



## SUCCESS STORY

# Building A Unified HR Platform For V2 Retail To Manage 10,000+ Employees Across 300+ Stores

Customer

V2 Retail

Country

India

Industry

Retail



## ABOUT THE CLIENT



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 spread across tier-2 and tier-3 cities, they have built a strong physical retail presence, a loyal customer base, and a nationwide store network backed by a workforce of over 10,000 employees. Managing people at this scale, across hundreds of locations and multiple employment categories, is as 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. But the more we examined the business, the more we understood that this was not a standard HR software problem. V2 Retail was not a company without HR processes; it had built workflows, payroll routines, and reporting structures over the years of rapid expansion. The challenge was that none of these existed in a unified, digitized form accessible across the organization.

## SERVICES DELIVERED

Custom HRMS Software



Software Product Development Services



## TECH STACK

React | node.js | mongoDB.

Each operating store worked somewhat independently, so HR data was fragmented by location. Attendance was tracked at the store level with no centralized view. They were processing payroll using spreadsheets, creating compliance risks in PF, ESI, and TDS calculations. Recruitment lacked a 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 they were designed as generic platforms. They were not 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.

As a result, three structural gaps emerged. First was fragmented workforce data. Each store location maintained its own employee records, leaving HR with no single source of truth for headcount, profiles, or lifecycle status. Second was compliance exposure: payroll, statutory deductions, and labour compliance were managed through spreadsheets and manual calculation, creating risk at scale for a workforce spanning multiple states. Lastly, there were no digital workflows: critical HR processes, from leave approvals and attendance regularization to resignation management, existed as informal, paper-based, or email-driven processes.

1. Build a centralized employee management system giving HR a single view of the entire workforce

2. Design attendance and leave workflows suited to a distributed, store-led operations model, including geofenced attendance for field staff

3. Automate payroll processing with built-in statutory compliance for PF, ESI, and TDS

4. Create a structured recruitment pipeline from job opening to candidate onboarding

5. Digitize the complete employee lifecycle, from onboarding to separation and full-and-final settlement

6. Provide a self-service portal for employees and role-based dashboards for managers, HR, finance, and management

## THE SOLUTION

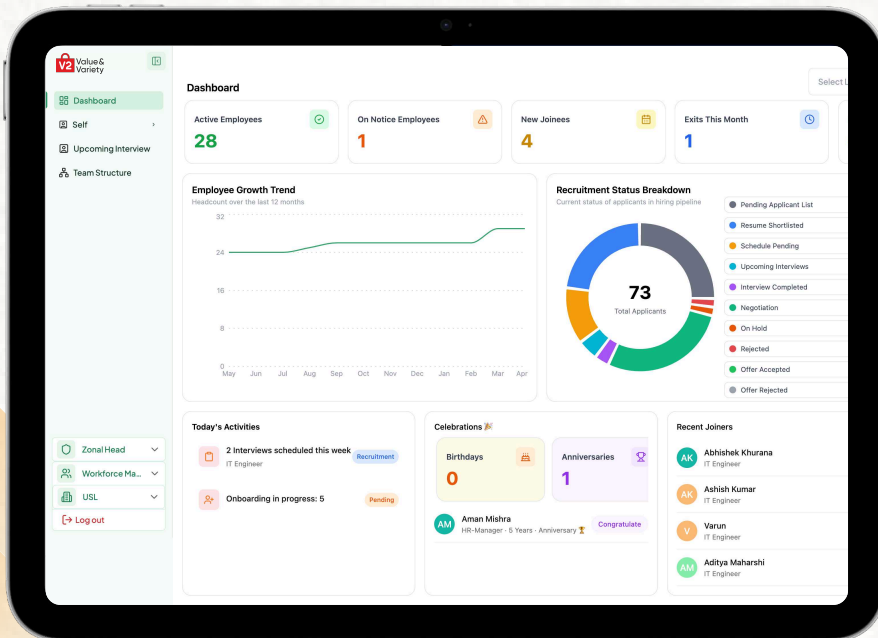
We approached this not as a feature list to be built, but as a workforce infrastructure problem that needed a coherent, interconnected system. Rather than adapting a generic HRMS platform, Daffodil built the HRMS Solution from the ground up as a custom solution, a system designed entirely around V2 Retail's operational structure, compliance environment, and user workflows.

## 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. The platform helps maintain every employee's profile, employment history, document records, and promotions, and is accessible to authorized users in real time.

HR teams can manage the complete employee lifecycle from a single interface: viewing and editing profiles, processing inter-location transfers with workflow approvals, recording promotions with designation and compensation changes, and maintaining a digital document vault for contracts, ID proofs, and statutory documents.

An audit log captures every change to employee records, who changed what, when, and from what value, providing the compliance trail V2 Retail lacked. The platform was built on a modern, scalable web stack. The backend runs on Node.js with a MongoDB database, chosen for its flexibility in handling employee data structures across a large, multi-location workforce. The frontend is built in React, delivering a responsive interface across user roles.



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

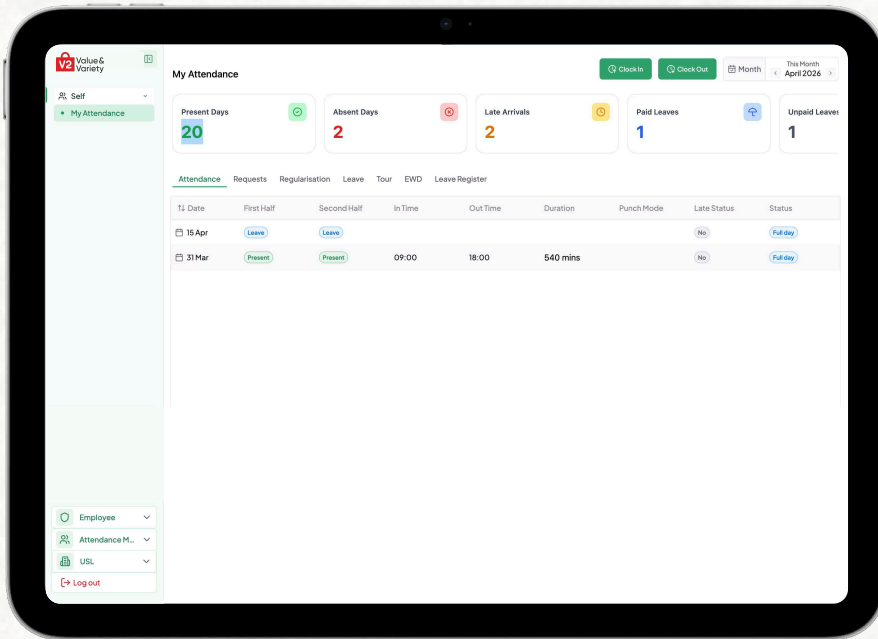
## Designing Attendance And Leave Workflows

Attendance management across employees needed a model that could handle the realities of physical retail operations. The platform supports multiple attendance capture methods, with geo-fenced attendance as the primary mechanism.

Employees can mark attendance only within a defined radius of their assigned store, validated against Google Maps coordinates. We used the Google Maps API to implement geofencing. The leave management module provides employees with a self-service portal to view balances, apply for leave, and submit regularisation requests.

Managers receive in-system approvals for their team's leave and attendance requests, with the ability to override attendance records where operationally required. HR gets a consolidated leave register and monthly attendance summary across all locations, with export capability for payroll integration.

The system also supports configurable leave types, accrual rules, and approval hierarchies.

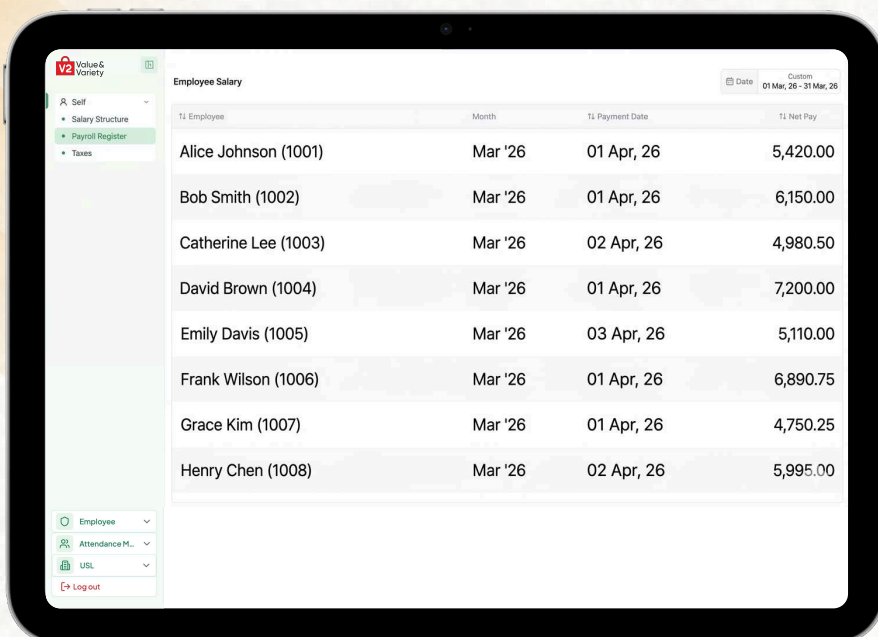


Smart attendance tracking with leave workflows, geo-fencing, and real-time visibility across distributed store operations.

## Automating Payroll Processing And Statutory Compliance

Payroll at V2 Retail's scale needed a system that could process salaries accurately, consistently, and in compliance with applicable regulations. The payroll module is built on a configurable salary master that accounts for minimum wage requirements by state, gross earnings components, and all applicable deductions. Monthly payroll processing consolidates attendance data, approved leaves, and salary configuration into a payable calculation that HR can review and finance can approve.

The system produces salary slips accessible to employees directly through the portal and manages bank disbursement tracking, including paid-by-bank, given-to-bank, returned-by-bank, and paid-by-cash categories, providing the finance team with a complete payment ledger for each cycle.

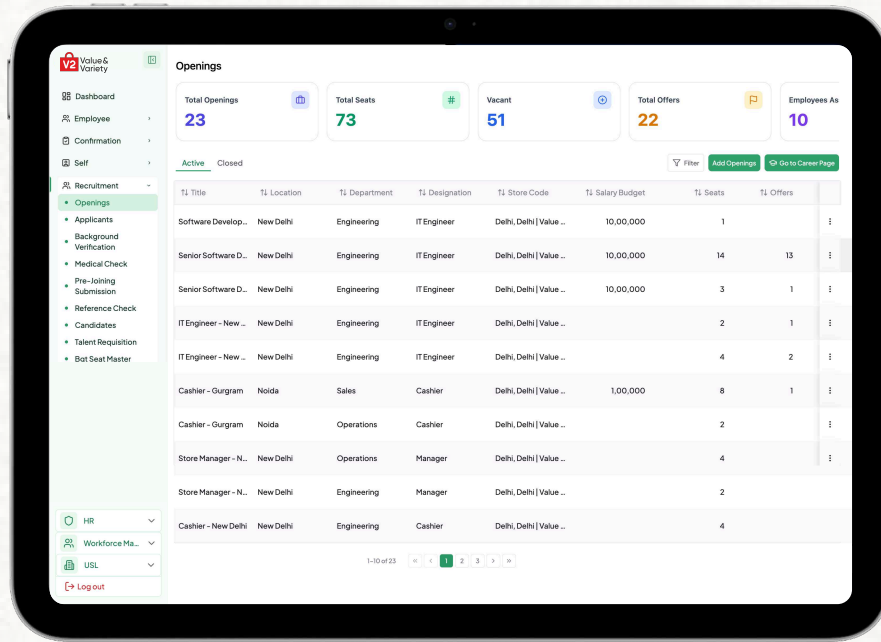


Automated payroll engine ensuring accurate salary processing, statutory compliance, and end-to-end payment tracking.

## Creating A Structured Recruitment Pipeline

V2 Retail's hiring scale required a recruitment module that could manage openings, applicants, and candidates in a structured, trackable way. The recruitment module allows HR to create and publish job openings linked to a public-facing careers page that can be embedded on LinkedIn and other channels, driving direct applications into the system.

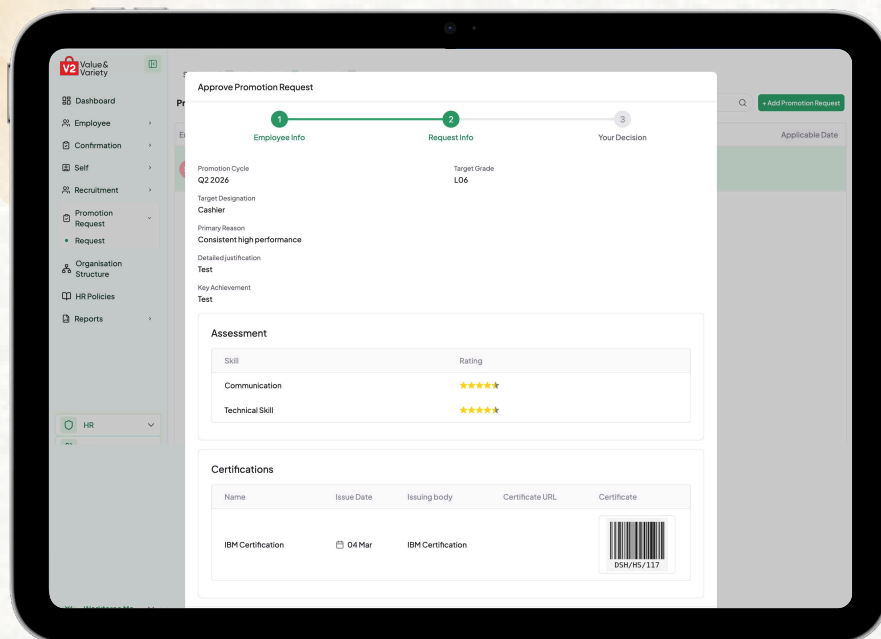
Applicants move through a defined pipeline, from application receipt to candidate shortlisting, interview tracking, and offer management, with the status of each opening visible on the HR dashboard. A recruitment status breakdown gives leadership real-time visibility into open positions, pipeline depth, and hiring speed.



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

## Enabling Performance-Linked Incentive Management

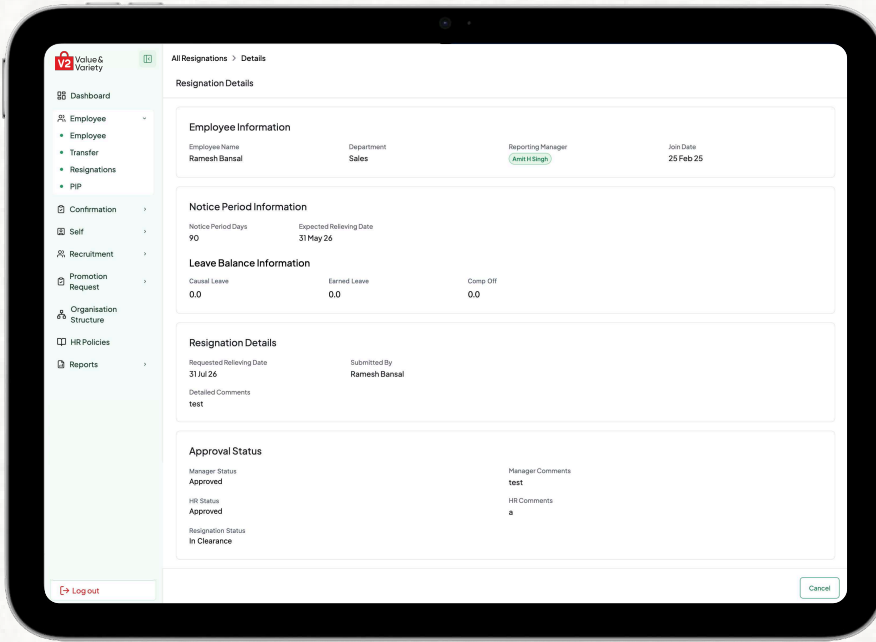
Beyond base payroll, V2 Retail operates performance-linked incentive structures for store staff and management. The incentive management module allows managers and HR to raise incentive requests for specific employees, attach performance documentation, and route approvals through a two-level workflow: CMD approval followed by HR final approval, before the incentive is fed into payroll for payment. This replaced an informal process with a transparent, auditable workflow, ensuring that incentives are consistently evaluated, appropriately approved, and correctly processed into the payroll cycle.



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

## Digitizing Employee Separation And Full-And-Final Settlement

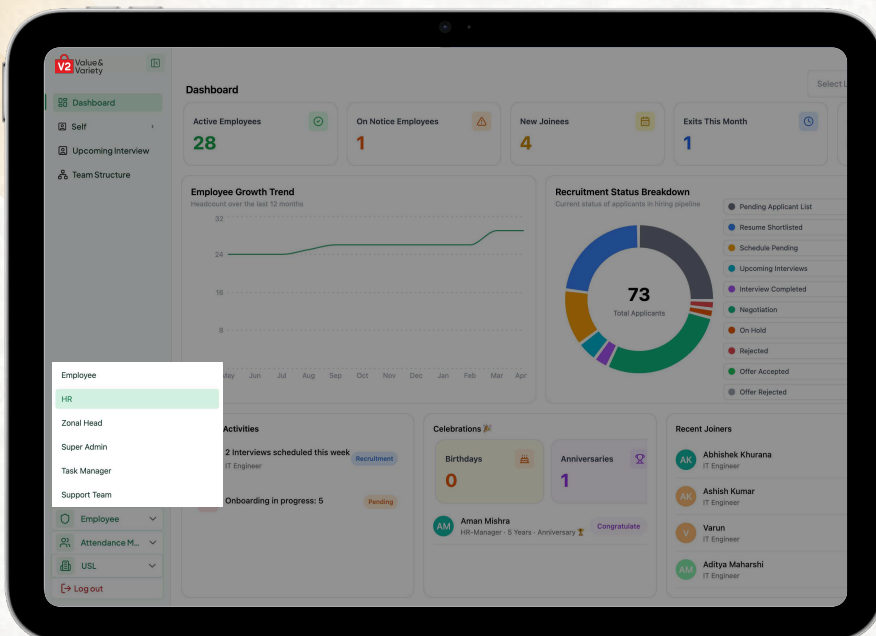
Employee exits, particularly at V2 Retail's workforce scale, had been a largely manual, error-prone process. Our platform introduced end-to-end digital workflows for the entire exit lifecycle. Employees or managers can initiate a resignation through the self-service portal, triggering a structured approval workflow through the reporting manager and HR. Once approved, the employee moves to a notice period status, and HR can initiate the full-and-final settlement calculation. The F&F module computes unpaid salary, earned leave encashment, gratuity, notice pay, bonus, and all applicable deductions, including loans, asset recoveries, and statutory amounts, producing a verified F&F statement that finance can action for payment. Payment status is updated in the system, and a confirmation is sent to the employee, digitally closing the exit loop.



**End-to-end exit management with resignation workflows, approval tracking, and automated full-and-final settlement.**

## Delivering Role-Appropriate Dashboards And Reporting

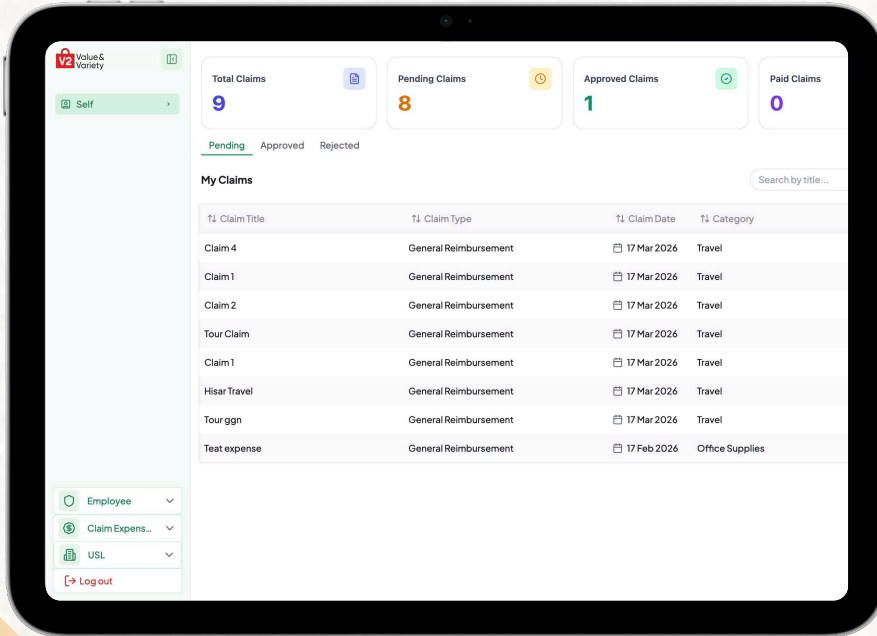
The platform was designed with five distinct user roles: Employee, Manager, HR, Finance, and CMD, each with dashboards and access levels appropriate to their function. The HR dashboard gives an active employee count, employees on notice, new joiners, exits, and open positions at a glance. Headcount reports, attendance summaries, leave utilisation, and payroll reports are available by location, department, and designation, all exportable for further analysis. The finance view consolidates payroll and incentive summaries by month and location, supporting monthly accounting integration.



**Role-based dashboards delivering real-time insights into workforce, hiring, attendance, and business performance.**

## Supporting Claims, Onboarding, And Travel Management

Beyond core HR functions, the platform includes three additional modules addressing day-to-day operational needs. The claims and reimbursement module allows employees to submit expense claims by category, travel, medical, conveyance, mobile, internet, food, and accommodation, with document upload, policy-based validation, and a multi-level approval workflow through to finance payment. The employee onboarding module digitizes the pre-joining process: new hires receive secure portal access after offer acceptance and complete personal, employment, bank, statutory, and nomination forms before their joining date, with document uploads and HR verification all handled in-system. The office tour and travel request module handles business travel end-to-end, including request submission with travel details and budget, a multi-level approval workflow, and status tracking, replacing informal email-based travel approval processes.



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

### IMPACT

The platform launched with V2 Retail's 300+ stores as fulfilment nodes, enabling customers to discover, purchase, and receive products online for the first time. It established a nationwide e-commerce channel with UPI, COD, and card support, while maintaining sub-2-second load times for mobile users. Nearest-store fulfilment reduced delivery distance and logistics costs.

Structured, scan-based workflows improved store operations and reduced dispatch errors to near zero. The OMS provided real-time visibility across all store orders, enabling better control and faster decision-making. BOPIS introduced a cost-efficient fulfilment option with in-store pickups.

The solution transformed the store network into a distributed fulfilment advantage, preserved SAP stability, and created a scalable foundation for expansion across locations, channels, and catalogue size.

## HAVE A SOFTWARE PRODUCT VISION IN MIND?

Set up a personalized consultation with our technology expert

Let's Talk 



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