Delhi**
- **Manager Customer Experience – CX – Delhi**
- **Senior Associate/Associate – Corporate Secretarial – Mumbai**
- **Senior Researcher – Education – Delhi**
- **Deputy Manager/Manager – Legal & Compliance – Delhi**
- **Engagement & Admissions Specialist – PACE – Delhi**
- **Senior Recruitment Advisor supporting Canada based University – ICR – Delhi**
- **Director/Head of Partner Success – Partner Success – Multiple locations**
- **Support Officer – ICR – Delhi**

Know anyone who might be interested? If you do, please encourage them to apply and don't forget the 'recommend a friend' incentive that we have in place for anyone who is successfully hired through an existing colleague recommendation.

You can send references to talent.acquisition@sannams4.com. Please don't hesitate in reaching out to the Talent Acquisition team if you need more details.

A TIME FOR CELEBRATION – HOLI



With the lighter and brighter months of the year now upon us, what better way to mark the coming of rebirth, rejuvenation and new hope, than a celebration of colour in its most beautiful and vibrant form.

On March the 8th the business celebrated Holi with interactive activities across both the Delhi and Mumbai offices throughout the day. It looks like everyone enjoyed themselves to the fullest from all of the pictures that were shared.

INTERNATIONAL WOMEN'S DAY

As well as celebrating the festival of colour, colleagues from across the globe came together in a show of unity and appreciation for International Women's Day which also took place on the 8th March.

Teams took pictures of themselves and shared them out via the Sannam S4 Group Newslane showing support to female colleagues as well as each other. Appreciation and gratitude boards were also placed in the canteen of the Delhi office where colleagues could write notes describing why they were grateful and appreciative of one another.

You may have seen a couple of the notes that were shared with permission, again on the Sannam S4 Group Newslane.

Here are a couple of pictures that were snapped throughout the day...



A HEALTHY TEAM IS A HAPPY TEAM

On the 27th March colleagues at the Delhi office were given the opportunity to take advantage of a 'health checkup camp' when Fortis Escorts Hospital Okhla paid a visit.

The hospital team performed blood pressure checks, random blood sugar tests and BMI checks, to make sure that everyone was in the

very best of health. There was also a Cardiologist in attendance who was on hand to speak to team members and answer any questions, queries or concerns that they may have had.

Here are a few pictures of everyone in action...

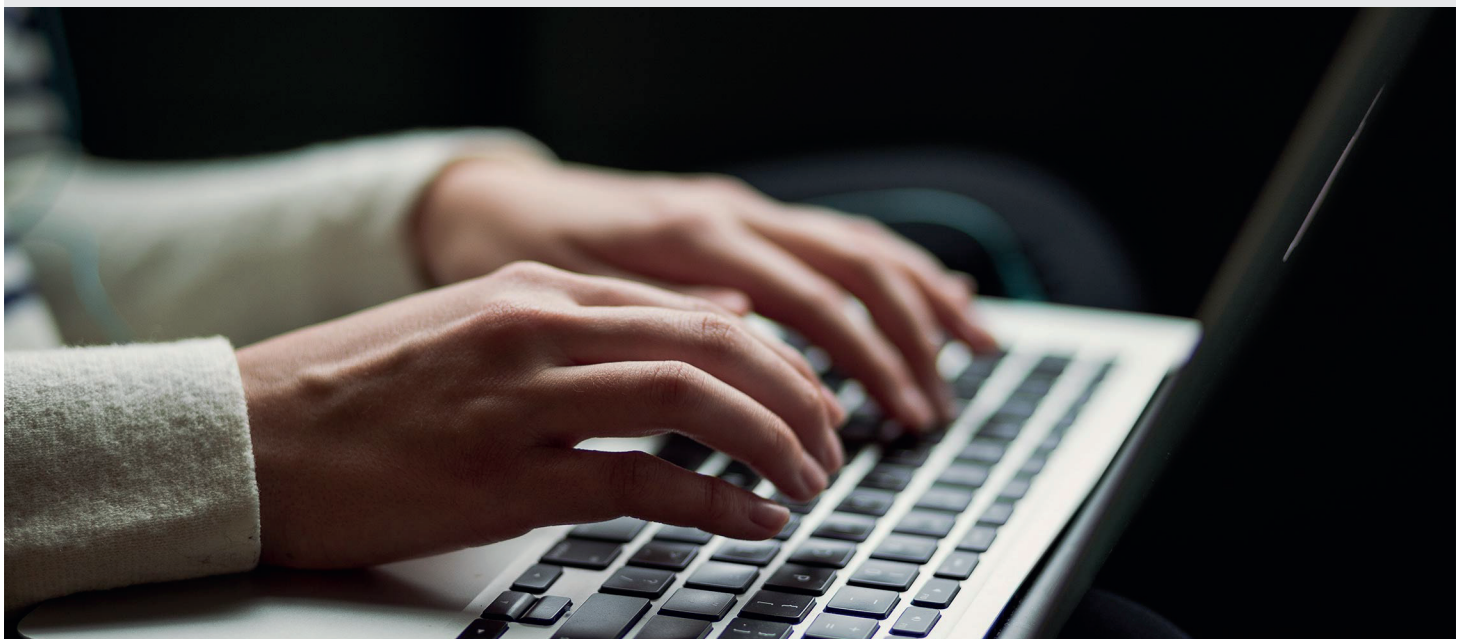


IT UPDATE

It's been all hands on deck in the IT team recently as they've rolled out a brand new, state of the art ticketing system. The system was officially launched on Monday 17th April and will enable:

- A unique ticket number will be created for all support / service calls
- Allow for formal tracking and real time monitoring of IT support and service request calls
- Will house a self-service portal for users for resolving common issue like password resets
- Improve user satisfaction through SLAs with defined escalation paths for IT services.
- An IT Inventory and management of asset life-cycle from procurement to disposal
- As well as for automated system updates on all devices with minimum work disturbance

The new tool can be accessed through <https://ithelpdesk.sannams4.com/> so why not head over and take a look!



LEARNING AND DEVELOPMENT UPDATE

It's been another busy couple of months for the Learning and Development team as they have rolled out not one but two new learning modules.

The first is titled 'National Education Policy 2020: Re-envisioning Indian Education Space' and the second 'Onboarding and Orientation for Customer Experience Managers'.

Why not head on over to the Centre of

Excellence and begin your learning journey today?

Now for some numbers...

Total number of log in's in March: 780

Total number of log in's in April: 333

Total number of unique log in's in March: 246

Total number of unique log in's in April: 105

Overall compliance score: 89%

THE TOP FIVE MOST POPULAR PROGRAMMES

The five most accessed programmes throughout April and May were:

1. The Ethics Episodes and Why are they Important?
2. Teamwork and Collaboration
3. Multitasking - Executing Excellence
4. Effective Telephonic Conversation
5. Efficacious Email Writing

Who were the top five ardent learners who completed the most learnings in both April and May? Let's take a look:



Ishaan Dwivedi
35 Programmes



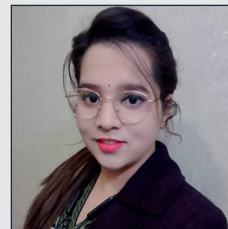
Sagar Sawant
22 Programmes



Kajal
13 Programmes



Kanishka
10 Programmes



Khushi Bhargava
9 Programmes

But do these impressive scores make a difference to the overall CoE Leaderboard? Drumroll please...

(1) Maria Cardoz - 7810 Points (2) Pragati Pandey - 6320 Points (3) Nikita Rebello - 6200 Points

Can anyone unseat the top three who continue to dominate? That's up to you! Join us in the next edition to see if anyone has been successful in the challenge.

Dear all!

We now find ourselves in June and established in the first quarter of the new fiscal year. I'd like us all to take a moment to reflect on the collective highlights, achievements and milestones of 2022/23 that we should all be extremely proud of.

Last year, the Seamless team was tasked with focusing on supporting international non profit organisations in their mission to explore, enter and expand into new marketplaces. I'm incredibly proud of the fantastic work that the team has done in not only achieving this but delivering excellent results that far surpass our clients expectations.

We ended the year on a high note almost achieving our revenue target and breaking all records of the past EBITDA objectives in the process. As a team we work hard to constantly and consistently raise the bar of both business and personal growth. The year of 2022/23 again shone the spotlight on our talents and highlighted just how capable we are in reaching our true potential when we all work together. It's imperative that we keep this at the forefront of our minds as we focus in further and grab every chance of huge growth opportunities that present themselves to us in the 2023/24 year.

We kicked things off this year with a sales leadership meeting which took place in April in New Delhi. The result of which has enabled us to better position ourselves for a bigger and brighter future. I am so excited to share with you all that our key goals/success for this year will be attributed to 'Creating Greater Value for Employees, Clients, Shareholders and Partners. Our focus is to create inclusive growth in all of the territories and communities that we operate in. We've started slow on revenue expansion in the early parts of Q1 but I am sure we'll pick up at lightning speed during the course of the next few months. I hope that you're all as excited as I am to embark on the journey to making it all happen.

The Acumen Global Gateway Summit that was also held in April in New Delhi, was an enormous success which reinvigorated the energies and sparked the fires needed to further our relationship with Higher Education sector clients,



employees and partners. We demonstrated exactly what Seamless is all about and its capabilities to an audience of over 300 on a global stage that has resulted in huge opportunities for us and also our clients. The Acumen Leadership and Marketing team put on a truly fantastic show that spanned two days and incorporated learning, engagement and networking opportunities as well as celebrating our successes.

I hope that everyone is geared up and ready for further positive changes, expansion, investment in our office infrastructure in India and new challenges. This year is all about achieving so much more by investing in our assets, creating inhouse experts and empowering our existing teams to go even harder and even further than we have ever dared to dream.

Let's dive in together and hit the gas pedal as we charge full speed into achieving truly remarkable things in 2023/24.

Kind regards

Kapil

Kapil Dua
CEO - Seamless





THE END TO END EXPANSION EXPERTS

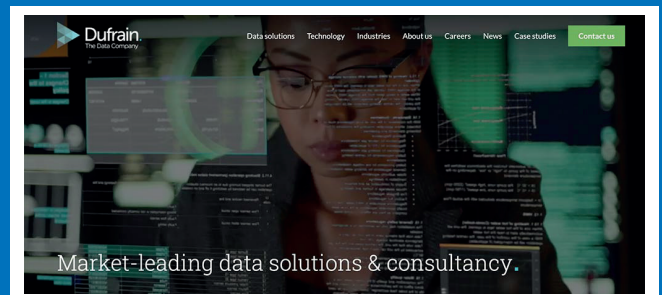
SEAMLESS UPDATE

The months of March and April have certainly been a busy time for the Seamless team. They've been traveling here, there and everywhere at a pace rivalled only by that of the Mad March Hare himself.

The following write up does come with a health warning, readers may find themselves out of breath as we try and catch up with all of the global goings on. Trainers at the ready? Here we go.

New Wins: There was also cause for celebration in the Seamless team as they welcomed brand new UK client Dufraim, to fold. Established in 2010, Dufraim is a market-leader in data management services and data analytics

consultancy. They enable many of the world's leading brands to optimise their data and gain deeper insights to support the decision making process. Having taken their first international step, the Seamless team will be guiding them on their journey to setting up a capability centre in Kerala (Cochin).



IN OTHER NEWS – UK TEAM

It all started for our UK Seamless colleagues on the 1st of March when Ed Dixon attended the Invest Northern Ireland – India, Middle east, Africa and India Spotlight event.

The event venue in Belfast was packed out with organisations who are looking to take their business to the next level and embark on their global expansion journey. The perfect crowd to showcase the Seamless capabilities to.

Next on the busy schedule was a journey to the Hampshire Cricket Ground for the BDO UK LLP / HSBC Central South International day. This time Ed was joined by Board Member and Seamless Advisor, Kim Hayward.

The event brought together specialist in-country speakers including Ed and Kim, from Southeast Asia, USA and Europe as well as selected partners and clients. Delegates got to hear about the fantastic opportunities available

around the world for businesses to export and expand as well as the support networks available to help them on their way.





THE END TO END EXPANSION EXPERTS

UK TEAM

After a busy but insightful day in Hampshire, Ed was on the train making his way to London and the UK – ASEAN Business Forum the following day. The Forum hosted key figures from Southeast Asia as well as the UK-ASEAN

Business Council, the Department for Business and Trade, the UK Mission to ASEAN and the ASEAN Business Advisory Council, to collectively explore and discuss UK-ASEAN partnerships for the year ahead.



With just enough time for Ed to take stock of the previous day's discussions, he was up and on the road again the following morning heading to Cardiff for the 'Explore Export Wales' Conference.

The event drew a focus on the benefits of exporting for businesses across Wales and gave delegates the opportunity to explore distinct market opportunities, export procedures and the support available from the Welsh Government and their delivery partners.

The day consisted of one-to-ones with overseas market representatives and experts from numerous overseas markets to explore export opportunities as well as export seminars that provided the latest information and advice on the key elements of international trade.

There were also experts on hand from across the Welsh export ecosystem, including finance, legal and logistics partners.





THE END TO END EXPANSION EXPERTS

UK TEAM

On Thursday the 23rd March Ed was once again back in London for the 'Game Changing Technology for Agriculture 2023' event.

As the name of the show would suggest, the event showcased game changing innovation across plant science, animal science and precision agriculture. Speakers at the event highlighted the need of the hour and presented their technology solution and the impact that it would have on increasing agricultural production whilst fostering sustainable practices.

The event gave delegates the opportunity to meet with the Department for International

Trade Agri-Tech team who have operations all over the world and Local Enterprise Partners, to learn more about the high potential opportunities for investment in Agri-Tech.

Guests also got to hear about how industry and the UK research base are already integrating innovative technologies to improve the Agri-Tech sector and connect with potential partners/R&D collaborators, in the organised 1-2-1 matchmaking and networking sessions.

Once the event had concluded, it was time for Ed to head back home and reflect back on the conversations had throughout the course of the day.

USA TEAM

The Seamless fast and furious energy also transferred over to the USA as Michael Green's feet have also barely touched the ground since the last edition.

During March, Michael spent an action packed couple of days in meetings alongside Minister Bill Johnston and members of the Australian Strategic Policy Institute, Centre for Strategic and International Studies, SAFE and the Zero Emissions Transportation Association.

The collective discussed Western Australia's story on the battery and critical minerals front in Washington DC, as they make moves to secure responsibly sourced materials and diversify supply chains.



Michael Green

Recovering from an action packed couple of days of meetings alongside Minister Johnston last week in Washington. It was a pleasure supporting the Government of [#WesternAustralia](#) and the [Department of Jobs, Tourism, Science and Innovation](#) in its endeavor to deepen ties in [#Washington](#) and support the US's efforts to secure [#criticalminerals](#) and [#rareearths](#) supply chains.

Thank you to the [Australian Strategic Policy Institute](#), [Center for Strategic and International Studies \(CSIS\)](#), [SAFE](#) and the Zero Emissions Transportation Association for hosting us as well as all of the great [#companies](#) and [#CongressionalOffices](#) that took the time out as well. The back-to-backs were not possible with out [#UberBlack](#) as well as my great [Seamless Global](#) team led by [Arup M.](#) and Kshiti Gala!



Bill Johnston

MLA for Cannington, Minister for Mines & Petroleum; Energy; ...

Great opportunity to share Western Australia's story on the battery and critical minerals front in Washington DC, as world leaders make the move to secure responsibly sourced materials and diversify their supply chains.





THE END TO END EXPANSION EXPERTS

SEAMLESS SOCIAL MEDIA – MARCH

Seamless Global
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1mo · 🌐

Seamless Global Executive Director- UK, **Ed Dixon** had a fantastic time in Belfast today at the **Invest Northern Ireland - India, Middle East, Africa** India Spotlight event.

Here are a few snapshots 📸📸📸

#india #investnorthernireland #explorenterexpand

with Ed Dixon and 5 others

Seamless Global
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DID YOU KNOW 🧐

Why Indonesia is the right place to enter or expand your business?

- 🇮🇩 Indonesia's economy expanded by 5.01% yoy in Q1 of 2022
- 📊 In 2020, Indonesia maintained its rank at 73rd in the World Bank's Ease of Doing Business Index.
- 📜 The passing of Law No 11 Year 2020 on Job Creation (popularly known as the "Omnibus Law") marks an important milestone in Indonesia's effort to attract foreign investment to sustain future economic growth.

Learn more about how **Seamless Global** can help expand your business in Indonesia 📌 <https://lnkd.in/gQX9nWJ>

LEARN MORE

Seamless Global
2,223 followers
1mo · 🌐

Seamless Global fabulous Executive Director - UK, **Ed Dixon** and Advisor **Kim Hayward** had a delightful time yesterday at the **BDO UK LLP** and **HSBC** Central South International day at the Hampshire Cricket Ground!

Here are a few snapshots 📸📸📸

Marty Lau Sumeet Jain Damon Ambrosini Glyn Woodhouse Simon Wells Helen O'Kane Richard Armstrong Paul Harris Julian Brockman Arbinder Chatwal Minerva Global Ltd

Seamless Global
2,223 followers
1mo · 🌐

Outsourcing allows companies to keep departments running efficiently without having to acquire and maintain the complete resources to do so themselves.

India has become a prime location for global companies to set up offshore customer support locations.

Read more on outsourcing and the advantages for your business 📌 <https://lnkd.in/g3ezhTAt>

#outsourcing #india #globalexpansion

Outsourcing To India? Advantages For Your Business - Seamless
seamlessglobal.co · 3 min read

Seamless Global
2,223 followers
1mo · 🌐

Have you heard the news? **Seamless Global** is celebrating 15 years of excellence in the global marketplace 🎉

We are extremely proud to serve an array of clients, helping them to make a real impact on society through the collaborative work that we do. Under the **Sannam S4 Group** umbrella, Seamless is the promise of an exciting future for organisations and brands all over the world.

Read more 📌 <https://lnkd.in/gRUHWCze>

#seamless #globalexpansion #ExploreEnterExpand

seamlessglobal.co · 2 min read

Seamless Global
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What are Special Economic Zones?

These are specially marked areas which have a different, more relaxed set of business laws as compared to the rest of the country. As such, they are designed to attract businesses to set up within the area and promote employment opportunities.

If you want to learn more about these rules and set up a unit within the SEZ area advantages, we at Seamless can help 📌 <https://lnkd.in/gu28CCbX>

#specialeconomiczones #businesslaw #internationalbusiness #india

Special Economic Zones- What are they and why should you be looking to expand into one? - Seamless
seamlessglobal.co · 3 min read



THE END TO END EXPANSION EXPERTS

SEAMLESS SOCIAL MEDIA – APRIL

Seamless Global
2,224 followers
1w • 📍

Join **Seamless Global**'s Executive Director of North America, **Michael Green**, in celebrating 15 years of support to global organizations! An evening working with **#nonprofit** peers and industry partners, learning about the latest trends in **#localization**, global **#governance**, and operational challenges facing growing nonprofit organizations.

📅 On Tuesday, April 11th, 2023, from 4-6 pm at the Bombay Club: 815 Connecticut Ave NW, Washington, DC.

RSVP here 📧 <https://lnkd.in/e85Zq8mY>

HAPPY HOUR WITH SEAMLESS

Celebrating 15 Years of Service

Talking Global Ops, Compliance and Governance with Nonprofit Professionals

📅 Tuesday, April 11th 2023
🕒 4:00 pm – 6:00 pm
📍 Bombay Club: 815 Connecticut Ave NW, Washington, DC 20006

Seamless Global
2,523 followers
2w • Edited • 📍

The **Seamless Global** team have been in action in **#delhi** this week attending meetings, workshops, discussions, culminating in a fantastic session at the **Acumen (Part of Sannam S4 Group)** for our University clients on cor ...see more

Ed Dixon • 1st
Value creator for global expansion into India, Asia and beyond
2w • 📍

End of day 5 of 10 in India. Goodness I love the energy - even after 26 years of visiting, it continues to be so unbelievably infectious! ...see more

Seamless Global
2,523 followers
3w • 📍

Humentum
22,007 followers
3w • Edited • 📍

Hear from **Seamless Global**'s experts **Michael Green** and **Kshiti Gala**, as they examine the impact of foreign jurisdiction laws on the localization of aid in the global south, including changes brought about by FCRA amendments! ...see more

Regulatory Developments in the Global South: Impact on Furthering and Embracing Localisation of Aid

humentum.org • 5 min read

Seamless Global
2,224 followers
1d • 📍

Celebratory vibes were in the air recently as the US team invited colleagues and contacts to join them for a "Happy Hour" to help get the Seamless @15 party started.

The event was held at The Bombay Club in Washington DC and in between drinks, snacks and networking, the topics of discussions revolved around the latest trends in aid localisation, global governance and operational challenges that organisations transitioning towards a global company are currently facing.

Here are a few pics taken of the team and their guests enjoying the evening, the company and the conversations.





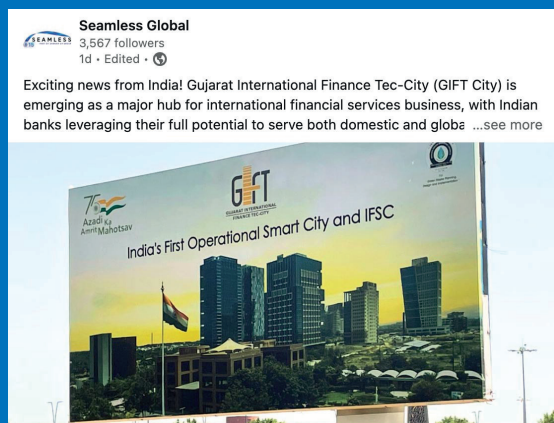
THE END TO END EXPANSION EXPERTS

SEAMLESS SOCIAL MEDIA - MAY



Cracking Down on Fake Registrations: Navigating the Recent GST Guidelines in India - Seamless

seamlessglobal.co • 2 min read





ACUMEN UK TEAM – SOUTH EAST ASIA INSIGHT DAY

The Acumen UK team brought the sunshine to an otherwise dull and dreary day in late February, when they hosted their South East Asia (SEA) Insight Day.

The event was a great success with both existing and new potential clients joining to meet the team, receive market updates, learn more about the TNE landscape across SEA, understand more about the agent landscape, discuss conversion tactics, and the importance of

cultural awareness. The consortia approach to recruitment was also a topic that really resonated with university partners.

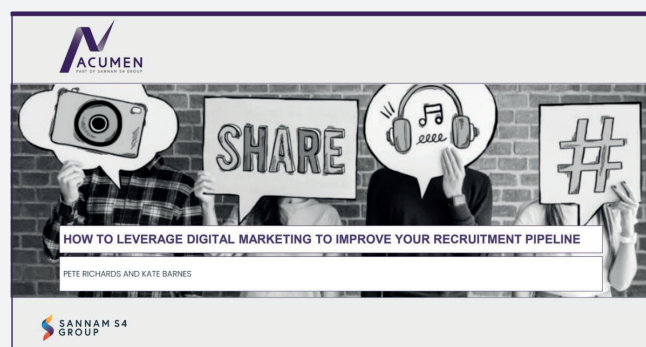
A very complimentary quote was captured by the team from a prospective new client who had the following to say “Our SEA International Officer found the event so incredibly useful. He’s so full of energy and enthusiasm and full of glowing reports of the Acumen services.” You can’t get much better than that!

ACUMEN UK TEAM – BUILA WEBINAR

On the 14th March Pete Richards and Kate Barnes hosted an online session to BUILA colleagues from a variety of universities in the UK titled ‘How to Leverage Digital Marketing To Improve Your Recruitment Pipeline’.

The interactive session gave both Kate and Pete the opportunity to share with a large audience of university colleagues (60 attendees) the importance of research (sharing some insights from both the 10K Indian Voices and Vietnam Voices research) before diving into highlighting the importance of digital marketing and creating a value proposition.

The session ended with The University of Southampton case study showcasing the brilliant work that is being done within Digital Marketing across India and South East Asia.



ACUMEN UK TEAM – PIE LIVE 2023

The UK team were back in action bringing with them their abundance of energy and enthusiasm on the 28th and 29th March at the PiE Live: Europe event held at 'The Brewery' in London.

On the evening before opening day, Pete, Cecilia, Kate and Rob hosted an evening of good food with good company and good conversations with clients and contacts who were also attending the event. The evening provided a brilliant opportunity to chat about current affairs affecting the global higher education sector as well as allowing for friends and colleagues to catch up on life in general.

Opening day and the doors parted to allow for the influx of delegates ready and eager to participate in the day's agenda. As event sponsors the team were on hand in the 'Acumen Lounge' to speak to attendees about their capabilities in areas such as in-country presence, admissions and enrolment solutions as well as research and consulting talents.

The two day event proved extremely insightful for everyone who visited and opened the lines of communications for further conversations to be had.

Here are a few pics captured of the team...



ACUMEN USA TEAM – CLIENT WEBINAR

The US Acumen team was recently joined by Sophia Meas Sears and Taggart Boyle to discuss outreach strategies used by American universities to reach students.

Sophia is the Founder and CEO of the Admissions Ally, LLC. She advises American high school students on how to navigate the university application and admissions process. She brings a wealth of knowledge from her previous roles in college counselling, admissions, and financial aid at Harvard.

Taggart Boyle is the Director of Digital Marketing for Harvard Business School online. He has previous experience in enrolment and shared his insights on the impact of marketing on generating applications.

During the session, Sophia discussed the types of students most inclined to complete a full-time degree overseas and what factors this demographic prioritises when seeking a university. She elaborated on the importance of relationship building through the application and admissions process with students and the stakeholders that influence their decision making.

Taggart discussed what he described as “creepy cool” marketing techniques. He emphasised the importance of the “red thread” or consistent story that is present and clear in all marketing content.

This webinar was delivered to UK clients with in-country representation in the US.



ACUMEN ANZ TEAM

It would seem that three really is the magic number especially for Team ANZ who have recently won three new clients.

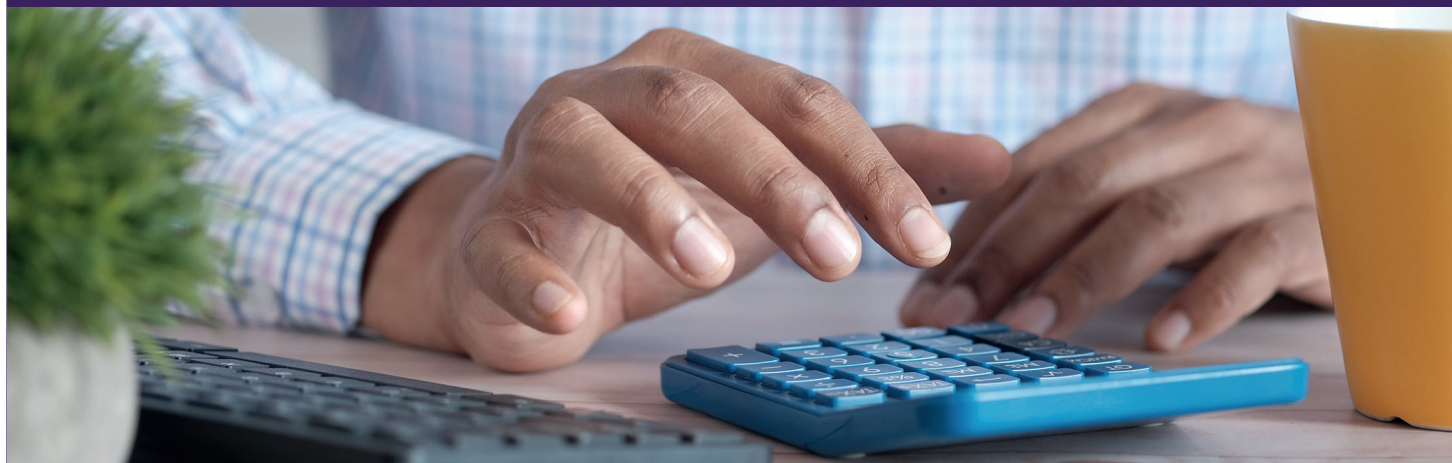
First up a big hello to The University of Western Australia who's main campus is in Perth and is ranked in the bottom half or just outside of the world's top 100 Universities (depending on the system used). The university has recently signed an agreement to house their admissions team with Acumen in India.

Next up the team welcomed Deakin University which is Australia's 8th largest university and ranked 266th in the QS World University Rankings

2023. The team has been commissioned to undertake the research for the client in Southeast Asia.

Last but by no means least, Team ANZ said a big G'day to their third new client, AEAS. AEAS is the leading provider of educational assessment services to international students, and the schools which enroll them. The client has agreed to house its ICR in Vietnam with the Acumen who will then go on to represent 10 Australian High Schools.

Way to go Team ANZ!



ANOTHER TOP OF THE CLASS SOLUTION FOR ACUMEN

The Acumen team are proud to announce that they have implemented a brand new system that will offer clarity and visibility across the board, when it comes to operational expenses, budget allocation and utilisation.

A cloud based platform called 'Procurement Express' has been rolled out to all of our clients and will help massively in keeping track of operational budget and provide real time visibility of team expenditure.

Previously, keeping track and visibility of such costs caused a huge headache when it came to reconciling and reimbursement of expenses incurred but this new PO system has put an end to any confusion and delays in receiving payments with its simple, streamlined and automated processes.

So what does this mean for me? Good question!

It means:

- You'll be able to book travel via empanelled vendors and won't have to worry about invoicing
- All you'll have to do is generate the PO on Procurement express and leave the rest on empanelled vendors
- Vendors will take care of generating the invoice and upload it at the same time
- No more to and fro chasing vendors or finance
- Auto loading of expense card on our expense management platform once PO is raised on the finance portal i.e. Procurement express
- You can use the expense management platform only for uploading of bills

OK, what about our University Partners?

It will mean:

- The provision of a centralised platform for employees to make purchase requests
- They can set up an Approval matrix complete with role based access
- They'll receive automatic notifications to keep relevant stakeholders informed. This will then help team members to make informed purchasing decisions which will help to reduce the risk of errors.
- They'll be able to manage spending more effectively.
- Set up budgets and monitor spending against those budgets in real time
- Prevent overspending and unauthorised purchases.
- They can maintain a database of approved suppliers, with information such as contracts, contact details, products, pricing, and performance ratings.
- Ensure that purchases are made from reliable and cost-effective suppliers, which can contribute to cost savings in the long term.
- Understand spending patterns and identify areas where costs can be reduced.
- The software also provides detailed spreadsheet reports, making it easy to monitor expenses and identify trends.

You should have all had your demonstrations of the platform by now but if you would like any further clarification on what it is and what is required, please don't hesitate in contacting your direct Line Manager who will be more than happy to help.



A DAY IN THE LIFE OF AN ICR

VINITA DESAI – SENIOR RECRUITMENT ADVISOR FOR THE UNIVERSITY OF AUCKLAND, SOUTH ASIA

My role as a Senior Recruitment Advisor for the University of Auckland involves planning and supporting recruitment events with agent partners, student engagement, institutional events, exploring new markets and collaborating with institutions for partnership opportunities and TNE for students across South Asia.

As New Zealand is located in the southern hemisphere of the globe time zone wise it's ahead of India by almost 7.5 hours. My day typically begins at 7.30 am IST for meetings and calls with colleagues at the university. Calls are inclusive of recruitment and market updates, planning, weekly meetings and any other areas of concern. The role demands a lot of multitasking; so, the first quarter of the day is spent interacting with colleagues from NZ and by early afternoon IST, I begin my interaction with agents/students/counselors or other institutional partners addressing their queries and concerns.



I spend a lot of my time on emails and calls with our stakeholders. I also organise Zoom sessions with students or parents to walk them through our programmes or talk about the university in general. I conduct virtual training sessions for agents and counselors to update them on our programmes, scholarships or sometimes just a friendly catchup to gather some market intel. Thanks to the virtual world, we also have regular meetings with several institutional partners like Education New Zealand where all 8 NZ universities, along with team ENZ, discuss and plan strategies to promote NZ and our brands.

We work around the clock and travel or work most weekends. I spend almost half the month traveling to our key markets and sometimes explore newer markets to get a better idea of the opportunities that they present. My travel includes agent visits, high school fairs, career fairs organised by educational institutions and of course events and fairs organised by our agent partners. I meet a lot of students and their parents at these events and spend time discussing the university programmes, career opportunities, scholarships and sometimes just listen to their aspirations and provide them appropriate guidance.

Travel is hectic for sure! We have back-to-back flights or long road journeys to attend events especially during the peak months before our Jan/Feb and July August intakes. The fun part of

travel is that we have colleagues traveling from different universities and airports and events are places where we often bump into many of them. Traveling and meeting colleagues, gaining different perspectives from them and understanding different markets and destination trends are important to my role and I feel that these experiences enrich me. I am often invited to educational institutes to talk to students about career opportunities in NZ and about the university.

I take up exploring new markets at times when we are not very busy with agent events and collaborate with other agents and institutions for school events or institutional visits where we address students directly and talk about our university and the programmes. This is a great brand awareness exercise as we are promoting New Zealand as a destination of choice and waving the university flag as proudly as we can.



I plan my strategies for the year in a way that I ensure I support both agent-based recruitment events and participate in other institutional events for encouraging direct applicants. I have also been engaging in planning and providing support and advice to various faculties to explore partnerships with institutions in India. I ensure I accompany delegates to some of these institutions wherever possible. Planning engagement activities for university delegations and involving in collaborations and internationalisation of education is an integral part of my role.

So as you can see, there is never a dull moment in the life of an ICR.

ALYCE MYERS (DURHAM UNIVERSITY) AND MUBARIK IBRAHIM (UNIVERSITY OF SOUTHAMPTON) AT BEST OF U



Mubarik is an International Officer supporting the University of Southampton. Alyce is an International Officer supporting Durham University. Mubarik and Alyce recently attended the Best of U tour with three other UK-based universities, including York – another Acumen partner!

Katie: What cities did you visit on the Best of U tour?

Mubarik: We visited Minneapolis, Milwaukee, Chicago, and Indianapolis. Then the group continued on to Charlotte, Durham, and Raleigh, North Carolina.

Katie: I'll ask this to each of you – what was your biggest takeaway from being on the tour?

Alyce: For me, it was just meeting everyone in person for the first time, it was just really nice to connect with everyone. I'd heard stories about past Best of U events and how great the group is, so it was nice to put faces to names. We did one virtual meeting with everyone before the trip but it was great to meet everyone in person.

Mubarik: For me, it was actually traveling with the group. I've met them previously but never traveled around with them. So it was good to see them and build connections. I also learned more about all the different things that other universities are doing to recruit in the states – that was pretty cool.

Katie: For those who aren't familiar with Best of U can you give us an overview of the tour? Who are you meeting with and what are the goals?

Alyce: The tour includes a lot of counselor lunches.

So if you're in a city for breakfast or around lunch time, you'll meet with counselors from top schools in that area. This is a time to have an informal chat about your institutions and about studying in the UK. Then during the evening time is when one of the schools will host the Best of U event in the city. At each event we talk about studying in the UK, the UCAS system, and finances. Then it goes into a five minute presentation with each university. At the very end, there's time for discussion and similar to a college fair style – students and parents can walk up to your table, ask questions and you can give them information.

Mubarik: It's a traveling circus in a way. Like one night only: Best of U are in town. I think inviting counselors to lunch or breakfast is a good way of networking. You're not in their office, you're not in a school. You're sitting down at a table across from each other having honest conversations about higher education in the UK or just life in general and you're building a solid relationship.

Katie: What do you both think the benefits are of doing this type of event with other university participation?

Mubarik: I think it's appealing to the schools to have five top UK universities coming to visit you. I think for them they're like, we can kill five birds with one stone. For us, it keeps the cost down and we share the planning. We all have different counselors we have worked with, when we put them together you suddenly have a large counselor network that you can invite.

Alyce: You get to reach more counselors and more students than you would alone. It's after school, students don't have class conflicts, parents can come and I think it makes it more of an incentive at that point.

Katie: My final question, you both have mentioned that you love trying new food when traveling so I will ask, best meal of the trip?

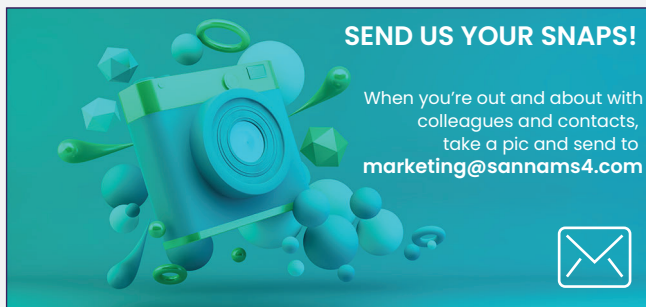
Alyce: Mushroom risotto from a restaurant in Milwaukee. That was fantastic!

Mubarik: Harry and Izzy's in Indianapolis. It had kind of a mix of everything, but I had toasted ravioli. We also had a chocolate chip bread pudding. Amazing to say the least.

ACUMEN – OUT AND ABOUT WITH ICRs



ACUMEN - OUT AND ABOUT WITH ICRs



ACUMEN ACTIVITY

Acumen (Part of Sannam S4 Group)
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2w • 📸

Good food, good company and good conversations. Last night the UK **Acumen (Part of Sannam S4 Group)** team hosted a delicious dinner for contacts and clients ahead of the first day of the #pie2023 event. Judging by the smiles on their faces, a good night was had by all.

Helen Litvak Chris Chang Lee Wildman Anne Morgan Emilie Maddison Elaine Robertson Louise McCarthy Raffi Cuccia Doug Pearce Gwion Sims Lucy Thomas Ula Tang-Plowman (MCIM) Adrian Mutton Marnie Watson Pete Richards Cecilia Pereira-Yates Robin Reeves Kate Barnes

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Meet Acumen (Part of Sannam S4 Group) Executive Director SEA, Hakea Manning, Director Customer Experience Rolf, Sreyo Shiva and Senior Manager - Customer Experience, Kenny Choo at the 2023 APAC Asia-Pacific Association for International Education Bangkok conference!

Register Now! 📅 <https://link.inj22208k>

#APAC2023 #Bangkok #InternationalEducation

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Acumen (Part of Sannam S4 Group) on Air Episode 2 out now!

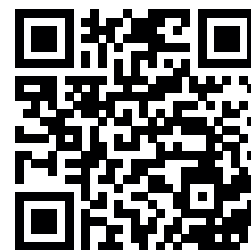
In the latest Acumen on Air session, host Ananya Bhaduria and international education expert Hongxia Liu discuss India's new leapfrogging opportunity and how to succeed in 2023 and beyond.

Tune in now! 📺 <https://link.inj22208k>

#podcast #Acumenonair #episode2 #InternationalEducation

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It's been a hectic but enjoyable couple of days for the UK Acumen (Part of Sannam S4 Group) team at the #PIELIVE23. There's still time to catch them there if you're quick. ...see more



ACUMEN ACTIVITY



Acumen (Part of Sannam S4 Group)

5,293 followers
1w • 🌐

Katie Landrey (She/Her) • 1st
Partner Success Manager, North America
1w • 🌐

I'm excited to share that I'll be in Washington DC from May 29th - June 2nd to attend [#nafsa2023](#)

If you're also attending, and would like to connect during the event, please get in touch! I'd be happy to catch-up.

[#nafsa75](#) [#educationalleadership](#)
Acumen (Part of Sannam S4 Group)



Acumen (Part of Sannam S4 Group)

4,410 followers
2w • 🌐

It was an absolute pleasure to host the Australia High Commissioner to India, The Hon Barry O'Farrell, and other distinguished panel discussion guests on the stage at the [Acumen \(Part of Sannam S4 Group\)](#) Global Gateway Summit yesterday.

We were privileged to hear some extremely interesting and insightful topics of conversation that have given us all some food for thought.

[#Acumen@15](#)
[#AGGS23](#)
[#acumen](#)
[#nep2020](#)

<https://lnkd.in/eH7rPHUT>



Barry O'Farrell AO on Twitter
twitter.com



Acumen (Part of Sannam S4 Group)

4,410 followers
3w • 🌐

[Acumen \(Part of Sannam S4 Group\)](#) had the pleasure of visiting the International Education Conference today. The common theme of 21st Century India- Opportunities, Challenges and Ways forward was the topic of conversation on everyone's lips.

Our very own COO [Dyutimoy Biswas](#) took to the stage to address all in attendance on the subject of the impact of partnerships through the international lens and the opportunities for collaboration. [Ritika Singh](#) was also in attendance talking to and answering the questions submitted by the eager delegation.



Ritika Singh • 1st
Helping globally ambitious businesses to enter and expand in South Asia, foc...
3w • Edited • 🌐

We had the pleasure to attend the International Education Conference - 21st Century India - Opportunities, Challenges, and Way Forward.

...see more



MEET ACUMEN TEAM AT

NAFSA 75TH ANNUAL CONFERENCE 2023



Adrian Mutton
Founder & Executive
Chairman



Marnie Watson
Chief Partnership
Officer



Delia Heneghan
Vice President, Global
Education Practice



Pete Richards
Executive Director,
UK & Europe



Valeriana Dally
Director of Partnership
Development,
North America



Catherine Dalipe
Senior Manager,
Partner Engagement,
Account Developer



Katherine Landrey
Partner Success
Manager



ACUMEN GLOBAL GATEWAY SUMMIT

APRIL 20-21, 2023 • NEW DELHI, INDIA



On Thursday the 21st April months of hard work and meticulous planning came to fruition as the Acumen Global Gateway Summit officially launched and opened its doors to over 300 invited speakers, guests, colleagues, clients and contacts from across the globe.

A huge heartfelt thank you to every colleague and every client who came along and joined us in this joyous celebration of Acumen, its successes and its future aspirations.

As a result of the phenomenal success of 2023, it now gives us great pleasure to announce that the Acumen Global Gateway Summit 2024 will

be taking place in New Delhi during the month of September. Exact dates and location will be made available in due course, but we just wanted to give you all something epic to look forward to in September of next year!

To further whet your appetite for more, we are super proud to present to you the official video of the Acumen Global Gateway Summit 2023. Sit back and relax as this neatly packaged visual delight takes you on a whistle stop tour through the highlights and the best bits of the event. What are we waiting for?

Let's hit that play button!



ACUMEN GLOBAL GATEWAY SUMMIT

APRIL 20-21, 2023 • NEW DELHI, INDIA

ACUMEN
GLOBAL GATEWAY
SUMMIT

INDIA 2023







ON THE PLANE WITH STACEY LANE

It was a sunny Sunday morning in Derby as I lifted my suitcase and bags into the family car and headed to the local train station to start on the first leg of my first journey to India for the Acumen Global Gateway Summit. I met my colleague and travel companion Katrina Hutchings, at the station and after the unloading of the luggage and the family farewell hugs and kisses, it was time to catch the 11:20 to London St Pancras. What seemed like a five minute train ride, we pulled into the station and then it was time to find our taxi to take us both on to London Heathrow Airport. We finally arrived at London Heathrow Airport and managed to find our way to the check in desk. Having a bit of time to kill before our flight we had the obligatory stroll around Duty Free before finding somewhere to grab a bite to eat.



With stomachs full we arrived at the Gate just in time for us to then go on and board our flight. We found our seats and got ourselves comfortable before the engines kicked in and we took to the sky. After what only felt like a couple of hours, the Cabin Crew on the plane were bringing out the inflight breakfast. Shortly after, we began our descent on to the Delhi Airport Runway. Waiting for us in Arrivals was the Driver from the JW Marriott Hotel. A welcome sight after a long journey as it signalled the nearing end of the final leg of our adventure so far. The hotel was a short ten minute ride away from the

airport but in the time that it took, I saw first hand the wonderful chaos that was the road and traffic network. Seeing cars, motorbikes and tuk tuk's weave effortlessly in between one another without a second of hesitation, truly blew my mind.



Having now arrived at the hotel and checked in our bags with the Concierge, it was time to embark on the next mini mission which saw us travelling into central Delhi. After successfully completing the errand, we headed back to the hotel and were just in time to check in to our rooms. After what had been a full on day, the sight of an enormous shower and a huge comfy bed was greatly appreciated. A few hours passed and I received a WhatsApp message from Katrina inviting me to a tasting session in the hotel restaurant. I made my way down and was greeted by both Katrina and Vaibhav Gupta who were already there waiting for me. With the food options decided it was now time to try the special cocktail that the hotel had created specifically for the AGGS event. The 'Indigo Spice' was definitely worth the wait.



ON THE PLANE WITH STACEY LANE

Shortly after, Sonali Lobo joined us at the table followed by Joyce Sequeira. There were a lot of excited hugs as after having worked together as a team for a year and a half, this was the first time that any of us had actually met one another in person. At what felt like the crack of dawn, we all met for breakfast before getting stuck into the varying activities of the day. Prior to that though, Katrina kindly introduced us all to the Seamless team who were holding day two of their catch up sessions. It was so nice to finally meet everyone in person. That evening we were invited to join the Seamless team for food and drinks at a local restaurant. As a lover of food and the occasional drink or two, the invite was graciously accepted.



The next morning myself and Sonali took a trip to the Delhi Office to hand out name badges and business cards, so that internal colleagues were prepared for the start of the event the following day. After arriving back at the hotel, it was time for a final event brief to make sure that everyone knew what they were doing and where they needed to be for the following day. That morning, the alarm on my phone rang out loudly at 5am. Today was the day that we'd all been working so hard towards. Today was the first day of the Acumen Global Gateway Summit 2023. Just before we manned our stations, we had a team hug and wished each other a fantastic day. Hands in and 'go team' on three. Myself and Sonali were primed and ready to greet all of the guests at the check in/Reception desk. I don't recall the number of guests that we greeted on the first morning, I just remember there being ALOT. The day seemed to just fly-by and I was fortunate enough to sit in on talks and discussions given by sector leading experts and government officials.



Now it was a quick dash back to the room to get ready for the evening Gala Dinner. In record time I was done and ready to go but not before helping fellow team members with problematic straps and zips (if you know, you know). Once everyone was in and seated, it was time for the evening and the entertainment to begin. The Emcee for the night was absolutely fantastic and got everyone up on their feet to take part in various tasks and demonstrations. The tasks and activities were interspersed with breathtaking dance routines performed by an amazing dance troupe. The performances were simply stunning. Sufficiently full with the most amazing food I've ever tasted, the plates were cleared away and the dancefloor prepared for us all to really let loose and party.



The morning light came all too soon but I was up bright and early with a coffee in hand, ready to face the day. As with day one, day two seemed to draw to a close in the blink of an eye. So, that was it, we'd done it! The Acumen Global Gateway Summit and my first trip to India were both phenomenal successes.



Shyam Lal

Shyam Lal

10 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

Sannam S4 Group

CURRENT ROLESenior Manager – Financial Consulting
(Finance & Accounts)

10



Indu Shekar

Indu Shekar

5 years with Sannam S4 Group

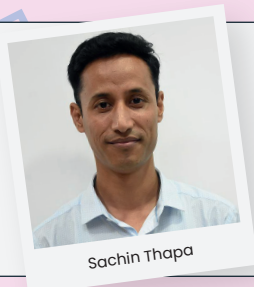
SANNAM S4 GROUP / SUPPORTING UNIVERSITY

Sannam S4 Group

CURRENT ROLE

Assistant Manager- Financial Consulting

5



Sachin Thapa

Sachin Thapa

5 years with Sannam S4 Group

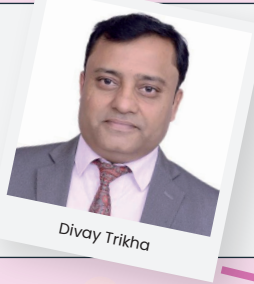
SANNAM S4 GROUP / SUPPORTING UNIVERSITY

Federation University

CURRENT ROLE

Senior Admissions Advisor

5



Divay Trikha

Divay Trikha

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

American Heart Association

CURRENT ROLE

Mission Advancement Advisor

3



Pratik Burman

Pratik Burman

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

University of Exeter

CURRENT ROLE

Principal Advisor

3



Aisha Azaan Ahmed Shaikh

Aisha Azaan Ahmed Shaikh

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

Glasgow Caledonian University

CURRENT ROLE

Senior Recruitment Advisor

3



Vinita Nilesh Desai

Vinita Nilesh Desai

3 years with Sannam S4 Group

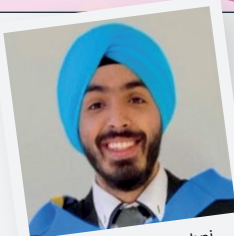
SANNAM S4 GROUP / SUPPORTING UNIVERSITY

University of Auckland

CURRENT ROLE

Senior Recruitment Advisor

3



Harkirat Singh Sahni

Harkirat Singh Sahni

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

University of Westminster

CURRENT ROLE

Recruitment Advisor

3



Aditi Sharma

Aditi Sharma

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

Anglia Ruskin University

CURRENT ROLE

Recruitment Advisor

3



Palak Behl

Palak Behl

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

King's College London

CURRENT ROLE

Recruitment Advisor

3



Ashley Monaghan

Ashley Monaghan

3 years with Sannam S4 Group

SANNAM S4 GROUP / SUPPORTING UNIVERSITY

King's College London

CURRENT ROLE

International Officer, North America

3

02

MARCH

Pete Richards

04

MARCH

Neelesh Bhargava

08

MARCH

Abdul Razzaq

09

MARCH

Chandni Pasrija

10

MARCH

Palak Behl
Niyati Harisingani
Avinash Chauhan
Shibani Mukherjee

11

MARCH

Dhananjay Kumar Singh
Bableet Kaur

12

MARCH

Manisha Khatee

17

MARCH

Tarun Kumar

18

MARCH

Anindita Halder

19

MARCH

Riddhika Ketan Shah

20

MARCH

Soniya I
Chow Vi Vian
Dyutimoy Biswas

22

MARCH

Kshiti Jayant Gala

23

MARCH

Usha I Joseph

24

MARCH

Jon Ridinger

25

MARCH

Arjun Grover

27

MARCH

Ayush Jain
Ajit Kumar Balmiki

08

APRIL

Yogendra Singh Thakur

11

APRIL

Shivani Kansal



13

APRIL

Karan Shokeen

15

APRIL

Ritu Singh

20

APRIL

Katherine Jennifer Landrey

24

APRIL

Muskan

25

APRIL

Salaka Swapna Naga Jyothi

01

MAY

Vinita Nilesh Desai
Sandeep Devgan

04

MAY

Chris Bandy

08

MAY

Priyanka Sharma

13

MAY

Haiké Manning
Taru Sahota

15

MAY

Angita Vikram

16

MAY

Ashish Shrivastav

17

MAY

Shivani Rawat

18

MAY

Jazbi Fahim
Jayashree Nandagopal

24

MAY

Prerana Kumar
Aditya Shanbhog

27

MAY

Susmita Sen

29

MAY

Swati Kothari

30

MAY

Deepak Kumar





If 2022 was anything to go by, the 2023 Sannam S4 Group Spotlight Awards have an extremely high bar to pole vault over if the expectations that were set last year, are to be well and truly smashed through this year.

The first step on the road to greatness started when the nomination lines were opened at the beginning of March. A flurry of early entries were submitted opening the gates for more as the month progressed. Nomination lines were then closed on March the 31st.

Having dusted off the 'Spotlight Award Random Judge Selector' wheel, it was put to good use once again and selected three of our colleagues who had the important task of choosing the category winners and runners up. The wheel randomly selected Cathy Delipe, Ayush Jain and Anuj Gupta to undertake the responsibility of judging all of the category nominees on their individual merits. It was a tough job but after a period of thoughtful deliberation the Judges decisions were made.

So without further ado, here are the names of your first round category winners and runners up...

DEPARTMENT MVP AWARD

WINNER

Vaibhav Gupta and the Admin Team

Congratulations to Vaibhav and the team on the well deserved win. There was no doubt in the Judges mind when it came to this category as they all voted unanimously. The nomination was clear in highlighting the fantastic work that the team put in to ensure the Acumen Global Gateway Summit ran efficiently and smoothly. The team was on hand to answer any questions or queries and sacrificed a great deal of personal/family time in doing so. Well done team!



Vaibhav Gupta



Ajit Kumar



Akhilesh Mandal



Dimple Jaswal Mahar



Siddhest Sanjay Patil



Anish Kumar Sharma



Jazbi Fahim



Laxmi Gowda

TEAMWORK
AWARD

WINNER

Amanda Lunberg

Amanda Lunberg

Congratulations to Amanda who's nomination really captured the essence of what this category is all about. The nomination stated that Amanda has been a beacon of light since joining the business in 2021 and is always coming up with and implementing new ideas and strategies that are of real benefit to the team and colleagues. Well done Amanda!

TEAMWORK
AWARD

RUNNER UP

Yogendra Singh Thakur

Yogendra Singh Thakur

Hot on Amanda's heels was our Runner Up in the Teamwork Award category, Yogendra Singh Thakur. The nomination received on behalf of Yogendra detailed how he has made a visible impact in IT asset, procurement and vendor management. His skillset is being fully utilised to help in saving on Capex/Opex costs without compromising on the quality of delivery and company process. Well done Yogendra!

CREATIVITY
AWARD

WINNER

Dhananjay Kumar Singh

Dhananjay Kumar Singh

Congratulations to Dhananjay who takes the crown in the Creativity Award category. The Judges were impressed with the stellar Excel skills that he demonstrated in creating numerous automated spreadsheets that have helped to streamline the Seamless Financial Consulting processes substantially. To add to this, Dhananjay has also provided internal training sessions to fellow colleagues to help and educate them further when using the improved data formulations. Well done Dhananjay!

LEADERSHIP
AWARD

WINNER

Manisha Khatee

Manisha Khatee

Congratulations to Manisha for emerging victorious in the Leadership Award category. The nomination described how she helps and guides her team and her colleagues to always get the very best results.

Well done Manisha!

MENTORSHIP
AWARD

WINNER

Himanshu Gupta

Himanshu Gupta

Congratulations to Himanshu Gupta who wins the first round in this category. The Judges all agreed that his nomination ticked all of the criteria boxes and each subsequently awarded top marks.

Well done Himanshu!

KNOWLEDGE IS
POWER AWARD

WINNER

Maria Cardoz

Maria Cardoz

Taking her place on the top of the podium in this category is the familiar face of Maria Cardoz. Having already secured the top spot on the Centre of Excellence Leaderboard for the months of January, February, March and April, it seems there is no quenching her thirst for knowledge and drive for self improvement.

Well done Maria!

RUNNER UP

Nikita Rebello

Nikita Rebello

Closing the gap on Maria's lead is Nikita Rebello who is also a regular feature on the CoE leaderboard and has been throughout the year so far. The desire to learn more is truly commendable and sets a shining example to us all. Well done Nikita!

THE CHILLI
AWARD

WINNER

Arunima Madan



Arunima Madan

Completing the winning line up of the first round of the Sannam S4 Group Spotlight Awards is Arunima Madan who is the winner of the Chilli Award. Her nomination told of her making a positive difference by providing work related guidance to staff and colleagues working on behalf of a client. She was able to bring everyone together with a sense of purpose to successfully collaborate with one another on varying and multiple tasks/initiatives.

Well done Arunima!

Well done to all of the first round Winners and Runners up. A special note of thanks to our Judges who took time out of their day to lend their help and support in selecting the worthy title recipients.

Nomination lines for the second round of the awards are now open! Just in case you need a little reminder, here is the list of categories and the necessary criteria for each one:

SPOTLIGHT AWARD CATEGORIES – A REMINDER:

DEPARTMENT
MVP AWARD

Has a particular team or department pulled out all of the stops to either deliver or assist in the delivery of a business success story this month? Share the story here and enter them for this award.

TEAMWORK
AWARD

This award will go to an individual who within the last month, has demonstrated a level of teamwork and shown team spirit, of notable mention. Has a colleague gone above and beyond to help their team succeed? We want to hear about it!

CREATIVITY
AWARD

This award will go to a colleague who has overcome an obstacle by using their knowledge, skills & talent, to provide an unconventional solution. Keep those egg boxes & glue guns to hand, you'll never know when they may come in handy.

LEADERSHIP
AWARD

An accolade for that colleague who inspires, supports and leads from the front. Does this sound like someone you know? Submit your nomination now.



SPOTLIGHT AWARD CATEGORIES – A REMINDER:

MENTORSHIP AWARD

Is there someone that you know of that has given their time to help others grow and develop into their roles? Have they inspired you to take the next step in your career path through their encouragement and support? If so, then this is the award to nominate them for.

KNOWLEDGE IS POWER AWARD

Designed to recognise employees who make time to develop themselves and their skill set, in order to widen their horizons and build confidence in their own capabilities. This award will be issued to the employee who undertakes the most learning modules from the Center of Excellence, and who is seen to be putting them into practice within their job roles. If you know of a colleague who continually strives to improve and develop, then this award is for them.

THE CHILLI AWARD

This award is presented to the person in the business who displays the most Sannam S4 Group team spirit. Whose actions and values are most aligned to the Sannam S4 Group vision and mission.

All that you have to do to nominate someone is simply fill out this form:



NOMINATE NOW
[CLICK HERE](#)





WHAT ARE THE REWARDS?

Each quarter those nominated for an award will have their nomination judged by an independent panel of colleagues. This panel will consist of three colleagues chosen at random in the business and will change each quarter. Their job is to read the stories submitted for each category and rank them in terms of suitability, and best example of the respective award nominated for.

All winners of their respective categories will receive a certificate of achievement and a special congratulatory gift delivered right to their door. But that's not all!

YEARLY CEREMONY

Every quarter the winners of each category will be eligible to attend the Annual Sannam S4 Spotlight Awards hybrid event. Move over Oscars!

These yearly awards will be judged by client and industry panels, with the final event attended by the leadership team, and colleagues across the globe, resulting in a yearly global winner for each category. The prizes for this event will be big! Worthy of anyone's trophy cabinet and of our gratitude towards these exceptional colleagues.

2023 KEY DATES

May 1st 2023:	Open Nominations
May 31st 2023:	Nominations Close
June 1st 2023:	Awards Announcement via Pulse
July 3rd 2023:	Open Nominations
July 31st 2023:	Nominations Close
August 31st 2023:	Awards Announcement via Pulse
September 4th 2023:	Open Nominations
September 29th 2023:	Nominations Close
October 31st 2023:	Awards Announcement via Pulse
December 14th/15th 2023:	2023 Spotlight Awards – Grand Finale

PULSE



Explore. Enter. Expand.