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## 4th National Conference on Multidisciplinary Design, Analysis and Optimization



### Process innovation in HR policies - a systems perspective in building a million dollar company

Suresh Kumar G  
Founder & CEO of Pepul

5.30PM

Suresh is the Founder & CEO of Pepul. They are building next generation social network from India. He also cofounded MacAppStudio, a leading award-winning technology company. Suresh & George entirely bootstrapped MacAppStudio to a multi-million dollar enterprise which is known for its HR and People first culture. They are the only company in the world to hire without resumes and typical interview process.

They have been awarded Worlds Most Valuable Developer by Intel. They are the youngest and first in Asia to get the highest recognition Intel BlackBelts and 3 time winners of worldwide developer Challenges.

Their culture at MacAppStudio has been to skip resumes, interview process and English communication skills, no attendance, no Loss of Pay and default approval of leaves, free accommodation and food for all employees, rewarding loyalty and multiple hikes in a year. Most employees are from town and villages with humble backgrounds and 85% of them joined as freshers.

Their Vision is to touch billions of lives and make their lives simpler, easier and happier.

They say Ithaan Naanga ( This is Us). Every culture is unique. Let's be proud of who we are. People love us for who we are when we respect others for what they are.