

Building A Custom HRMS Software For V2 Retail To Manage 10,000+ Employees Across 300+ Stores

Customer V2 Retail

Country India

Industry Retail



ABOUT THE CLIENT



TECH STACK



V2 Retail is one of India's fastest-growing value fashion chains, built on the promise of affordable, trend-driven apparel for the everyday Indian family. With 300+ stores across tier-2 and tier-3 cities, the company has built a formidable retail presence backed by a workforce of over 10,000 employees spanning store operations, supply chain, and corporate functions. Managing people at this scale, across hundreds of locations and multiple employment categories, is as operationally complex as the retail network itself.

BUSINESS SITUATION

V2 Retail had built one of India's fastest-growing retail networks, but its HR infrastructure hadn't kept pace. The company had developed payroll routines, attendance processes, and reporting structures over the years of rapid expansion. Still, none of these existed in a unified, digitized form accessible across the organization.

Each store operated somewhat independently, leaving HR data fragmented by location. Attendance was tracked at the store level with no centralized view. Payroll was processed in spreadsheets, creating compliance risks for PF, ESI, and TDS calculations across a multi-state workforce. Recruitment had no structured pipeline: job openings, applicant tracking, and offer management were handled informally. Employee transfers, promotions, resignations, and full-and-final settlements were each managed through separate, largely manual processes.

Before committing to a custom build, V2 Retail evaluated off-the-shelf HRMS solutions. The products they reviewed offered broad feature sets but were designed as generic platforms rather than built around the specific workflows, compliance requirements, and operational realities of a multi-location Indian value retail chain. What V2 Retail needed was not a product to adapt to, but a system built to match how they worked.

Key requirements included:

1. Building a centralized employee management system giving HR a single source of truth for headcount, profiles, and lifecycle status
2. Designing attendance and leave workflows suited to a distributed, store-led operations model, including geo-fenced attendance for field staff
3. Automating payroll processing with built-in statutory compliance for PF, ESI, and TDS
4. Creating a structured recruitment pipeline from job opening to candidate onboarding, with a public-facing careers page
5. Digitizing the complete employee lifecycle from onboarding through separation and full and final settlement
6. Providing a self-service portal for employees and role-based dashboards for managers, HR, finance, and leadership
7. Embedding AI capabilities for resume parsing, candidate scoring, HR query handling, and analytics

THE SOLUTION

Unthinkable approached this not as a feature list to be built, but as a workforce infrastructure problem requiring a coherent, interconnected system. Rather than adapting a generic platform, the team built the HRMS from the ground up as a custom, owned solution, designed entirely around V2 Retail's operational structure, compliance environment, and user workflows. The solution was organized across eight interconnected layers, each addressing a distinct part of the employee lifecycle while sharing a single source of truth for all workforce data.

Building A Centralized Employee Management Foundation

The system's core is a unified employee master that consolidates workforce data previously scattered across store locations into a single, structured repository. HR teams can manage the entire employee lifecycle from a single interface: viewing and editing profiles, processing inter-location transfers, recording promotions with designation and compensation changes, and maintaining a digital document vault for contracts, ID proofs, and statutory documents.

Key capabilities included:

- ✓ Unified employee profiles with full employment history and document records
- ✓ Inter-location transfer workflows with structured approvals
- ✓ Promotion management with designation and compensation tracking
- ✓ Digital document vault with controlled access for authorized users
- ✓ Audit log capturing every record change, who, what, when, and from what value, for compliance trail



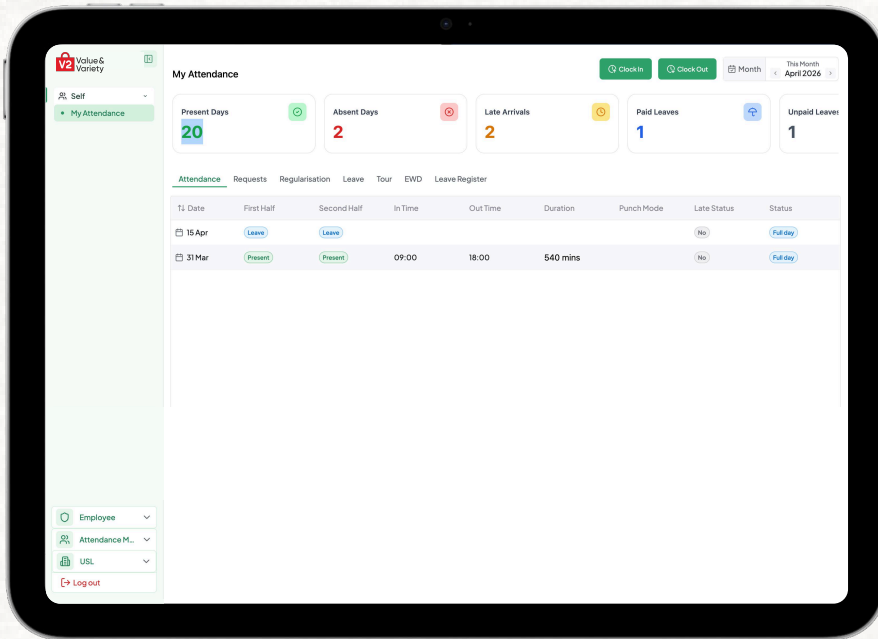
Centralized employee management system providing a single source of truth across locations, roles, and lifecycle stages.

Designing Attendance And Leave Management For A Distributed Store Network

Attendance management across 300+ store locations required a model suited to physical retail operations. The platform supports multiple capture methods, with geo-fenced attendance as the primary mechanism for store staff. Employees can mark attendance only within a defined radius of their assigned location, validated against Google Maps coordinates.

The module delivered:

- ✓ Geo-fenced attendance marking validated via Google Maps API
- ✓ Self-service leave portal for employees to view balances, apply, and raise regularisation requests
- ✓ In-system manager approvals for leave and attendance, with override capability
- ✓ Consolidated leave register and monthly attendance summary across all locations
- ✓ Configurable leave types, accrual rules, and approval hierarchies
- ✓ Export capability for direct payroll integration



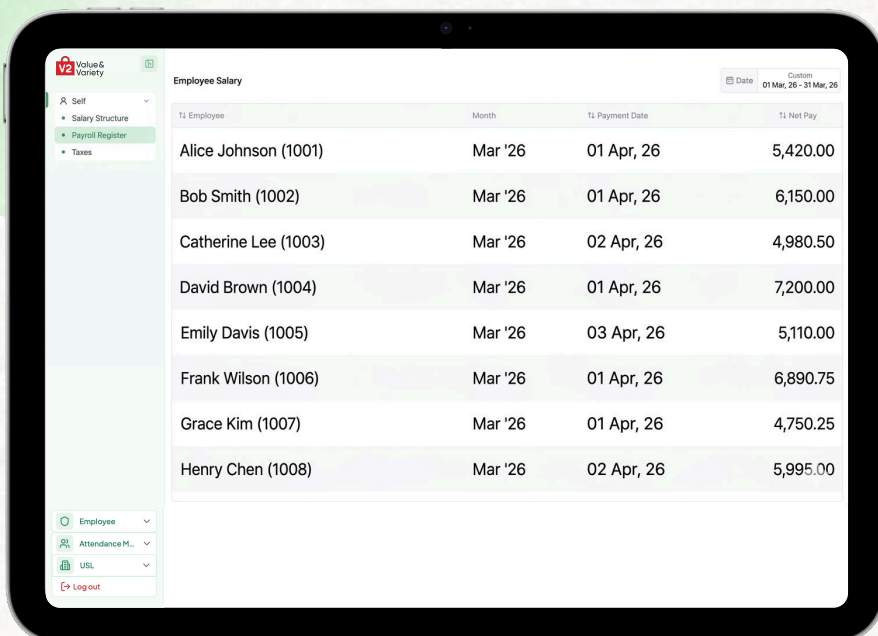
Smart attendance tracking with leave workflows, geo-fencing, and real-time visibility across distributed store operations.

Automating Automated Payroll Processing And Statutory Compliance

Payroll at V2 Retail's scale required a system that could process salaries accurately, consistently, and in compliance with applicable regulations across multiple states. The payroll module is built on a configurable salary master that accounts for state-level minimum wages, gross earnings components, and all applicable deductions.

The payroll engine supported:

- ✓ Configurable salary master with state-level minimum wage compliance
- ✓ Monthly payroll processing consolidating attendance, leave, and salary configuration
- ✓ Built-in PF, ESI, and TDS calculation and statutory deduction management
- ✓ Employee salary slips are accessible directly through the self-service portal
- ✓ Bank disbursement tracking across paid-by-bank, given-to-bank, returned-by-bank, and paid-by-cash categories
- ✓ Finance-level approval workflow before payroll cycle closure



Automated payroll engine ensuring accurate salary processing, statutory compliance, and end-to-end payment tracking.

Creating A Structured Recruitment Pipeline

V2 Retail's hiring scale, driven by continuous store expansion and high retail workforce turnover, required a recruitment module that could manage openings, applicants, and candidates in a structured, trackable way.

The recruitment module provided:

- ✔ Job opening creation and publication linked to a public-facing careers page
- ✔ Embeddable careers page for LinkedIn and other channels, routing applications directly into the system
- ✔ Defined applicant pipeline from receipt through shortlisting, interview tracking, and offer management
- ✔ Real-time recruitment status breakdown visible on the HR dashboard
- ✔ AI-powered resume parsing to extract and structure candidate data automatically
- ✔ AI-driven candidate match scoring to rank applicants against role requirements

TI Title	TI Location	TI Department	TI Designation	TI Store Code	TI Salary Budget	TI Seats	TI Offers
Software Develop...	New Delhi	Engineering	IT Engineer	Delhi, Delhi Value ...	10,00,000	1	
Senior Software D...	New Delhi	Engineering	IT Engineer	Delhi, Delhi Value ...	10,00,000	14	13
Senior Software D...	New Delhi	Engineering	IT Engineer	Delhi, Delhi Value ...	10,00,000	3	1
IT Engineer - New ...	New Delhi	Engineering	IT Engineer	Delhi, Delhi Value ...		2	1
IT Engineer - New ...	New Delhi	Engineering	IT Engineer	Delhi, Delhi Value ...		4	2
Cashier - Gurgram	Noida	Sales	Cashier	Delhi, Delhi Value ...	1,00,000	8	1
Cashier - Gurgram	Noida	Operations	Cashier	Delhi, Delhi Value ...		2	
Store Manager - N...	New Delhi	Operations	Manager	Delhi, Delhi Value ...		4	
Store Manager - N...	New Delhi	Engineering	Manager	Delhi, Delhi Value ...		2	
Cashier - New Delhi	New Delhi	Engineering	Cashier	Delhi, Delhi Value ...		4	

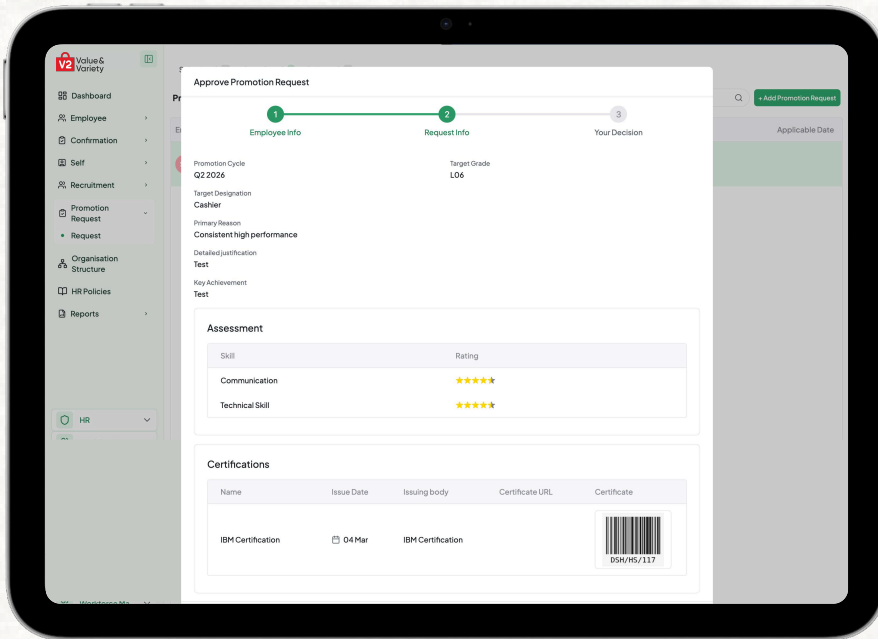
End-to-end recruitment pipeline with applicant tracking, interview workflows, and real-time hiring visibility.

Enabling Performance-Linked Incentive Management

Beyond base payroll, V2 Retail operates performance-linked incentive structures for store staff and management. The incentive module introduced a transparent, auditable process to replace an informal, untracked workflow.

The incentive workflow included:

- ✔ Incentive request creation by managers and HR with performance documentation attachment
- ✔ Two-level approval routing: CMD approval followed by HR final approval
- ✔ Approved incentives fed directly into the payroll cycle for payment
- ✔ Full audit trail of requests, approvals, rejections, and comments



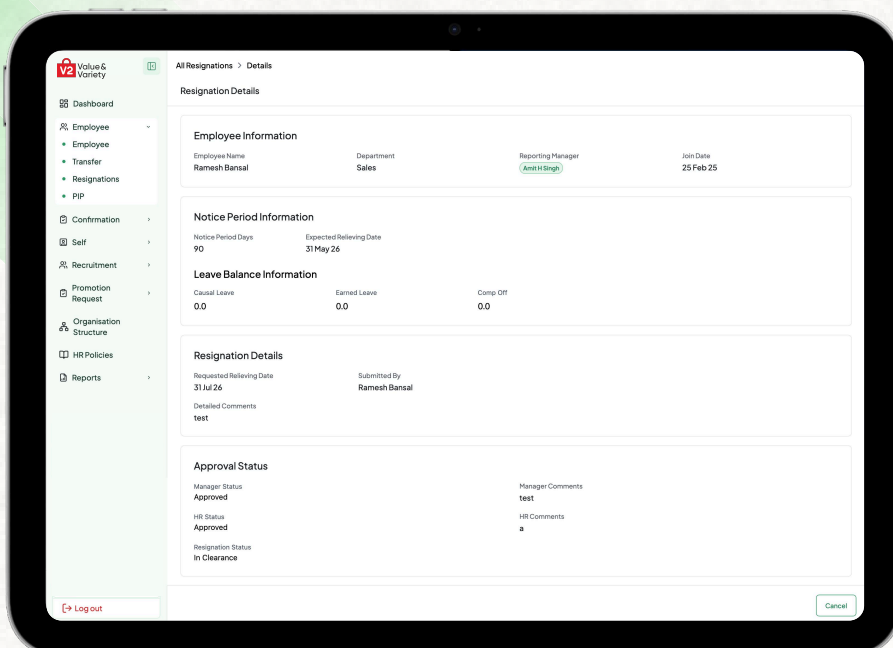
Performance-driven incentive management with structured approvals, evaluation workflows, and payroll integration.

Digitizing Digital Separation And Full-And-Final Settlement

Employee exits at V2 Retail's scale had been a largely manual, error-prone process. The platform introduced end-to-end digital workflows for the entire exit lifecycle, from resignation initiation through to F&F payment confirmation.

The separation and F&F module covered:

- ✔ Self-service resignation submission with structured approval workflow through manager and HR
- ✔ Automatic notice period status update on resignation approval
- ✔ F&F calculation engine covering unpaid salary, earned leave encashment, gratuity, notice pay, bonus, and statutory deductions
- ✔ Loan, asset recovery, and other deduction management within the F&F calculation
- ✔ Verified F&F statement generation for finance to action payment
- ✔ Payment status update and employee confirmation, closing the exit loop digitally



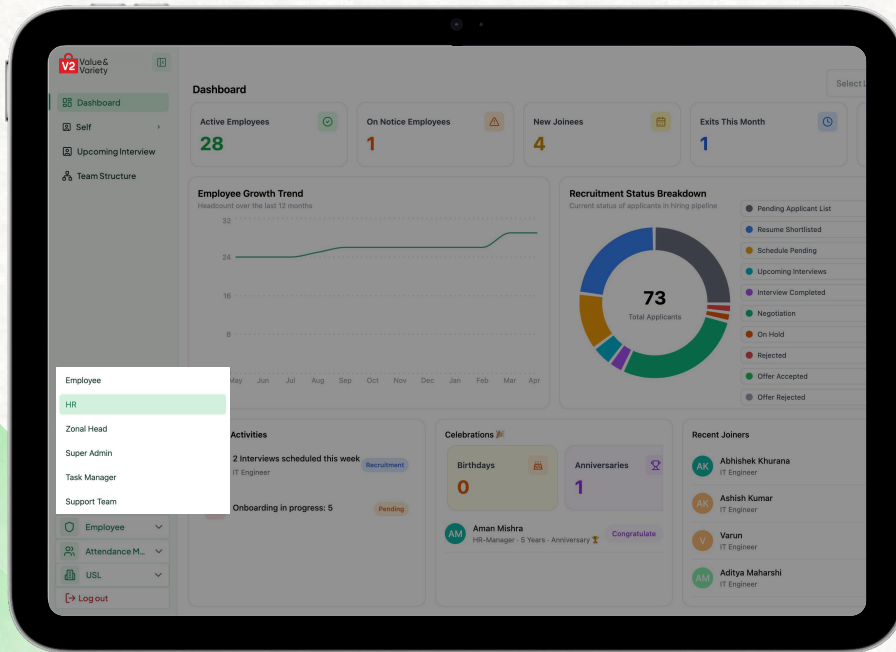
End-to-end exit workflows with automated approvals, clearance tracking, and full-and-final settlement processing.

Delivering Role-Based Dashboards And Reporting

We designed the platform with five distinct user roles: Employee, Manager, HR, Finance, and CMD, each with dashboards and access levels appropriate to their function.

Reporting capabilities included:

- ✔ HR dashboard showing active employees, employees on notice, new joiners, exits, and open positions
- ✔ Headcount reports by location, department, and designation
- ✔ Attendance summaries and leave utilization reports, all exportable
- ✔ Payroll reports with statutory compliance breakdowns for finance
- ✔ Finance view consolidating payroll and incentive summaries by month and location
- ✔ CMD-level access for strategic approvals and workforce health metrics



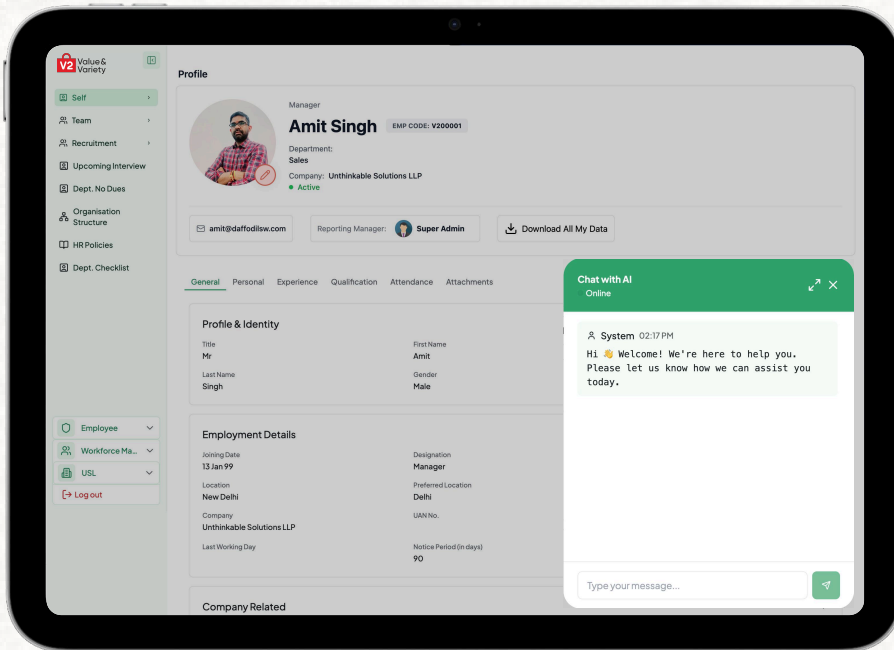
Role-based dashboards giving real-time visibility into workforce data, operations, and key HR performance metrics.

Embedding AI-Powered HR Assistance And Analytics

The platform includes a foundational layer of AI-driven features designed to reduce manual effort at the points where HR teams spend the most time. A conversational AI chatbot handles routine employee queries via a natural language interface, while embedded AI capabilities in recruitment and analytics reduce HR's manual workload.

AI features included:

- ✔ Resume parsing to extract and structure candidate data from uploaded CVs automatically
- ✔ Candidate match scoring to rank applicants against job requirements
- ✔ Conversational AI chatbot for routine HR queries, including policy questions, leave applications, and ticket raising
- ✔ Natural language analytics queries, active employee counts, department-wise headcount, average experience, and attendance rate summaries, without manual report generation



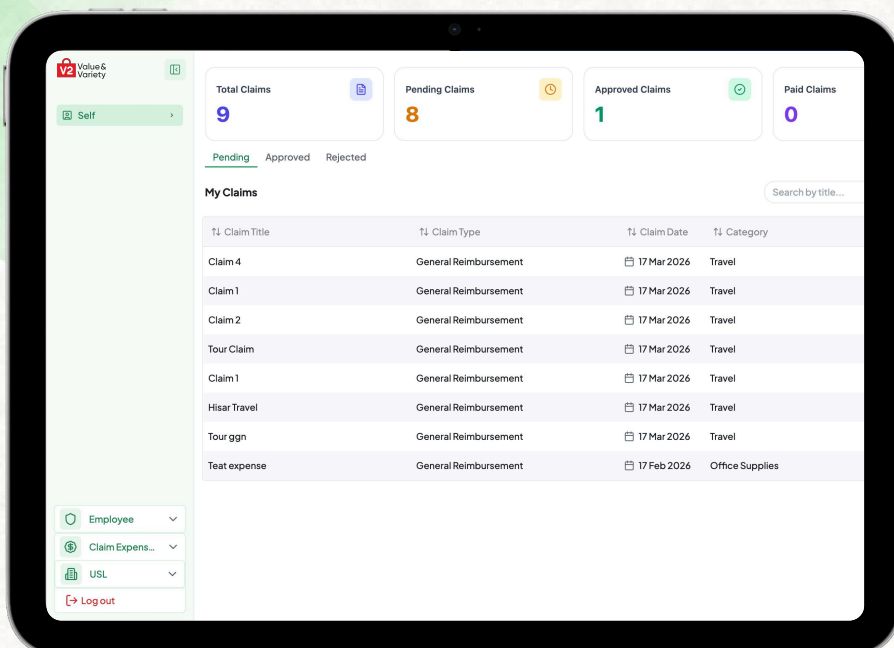
AI-driven HR assistance with automated query handling, insights generation, and real-time workforce analytics.

Supporting Claims, Onboarding, And Travel Management

Beyond core HR functions, the platform includes three additional modules that address day-to-day operational needs throughout the employee lifecycle.

The additional modules delivered:

- ✔ Claims and reimbursement module for travel, medical, conveyance, mobile, internet, food, and accommodation expenses, with document upload, policy-based validation, and multi-level approval through to finance payment
- ✔ Digital onboarding module giving new hires secure portal access to complete personal, employment, bank, statutory, and nomination forms before their joining date
- ✔ Office tour and travel request module handling business travel end-to-end, from request submission and budget approval to status tracking



Integrated workflows for claims, onboarding, and travel management with approvals, tracking, and policy compliance.

IMPACT

The platform launched as V2 Retail's first unified HR system, bringing the entire workforce, previously managed through fragmented, location-level processes, onto a single, integrated platform. Every employee across all store locations now exists within a single source of truth, accessible to HR, managers, and leadership in real time.

Key outcomes included:

- ✓ 10,000+ employees unified on a single platform, replacing fragmented store-level HR records
- ✓ 300+ store locations covered with centralized attendance, leave, and payroll operations
- ✓ 15 integrated modules spanning the complete employee lifecycle from onboarding to F&F settlement
- ✓ Full ownership of the platform with no per-seat licensing constraints or vendor dependency

NUMBERS THAT SHOWCASE THE IMPACT

10000+

Employees Are
Managed On A Single
Unified Platform

300+

Store Locations Covered
With Centralised HR
Operations

15

Integrated Modules
Spanning The Complete
Employee Lifecycle

**HAVE A SOFTWARE
PRODUCT VISION IN MIND?**

Set up a personalized consultation with our technology expert

Let's Talk 



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