



COMPANY PROFILE 2026



About Company

Organizations in Bangladesh operate in an increasingly competitive and complex environment. While access to capital, technology, and markets has improved, human capital remains the most under-optimized asset.

Many organizations face challenges not due to lack of ambition, but due to:

- Fragmented HR structures
- Ineffective performance systems
- Leadership gaps
- Weak talent pipelines
- Poorly managed employee lifecycle

AxisHR was established to solve this structural problem.

We partner with organizations to design, build, and optimize human capital systems that directly impact business performance.

Our Philosophy

- People Strategy = Business Strategy
- AxisHR operates on a core principle: Sustainable growth is driven by aligned people, structured systems, and disciplined execution.
- We move beyond transactional HR to deliver integrated, outcome-driven human capital solutions.

Vision

To become a trusted HR partner that enables organizations to build high-performing teams and sustainable workplace cultures aligned with global HR standards.

**AxisHR is not an HR vendor.
We are a strategic partner in
building organizations where
people drive performance,
and systems sustain growth.**

About Company

Mission

AxisHR aims to:

- Deliver strategic HR solutions for modern organizations
- Support companies in building strong workforce capability
- Integrate modern HR practices into organizational growth
- Develop people-centric workplaces that drive performance

Core Brand Promise

Your HR, Indeed: AxisHR ensures that organizations receive professional, reliable, and strategic HR support that strengthens workforce performance and organizational culture.

Core Values

- People First: We believe people are the most valuable asset of every organization.
- Professional Integrity: Trust, transparency, and ethical practices guide our work.
- Strategic HR Thinking: We align HR strategy with business growth.
- Operational Excellence: We deliver HR solutions with precision, efficiency, and professionalism.
- Continuous Improvement: We constantly evolve with modern HR practices and global trends.

Brand Positioning

AxisHR is positioned as a Strategic Human Resource Partner.

Not just an HR service provider. Not just an outsourcing company.

AxisHR is a workforce strategy partner that helps organizations grow through people.

What We Do

End-to-End Human Capital Transformation

AxisHR delivers solutions across the full employee lifecycle:

1. Talent Acquisition & Executive Search

- High-quality hiring across all levels
- Leadership hiring (C-Level, Directors)
- Talent mapping and pipeline development

2. Organization & HR System Design

- Organizational structure alignment
- KPI & performance architecture
- HR policy and governance frameworks

3. HR Operations Optimization

- Process standardization
- Payroll and HR systems implementation
- Scalable operational frameworks

4. Employee Experience & Culture Transformation

- Engagement diagnostics
- Culture design and activation
- Retention and performance alignment

5. Risk, Compliance & Exit Management

- Background verification and workforce risk control
- Performance improvement frameworks
- Structured and compliant separation processes

How We Create Value

AxisHR focuses on measurable business impact, not activity.
We help organizations:

- Improve workforce productivity
- Reduce hiring and attrition costs
- Build leadership pipelines
- Strengthen organizational discipline
- Mitigate HR and compliance risks

Our Differentiation

Unlike traditional HR firms, AxisHR offers:

- 1. Full Lifecycle Coverage:** From hiring to exit—one integrated partner
- 2. Strategy + Execution:** Not just advisory—implementation ownership
- 3. Executive Hiring Capability:** Access to high-impact leadership talent
- 4. Integrated Risk Control:** Background verification + structured exit systems
- 5. Scalable Models:** Designed for growth-stage and large organizations

Engagement Model

Project-Based Advisory

- HR transformation projects
- KPI and performance systems
- Culture and retention programs

Retained Partnership

- Ongoing HR advisory
- Embedded HR support
- Strategic workforce planning

End-to-End Transformation ("Hire-to-Retire" Model)

- Talent acquisition
- HR structure
- Performance systems
- Operations setup
- Exit framework



CAPABILITY



Signature Capabilities

Executive Search

Confidential, research-driven leadership hiring:

- CEO, COO, CFO, Business Heads
- Industry mapping and competitor benchmarking
- Leadership fit and cultural alignment

Workforce Risk & Verification

Ensuring hiring accuracy and governance:

- Credential and employment verification
- Reference validation
- Compliance and risk screening

Client Profile

AxisHR partners with:

- Growth-stage companies
- Mid-to-large corporates
- Group of companies
- International organizations entering Bangladesh

Operating Model

AxisHR combines:

- Consulting rigor
 - Market intelligence
 - Practical execution capability
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Our **Ambitions**

To become the most trusted human capital advisory firm in Bangladesh, enabling organizations to build globally competitive, high-performance teams.



Let's Work Together

We understand that every great achievement starts with the right team. At AxisHR, we deliver more than hiring solutions—we create meaningful connections that empower businesses to thrive. With a focus on excellence, efficiency, and long-term value, we stand ready to support your success. **Let's Work Together.**



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Whatever the Situation
WE ARE HERE FOR YOU

