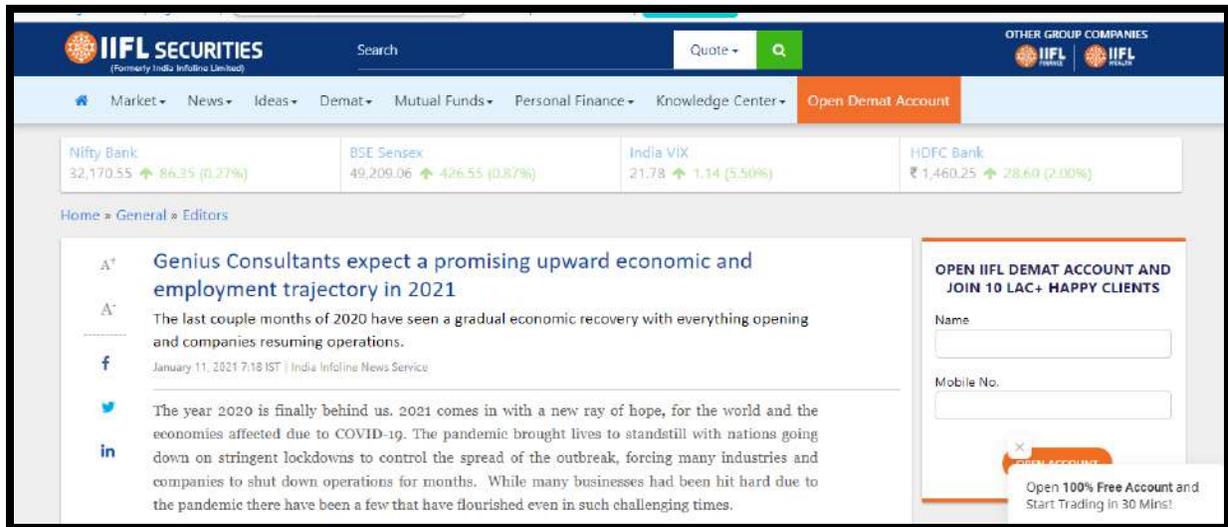


Media Coverage

| Publication | Date | Edition | Link | Headline |
|-----------------|-------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| India Info line | 11 Jan 2021 | Online | https://www.indiaonline.com/article/general-editors-choice/genius-consultants-expect-a-promising-upward-economic-and-employment-trajectory-in-2021-121011100007_1.html | Genius Consultants expect a promising upward economic and employment trajectory in 2021 |



The year 2020 is finally behind us. 2021 comes in with a new ray of hope, for the world and the economies affected due to COVID-19. The pandemic brought lives to standstill with nations going down on stringent lockdowns to control the spread of the outbreak, forcing many industries and companies to shut down operations for months. While many businesses had been hit hard due to the pandemic there have been a few that have flourished even in such challenging times.

While essential services like manufacturers and the medical industry flourished in the pandemic in terms of their market capitalization, industries like tourism and hospitality were massively affected when they were shut down. Given that these sectors are at the top when it comes to employment and job creation, the significant low given the lockdown led to a downfall for the HR industry as well with no recruitment happening.

With 11 million people losing jobs or getting sacked from their profiles lead to high numbers of unemployment which was also further triggered by the pandemic. With a major part of the workforce working from home, there were a lot of changes that needed immediate adapting to.

Genius Consultants Ltd, one of India's largest recruitment service companies, took assessment of the upcoming situation back in December 2019 and had preventive measures in place. They ensured that their employees had all the technology and resources required to work from home in January 2020 itself, to make sure that the work runs smoothly and there is adequate manpower available.

To read more click on the link

Keeping customer satisfaction as their utmost priority, they trained their staff to cope up with the changing dynamics and to familiarize themselves with the new norms. Given that the economy was massively affected due to restricted operations, Genius Consultants ensured they kept the momentum going by ensuring their customers were satisfied and there were no glitches in executing their business strategies -thus also exerting more business with their existing clients. GCL continued doing the good work by signing an average of 20 to 30 new contracts monthly, even in such difficult times.

Mr. R P Yadav, CMD, Genius Consultants Ltd. reflecting on the future of the industry said "The year 2020 has been nothing short of a rollercoaster ride, with multiple highs and lows. While the pandemic had taken a toll on the first financial quarter rather aggressively; the recovery for the same paced up quicker than anticipated. 2020 has been full of learnings; personally, and professionally as well. We have faith in the government to work on more employment generation, more policies, and benefits for the population of the country which will us revive our impacted economy. The budget for the year 2021-2022 should bring along new rays of hopes for all sectors."

The last couple months of 2020 have seen a gradual economic recovery with everything opening and companies resuming operations. The situation is changing and everyday it is improving. It is believed that by March 2021, business across sectors will achieve their pre-pandemic figures. The human resources industry is predicted to bounce back at a faster rate. Business expected to increase by 20-25% in 2021-2022 given the new labor reforms that the Government of India is currently working on, which will benefit both organizations and employees alike.

India is on its way to become a hassle-free country for doing business and with the implementation of the new labor reforms, the foreign investors will be enabled to invest more in the country which will further strengthen the relations with other countries.