



## 1. Introduction & Purpose

At Increff, we are dedicated to revolutionizing retail and supply chain efficiency through innovative retail technology solutions. Our mission is to **solve complex inventory management and supply chain challenges**, empowering brands, and retailers to thrive in a dynamic marketplace. By bridging the gap between technology and business operations, we enable our clients to **unlock their true potential**. We thrive on empowering not just our clients but also our people—because innovation begins within.

## 2. What We Stand For

### Be Happy

We believe happiness is the foundation of great work. When people feel respected, valued, and supported, they bring their best selves to work. We strive to create an environment that nurtures positivity, balance, and belonging — where every individual feels proud, energized, and fulfilled.

### Be Fair

Fairness and transparency are at the heart of everything we do. We make decisions with integrity, treat everyone with equal respect, and uphold honesty in our actions. By being fair, we build trust, strengthen relationships, and create a workplace where good judgment and empathy guide every interaction.

### Be Accountable

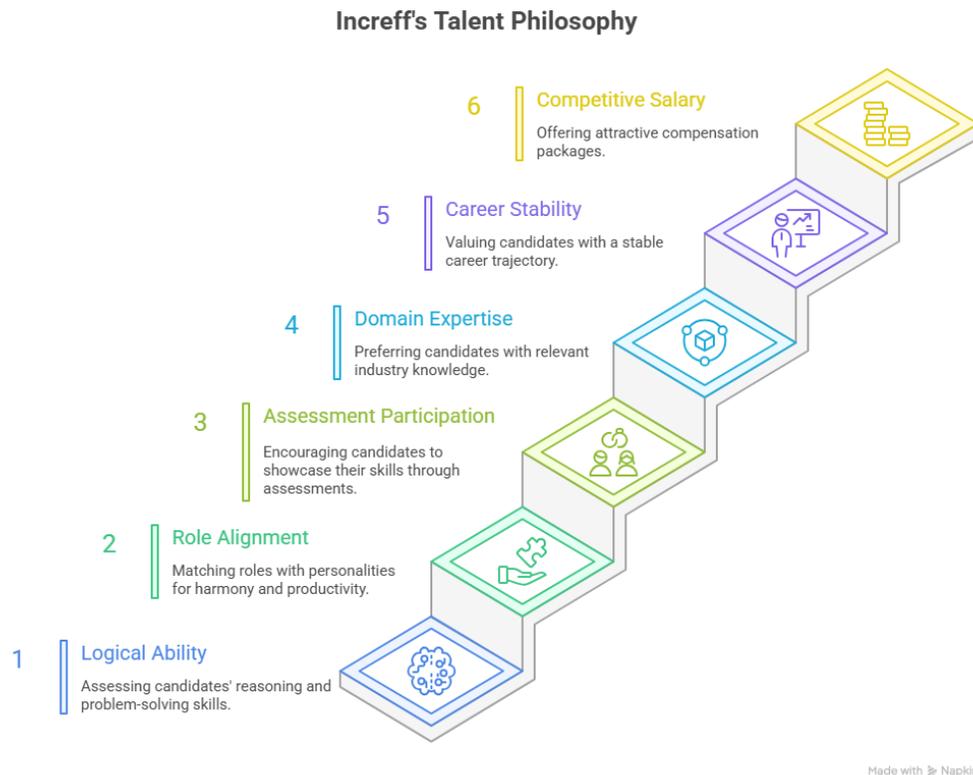
We take ownership of our words, actions, and outcomes. Accountability means delivering on our promises, learning from mistakes, and holding ourselves and others to high standards. It's about doing what's right — even when it's not easy — and ensuring our collective success through personal responsibility and integrity.

### Innovate and Automate

We embrace change and continuously seek smarter, faster, and better ways of working. Innovation is part of our DNA — whether it's through creative problem-solving or leveraging automation to simplify the complex. By combining curiosity with technology, we unlock efficiency, spark progress, and stay future-ready.

### 3. Our People, Culture and Practices

Talent Philosophy: We foster a culture of self-learning, knowledge sharing, and an automation-first mindset deeply aligned with our core values. Our strength lies not only in nurturing talent but also in growing our own leaders—most of our senior management has risen through the ranks within Increff, a testament to our commitment to developing and empowering our people.



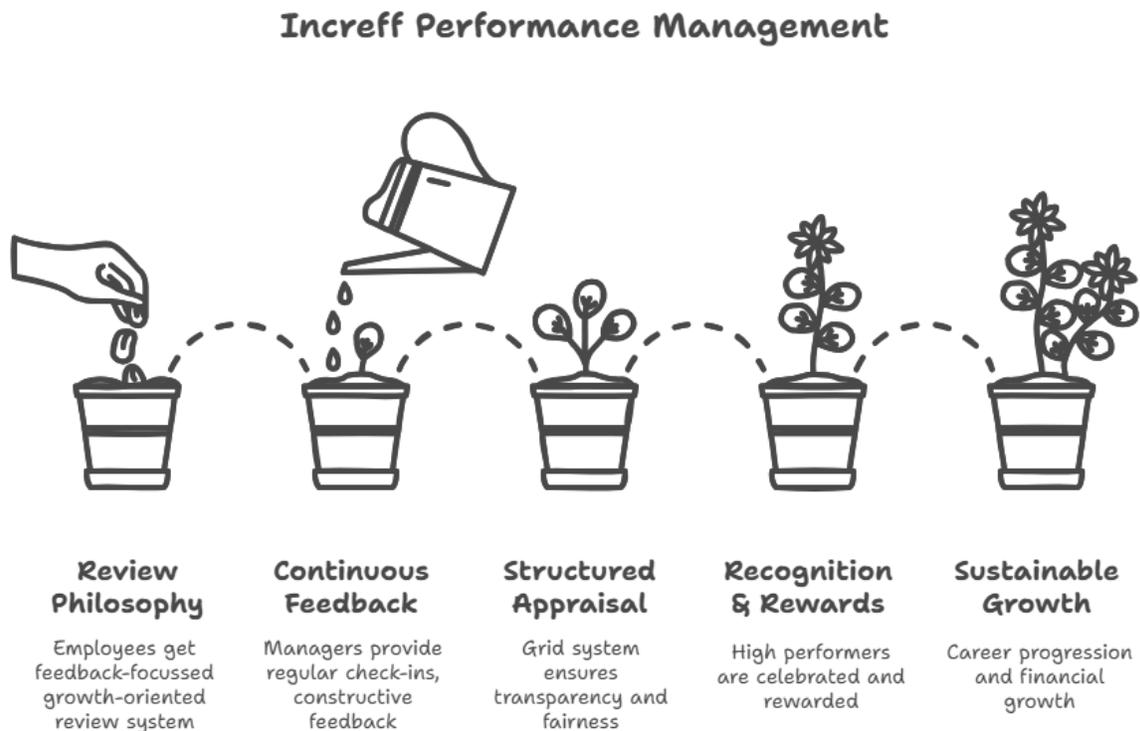
- **Logical and Cognitive Ability:** At Increff, we place a premium on strong logical reasoning and cognitive abilities during talent acquisition. To ensure we identify these traits with precision, we leverage the Predictive Index tool—not as a filter, but as a guide to understanding how candidates think, solve problems, and approach challenges. This helps us go beyond resumes and interviews, giving us a deeper insight into potential for long-term success and innovation.
- **Role–Behaviour Alignment:** We believe that people thrive when their natural behavioural traits are aligned with the roles they perform. Increff uses the Predictive Index tool not merely for assessment, but as a framework to match roles with personalities in a way that fosters harmony, motivation, and productivity. Unlike traditional usage, we integrate PI insights into ongoing role design and career progression, ensuring employees are set up for both professional fulfilment and organizational impact.
- **Participation in Assessments:** We welcome candidates at all levels, including senior positions, to engage in multiple assessments, providing opportunities to highlight their skills and potential contributions.
- **Domain Expertise:** We prefer candidates with relevant domain expertise and industry knowledge to enrich our team and drive innovation.
- **Stability:** Candidates with a stable career trajectory are given preference, demonstrating reliability and commitment.
- **Salary Structure:** Our salary packages are designed to be competitive, offering both fixed and performance-based incentives to recognize and reward valuable contributions.

## Employee Benefits:



- **Leaves:** Our leave policy is designed to support the diverse needs of our employees and promote a healthy work-life balance. It includes 11 public holidays and 27 days of paid time off each year to allow employees to rest, recharge, and spend quality time with family and friends. Additionally, 5 days of marriage leave is available to celebrate this significant life event. For new mothers, we offer 6 months of maternity leave followed by the option to work from home for an additional year, recognizing the importance of bonding time with a newborn and the challenges of balancing work and family. Paternity leave of 15 days is also provided to support fathers in caring for their new families.
- **Health and Accidental Insurance:** The company offers a comprehensive health insurance plan right from the day of joining, with annual coverage up to INR 5 lakhs. This policy extends to the employee, their spouse, parents, and up to two children. In addition, the employee is also covered with up to INR 20 lakhs of accidental coverage.
- **New Joinees relocation benefits:** To ease the transition for new hires joining Increff from different locations, we offer a range of benefits to help them settle into their new surroundings. New employees and up to three immediate family members are eligible for one-way travel arrangements to their new location. Reimbursement is provided for the transportation of personal belongings based on actual costs up to INR 50,000. In addition, the company sponsors a hotel stay for up to 14 days to ensure a comfortable and smooth start.
- **Magical Stay:** Most of our team is composed of vibrant young individuals who are currently unwedded. To celebrate their new journey into marriage, the company enables you to get a luxurious honeymoon stay anywhere in the world, valued up to INR 75,000.
- **Emergency Loan:** In times of financial need, employees can apply for a loan of up to three times their monthly salary. Repayment is made simple with equal installments deducted directly from payroll over a predetermined period.
- **Long service award:** We elevate our appreciation for long-serving employees by offering more generous rewards. This includes gift vouchers of INR 25,000 upon completion of three years of service and providing travel vouchers worth INR 1,50,000 upon completion of five years. The company also covers any personal income tax implications for these rewards, ensuring a seamless experience.

## Performance Management:



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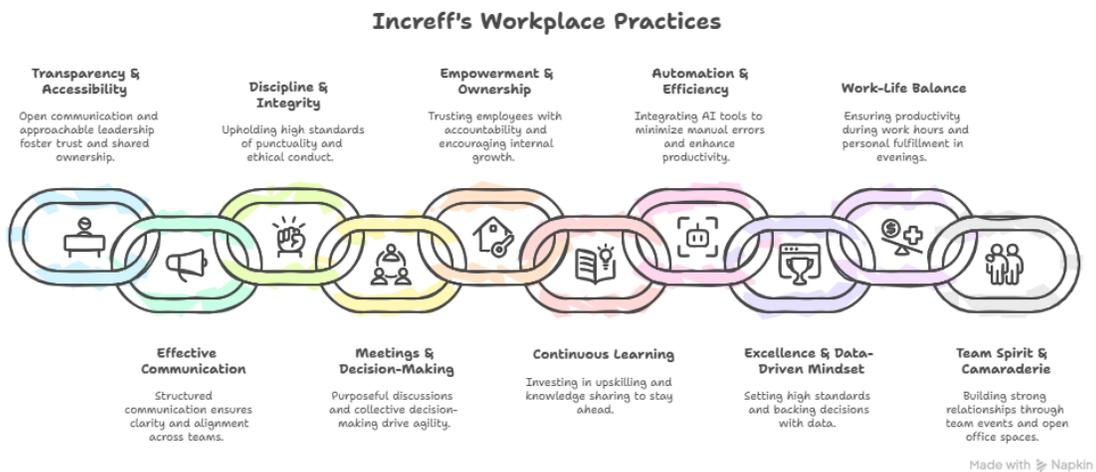
- **Review System Philosophy:** Our review system is designed to be fair, transparent, and growth-oriented—acknowledging achievements, appreciating contributions, and enabling continuous improvement. Powered by our in-house automated appraisal platform, the process ensures consistency and objectivity at every stage. With a feedback-driven approach, our 6-monthly performance reviews focus not just on evaluation, but on empowering employees to learn, grow, and excel.
- **Steady and Sustainable Growth:** We believe in continuing career progression and sustainable financial growth.
- **Individual Performance Basis Appraisals:** At Increff, we hold managers accountable for nurturing and evaluating the performance and career progression of their team members. They play a pivotal role in providing fair, constructive, and continuous feedback. To complement this, we have introduced a structured **Grid System** for appraisals, which not only ensures transparency but also significantly recognizes and rewards high performers—celebrating excellence while motivating others to strive for it.
- **Appraisal Eligibility for New Hires:** New hires become eligible for their first appraisal upon completing one year of service within the organization.

## ESOP Philosophy:

Our ESOP program is designed to build true wealth for employees by aligning their growth with the company's long-term success. It reflects our belief that when Increff wins, our people should win too.

- **ESOP Pool:** Approximately **9% of the company's total shares** are reserved for ESOPs, reinforcing our commitment to shared ownership.
- **Allocation Criteria:** ESOPs are granted as a recognition of impact - based on **significant company milestones** (such as revenue expansion or new funding rounds) and **individual performance**. This ensures that ownership is both **earned and meaningful**, rewarding those who directly contribute to our journey of growth.

## Workplace Practices/ Rituals:



## Transparency & Accessibility

- **What:** With a flat, no-cabin structure and a single connected floor, everyone—whether a new joinee or a co-founder—remains approachable. We actively involve entire teams in our critical discussions—such as product roadmap reviews, Monthly Review Meetings, and other key forums—so that every employee is informed about what is happening, how decisions are made, and the reasoning behind them. Our *Open-door Policy* and inclusive forums like **Chai-Pe-Charcha** and **Monthly Review Meetings** ensure teams are regularly updated not only on business performance but also on personal growth topics like finance management or learning exchanges.
- **Why:** Increff thrives on openness. Transparency ensures no one is left guessing about direction or decisions. By making leadership accessible and including everyone in critical conversations, we strengthen trust and create a sense of shared ownership in our mission.

## Effective Communication & Collaboration

- **What:** We encourage open, effective communication, structured communication via **Slack** and **Gmail**, across all levels of the organization supported by thorough documentation of processes and learnings on **Notion**. We maintain cameras-on and punctuality in virtual meetings, with a clear expectation of timely communication if someone cannot attend.
- **Why:** Clear, consistent communication is how we scale collaboration across diverse teams. At Increff, every decision impacts both technology and business outcomes—communication ensures clarity, alignment, and respect for the time and energy of every team member.

## Discipline & Integrity

- **What:** We emphasize discipline in every aspect of our work—punctuality at the workplace, arriving on time for meetings, adhering to deadlines, and honouring commitments. Integrity is equally non-negotiable; we enforce strong measures against misuse of resources or fraudulent behaviour.
- **Why:** At Increff, we operate in high-stakes environments where precision and trust define our success. Discipline ensures we deliver on our promises to customers, while integrity strengthens the foundation of credibility that keeps clients and employees deeply invested in our journey.

## Meetings & Decision-Making

- **What:** We discourage ad hoc meetings and instead focus on purposeful, well-planned discussions. Decision-making at Increff is collective—considering diverse perspectives—but not dragged down by over-analysis. Our approach blends thinking through challenges with acting fast.
- **Why:** In a fast-moving retail-tech environment, speed matters as much as thoughtfulness. This balance ensures we remain agile while still being inclusive. It is how we consistently deliver impactful solutions without sacrificing quality.

## Empowerment & Ownership

- **What:** We empower employees by avoiding micromanagement and instead entrusting them with accountability. Tools like **JIRA** ensure transparency in tasks and ownership at an individual level. We also encourage **internal job movement** so employees can explore new roles that match their skills and aspirations.
- **Why:** Increff's growth has been built on people taking charge and pushing boundaries. By trusting our employees and giving them freedom to explore, we foster innovation and retain talent that feels invested not just in tasks, but in the company's larger journey.

## Continuous Learning & Growth

- **What:** We dedicate a learning budget for employees, invest in continuous upskilling, and bring in **external experts/fractional leaders** when needed. Knowledge is systematically documented, and learnings are shared so that growth is collective.
- **Why:** Our industry evolves rapidly—technology, retail, and supply chains transform constantly. At Increff, we don't just keep pace; we stay ahead. Continuous learning ensures that our people remain industry leaders, capable of shaping the future of retail tech.

## Automation & Efficiency

- **What:** We embed **automation and AI tools** across our workflows to minimize manual errors and free teams from repetitive work. This mindset is core to how we design solutions internally and externally.
- **Why:** Automation isn't just efficiency—it's part of our DNA. By automating routine work, we enable employees to focus on creativity, problem-solving, and innovation—the same values we deliver to our clients through our products.

## Excellence & Data-Driven Mindset

- **What:** We set high standards for work quality and hold ourselves accountable to deliver excellence in every output. We back decisions with logic, data, and evidence-based discussions rather than assumptions.
- **Why:** Our clients depend on us to drive their business success. At Increff, excellence is not optional—it's our brand promise. Data-driven rigor ensures we remain objective, innovative, and trusted in a highly competitive market.

## Work-Life Balance

- **What:** Our **8:30 AM to 5:30 PM** work hours ensure productivity during the day, leaving evenings for family and personal pursuits. We also follow a **hybrid work model**, offering flexibility without compromising collaboration.
- **Why:** At Increff, we believe happiness is a core value. A healthy balance ensures employees bring their best selves to work while enjoying personal fulfilment. Work-life harmony drives long-term engagement and prevents burnout in high-performance environments.

## Team Spirit & Camaraderie

- **What:** Our single-floor office encourages spontaneous conversations and stronger bonds. Beyond work, quarterly **sports events** and **team parties** are organized to celebrate success and build camaraderie.
- **Why:** Collaboration at Increff goes beyond projects—it's rooted in relationships. By fostering real connections, we build a culture where people enjoy working together, creating both energy and loyalty.

## 4. Our Commitment to Customers

We are more than just a technology provider—we are a **partner in growth** for retailers, brands, and warehouses. Our commitment includes:

- **Intelligent Automation:** Utilizing AI-powered solutions to reduce inefficiencies and maximize profitability.
- **Scalability and Agility:** Offering flexible, future-proof solutions that adapt to the evolving needs of businesses.
- **Data-Driven Decision Making:** Providing deep analytics and insights for real-time, accurate inventory and order management.
- **Uncompromising Reliability:** Ensuring seamless implementation, continuous support, and industry-best uptime standards.

## 5. What Differentiates Increff from Competitors?

Increff is defined by simplicity, speed, automation-first thinking, and a deep data foundation. In a competitive market of retail-tech and warehouse management solutions, **Increff stands out through:**

- **Simplicity and Speed:** Our solutions are easy to implement, intuitive, and deliver ROI within weeks, unlike complex and slow legacy systems.
- **Automation-First Mindset:** We eliminate human errors and inefficiencies through AI-driven automation, ensuring accuracy and efficiency.
- **Scalability at Any Size:** Our solutions scale seamlessly, accommodating businesses from startups to enterprises.
- **Customer Centricity:** We partner with clients to solve problems and drive measurable success, rather than just selling software.
- **Data-Driven Optimization:** Our advanced analytics offer unparalleled insights, aiding businesses in making informed strategic decisions.

## 6. Innovation and Impact

We are not just building products; we are **shaping the future of retail and supply chain management**. Our focus areas include:

- **AI-Powered Smart Inventory:** Optimizing stock placement, demand forecasting, and dynamic pricing.
- **Sustainable Practices:** Reducing waste and inefficiencies to create a greener, more responsible supply chain.
- **Global Expansion:** Bringing our solutions to international markets, empowering businesses worldwide.

## 7. Our Promise for the Future

Our vision is to **be the most admired retail technology company**, setting new standards in inventory optimization and operational excellence. As we scale new heights, we remain grounded in our values and committed to our people. Together, we will continue to build a company that stands for innovation, integrity, and impact — globally and sustainably.

**Together, we are Increff. Together, we innovate the future of retail.**