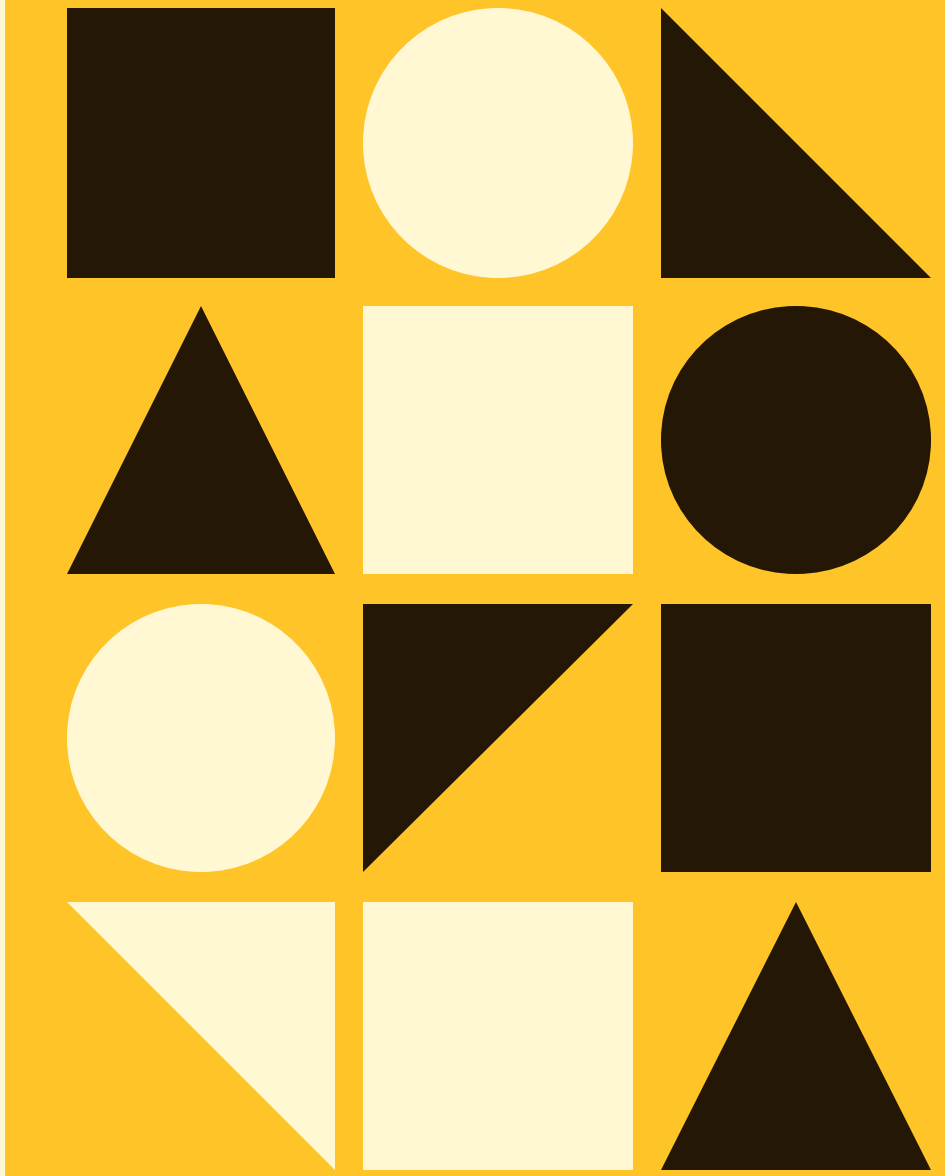
TargetOrate

Your Global Capability Center in India

Built and run for you, under your brand.

Dedicated centers for brands that want control, continuity, and a clear path to ownership.



GCCs built from discovery to end-to-end operations.

300+
clients served

10+
dedicated centers built

500+
projects delivered

STRATEGIC LOCATIONS

- **Hyderabad** — Delivery, marketing and operations
- **Bangalore** — IT development and testing
- **Dallas** — US enterprise support

TargetOrate GCC Blueprint

FOCUS
Permanent strategic capability

GOVERNANCE
Total client process control

CULTURE
100% client-brand extension

IP SECURITY
Client-controlled environment

Four core hubs. Any function you need.

Technology Delivery

Software development, product engineering, QA automation, DevOps, and cloud support, including the agents and workflow automations behind your products and operations.

Digital Marketing

SEO, paid media, content strategy, creative execution, and analytics, delivered under your brand.

Retail Operations

Order management, customer support, supply chain analytics, and back-office processing.

Staffing & Recruitment

Full-cycle sourcing, screening, and administration delivered as a dedicated engine for high-volume recruitment.

Your function, tailored.

KPO, finance and accounts, RCM, and more. Tell us the function you need, v³y'wz'll'yzs·–³ 'v'xz³ tzr'vr¹ u³y':t4

Start where you are. Grow into what you need.

LEVEL 1

Micro-GCC

3–10 professionals

The agile capability engine: a dedicated pod to test and prove a capability.

Fast start, no setup burden.

LEVEL 2

Mini-GCC

11–50 professionals

The departmental operational hub: a dedicated center for a full function, with local leadership.

A function scaled with structure and governance.

LEVEL 3

Enterprise GCC

50+ professionals

The full strategic hub: a white-labeled, multi-function center, permanently managed or transferred to your entity.

Global capability at enterprise scale.

Each level builds on the last, so you can start small without rebuilding later.

TargetOrate

Micro-GCC: the agile capability engine.

BEST FOR	Scale-ups, mid-market firms, and teams launching their first offshore capability.
FOCUS AREAS	Product squads, specialized digital marketing execution, initial R&D pods, or core tech delivery.
HOW IT WORKS	Shared infrastructure with dedicated access. Your leadership directs the team, while TargetOrate handles setup and eliminates the burden of building the infrastructure yourself.

●○○ **LEVEL 1 OF 3**

3–10

professionals

TYPICAL LAUNCH

DURATION

PATH

Grow into Mini

Ideal for testing a capability before scaling it.

Mini-GCC: a function-based operational hub.

BEST FOR	Mid-market enterprises scaling a specific function or building a high-throughput operational center.
FOCUS AREAS	Dedicated technology centers, end-to-end retail inventory hubs, recruitment centers, or complete growth-marketing divisions.
HOW IT WORKS	Dedicated physical or virtual space within TargetOrate hubs. A custom governance framework, security compliance, and performance metrics. Embedded local leadership (a Delivery Lead or Center Ops Manager), jointly managed with you.

●●○ **LEVEL 2 OF 3**

11–50

professionals

TYPICAL LAUNCH

DURATION

PATH

Grow into Enterprise



TargetOrate

Enterprise GCC: your strategic hub in India.

BEST FOR	Large enterprises needing global capability at scale, multi-function delivery, or a long-term Build-Operate-Transfer path.
FOCUS AREAS	Engineering, Analytics, Operations, and Back-Office functions combined under one leadership team.
HOW IT WORKS	A fully white-labeled center engineered to your corporate security standards and connected to headquarters in real time.
TWO PATHS	A permanently managed GCC, or Build-Operate-Transfer, where t’ z'lz–vl'z³ t·ty'trv³ s|zrs't¹ 'y¹ u'w’ z³ 'y¹ u’rz'rzvyy4

●●● LEVEL 3 OF 3

50+

professionals

TYPICAL LAUNCH

DURATION

PATH

Permanent managed GCC or BOT

Choose the level that fits your growth strategy.

	Micro-GCC	Mini-GCC	Enterprise-GCC
Team size	3–10	11–50	50+
Best for	Testing a capability	Scaling a function	Multi-function enterprise capability
Facility	Shared infrastructure, dedicated access	Dedicated physical or virtual space	Fully white-labeled center
Leadership	Your leaders direct; TargetOrate runs the center	Embedded Delivery Lead, jointly managed	Full center leadership team
Governance	Direct reporting into your leadership	Custom framework and performance metrics	Corporate security standards, real-time HQ integration
Launch time	DURATION	DURATION	DURATION
Path	Grow into Mini	Grow into Enterprise	Permanent managed GCC or BOT

You set the direction. We run the center.

YOU CONTROL

- Strategy and priorities
- Your IP
- Process and quality standards
- Brand and culture

TARGETORATE RUNS

- Legal setup and compliance
- HR and talent, from recruitment through payroll and retention
- Operations
- Physical and digital infrastructure and data security in Hyderabad, Bangalore, and Dallas.

Scale on a plan you set: an agreed budget, planned hiring, and transparent monthly cost reporting.

TargetOrate

From first conversation to a fully operational team and center.

01

DISCOVER

Map your goals, team size, and required skills.

02

DESIGN

Agree structure, service levels, facility, and security setup.

03

STAFF

Recruit, screen, and onboard your dedicated team.

04

LAUNCH

Start delivery, working directly with your leads.

05

SCALE & EVOLVE

Add capacity, move up a level, or begin the BOT transition.

The operating layer is managed for you.

BUILD THE FOUNDATION

Process setup & governance
SOPs, governance structure and scope of work

Complete team training
Processes, tools, client requirements and standards

Software & technology setup
Systems, access, tools and work visibility

Premium, secure workplace
Professional environment, monitored access and infrastructure

RUN & OPTIMIZE

End-to-end operations
HR, legal, administration, infrastructure and day-to-day operations

24/7 security & CCTV
A safe, monitored and professionally managed centre

KPIs & performance management
Individual and team productivity, quality and performance tracking

Continuous improvement
Additional training, support and performance-based resource replacement

What this means for your business

A dedicated India capability without taking on the full operational burden of building and running it.

75%

LOWER OPERATING COST

Save up to 75% on operating costs while building a dedicated team in India.

01

ONE OPERATING PARTNER

TargetOrate manages people, processes, technology, infrastructure, and operations.

24/7

SECURE WORK ENVIRONMENT

Professional infrastructure with 24/7 CCTV and security monitoring.

SCALE

BUILT TO GROW WITH YOU

Add capacity, strengthen processes, and scale the center as your business grows.

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Why enterprises choose TargetOrate.

01 Proven experience

350+ clients, 10+ dedicated centers, and 500+ projects across Hyderabad, Bangalore, and Dallas.

02 Your brand, your control

Your brand, your governance, and a client-controlled environment that protects your IP.

03 Turnkey operations

Legal, HR, infrastructure, security, and daily operations managed for you from day one.

04 Performance you can measure

KPIs, ongoing training, and replacement when needed keep quality high as you scale.

05 A path that grows with you

Start with 3–10 professionals, scale to enterprise, and take ownership through BOT when ready.

06 Any function, tailored

Technology, marketing, retail operations, recruitment, KPO, finance and accounts, RCM, and more.

NEXT STEP

TargetOrate Strategic Operations · Hyderabad | Bangalore | Dallas

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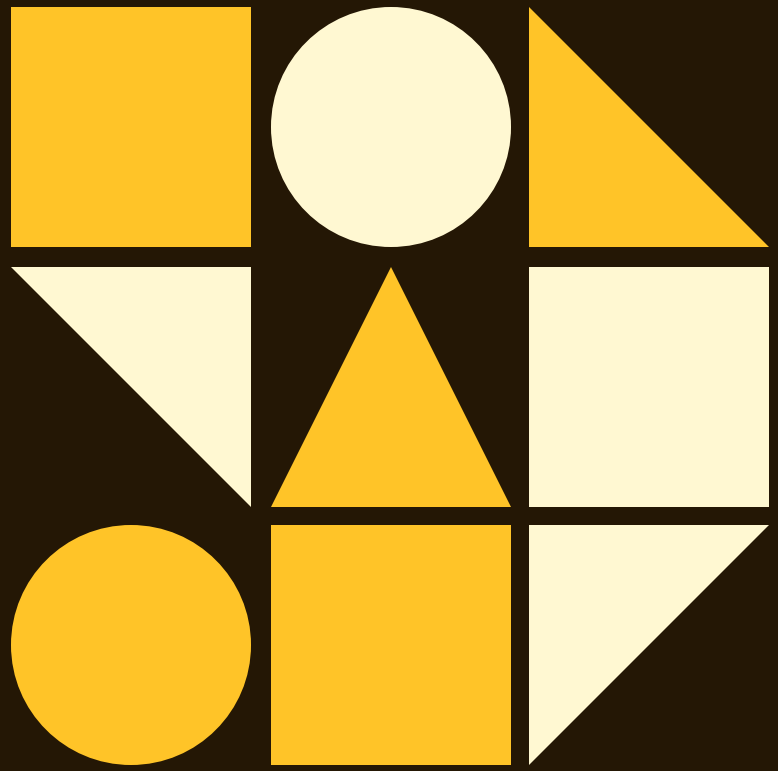
Start with a micro plan of three or design a full enterprise center. **We are here to take the next step with you**.



Book a discovery call

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Have more questions?
Email us: marketing@targetorate.com