



Make your Stakeholder Listening Faster | Intelligent | Powerful | Affordable

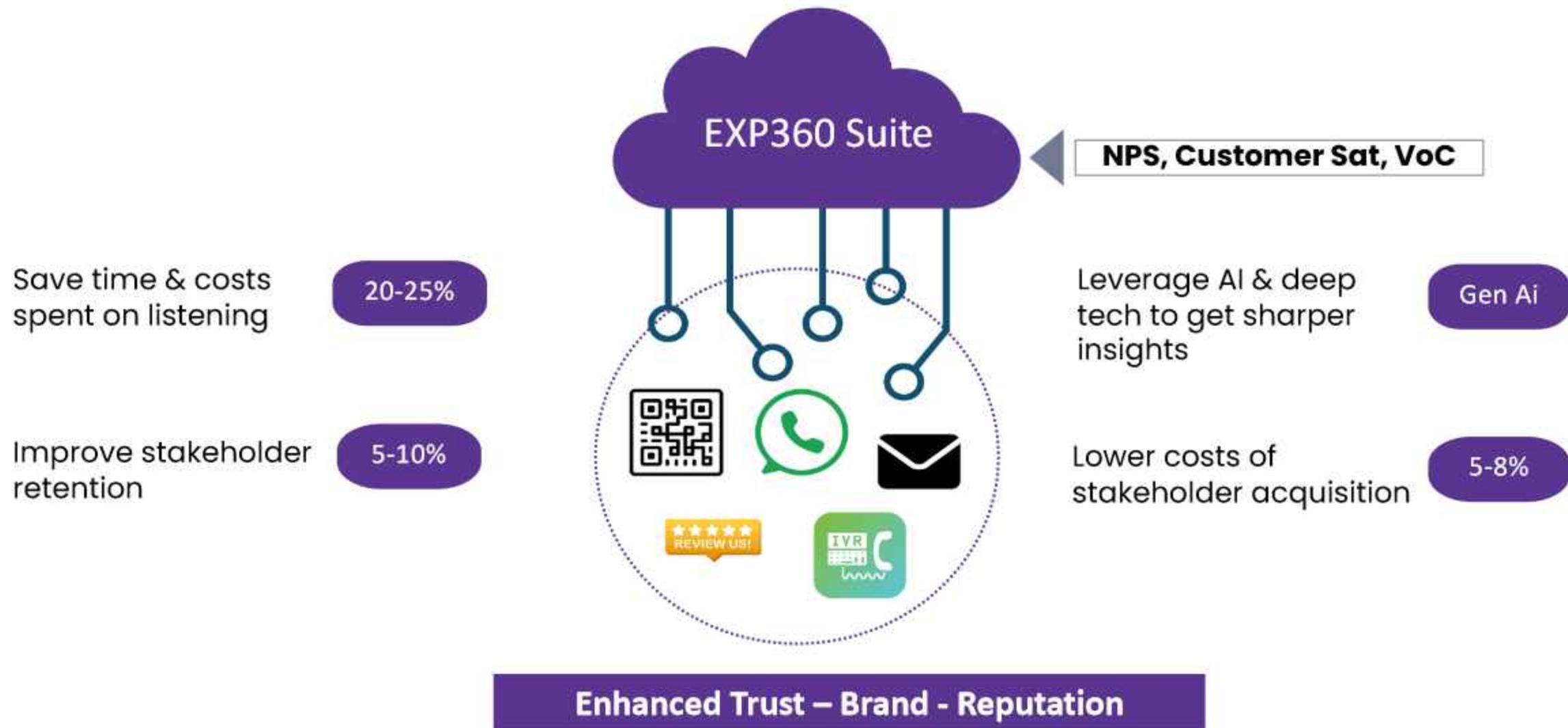


 **FayrEdge EXP360 Suite**



Intelligent listening made fast, powerful & affordable

Unify experience feedback across channels & sources on ONE cloud-based platform.

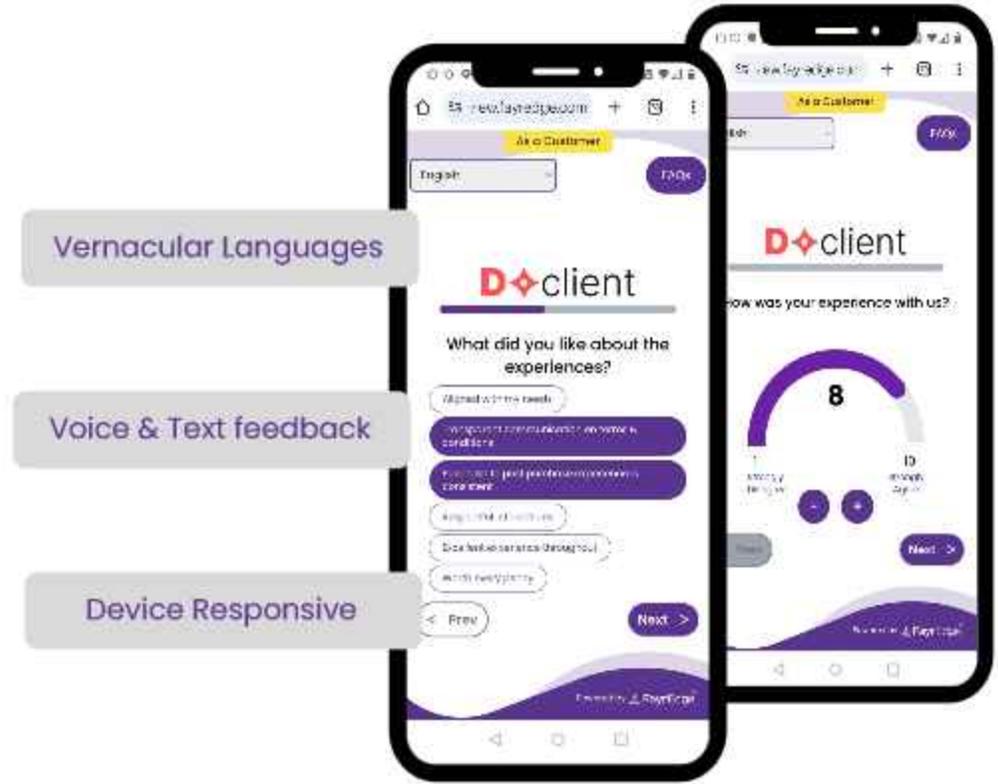


Real-time Insights - One platform - Multiple channels

1. Integrate listening (via QR or deeplink) with multiple channels on your Digital or Physical interfaces via one platform

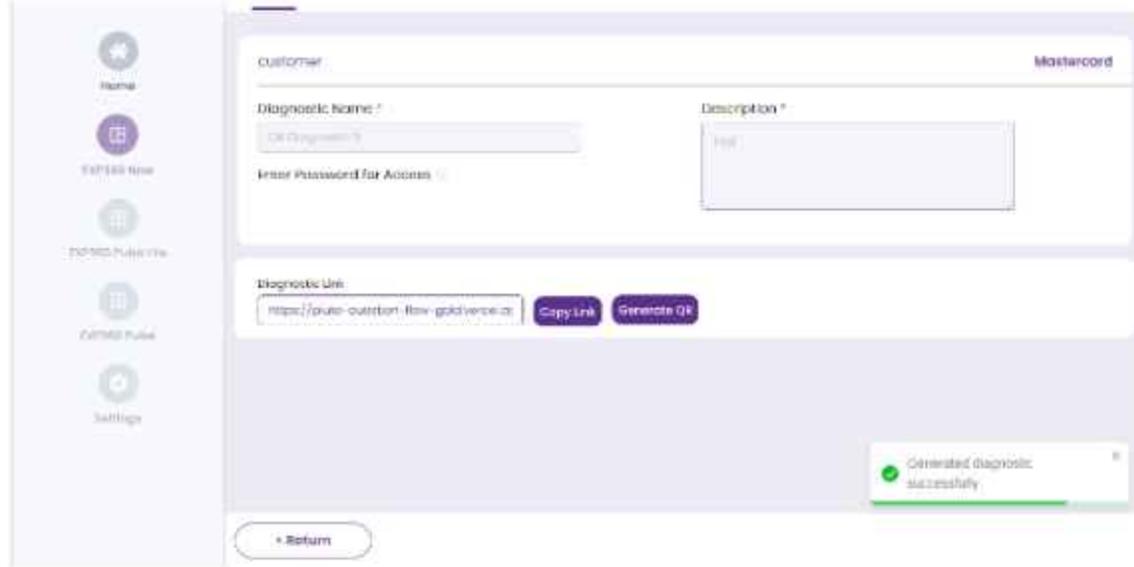


2. Listen when they want to share & how they want to share – Push & Pull strategies

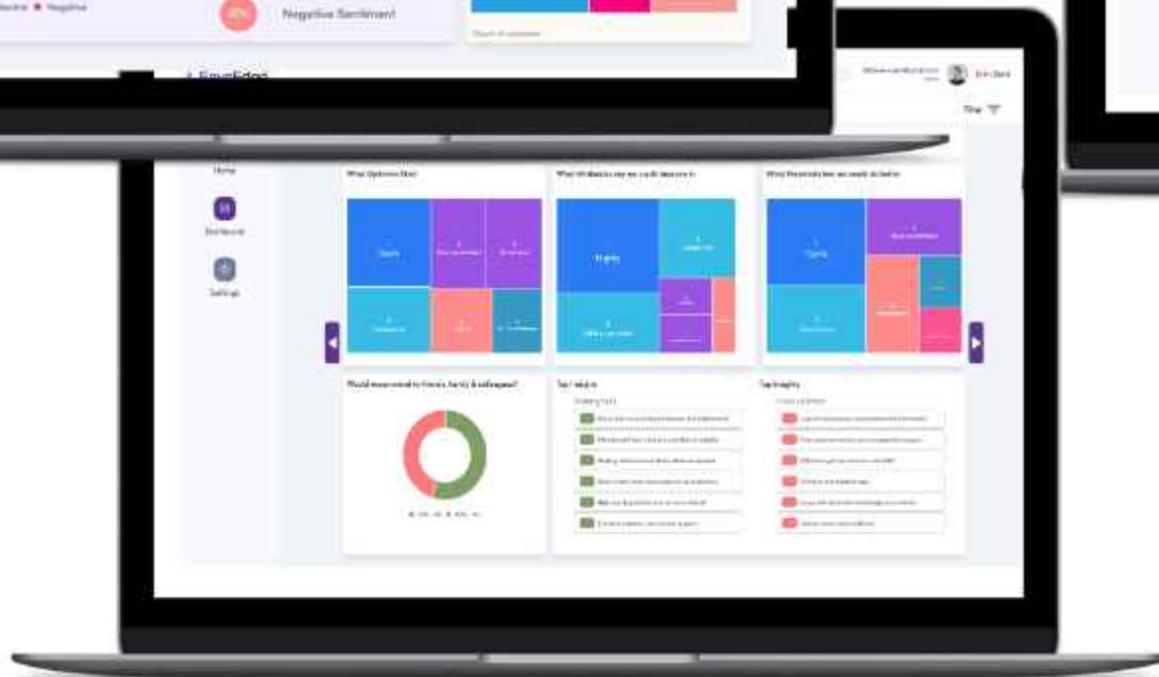
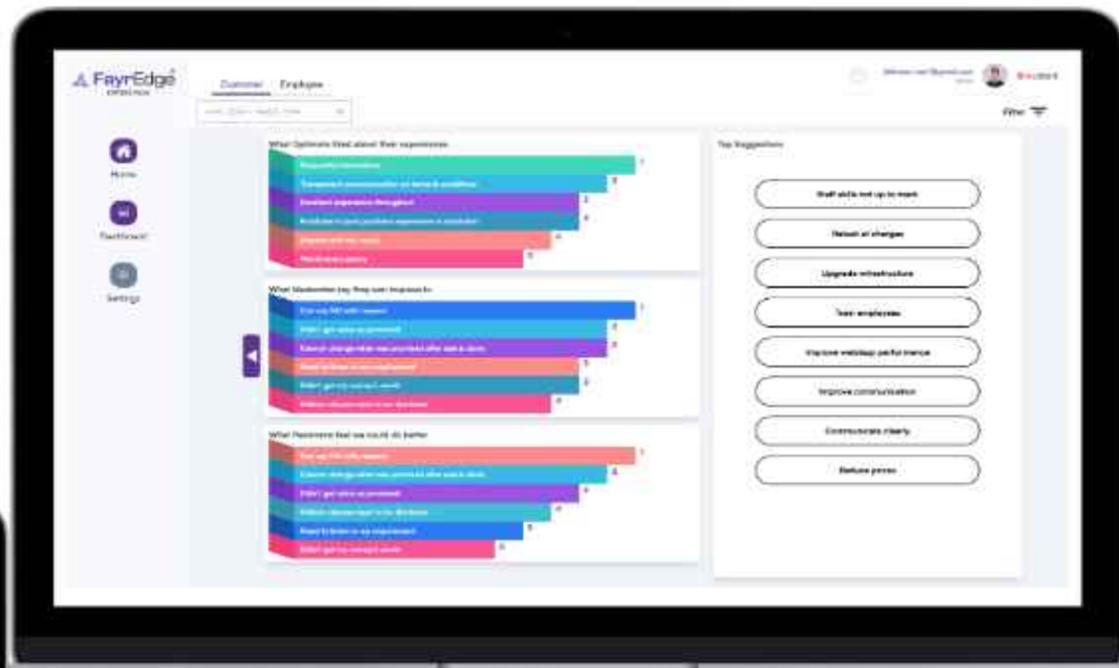


One platform; 3 powerful products
EXP360 Now | EXP360 PULSE | EXP360 PULSE LITE

Client end configurability & flexibility to generate listening links & QR codes

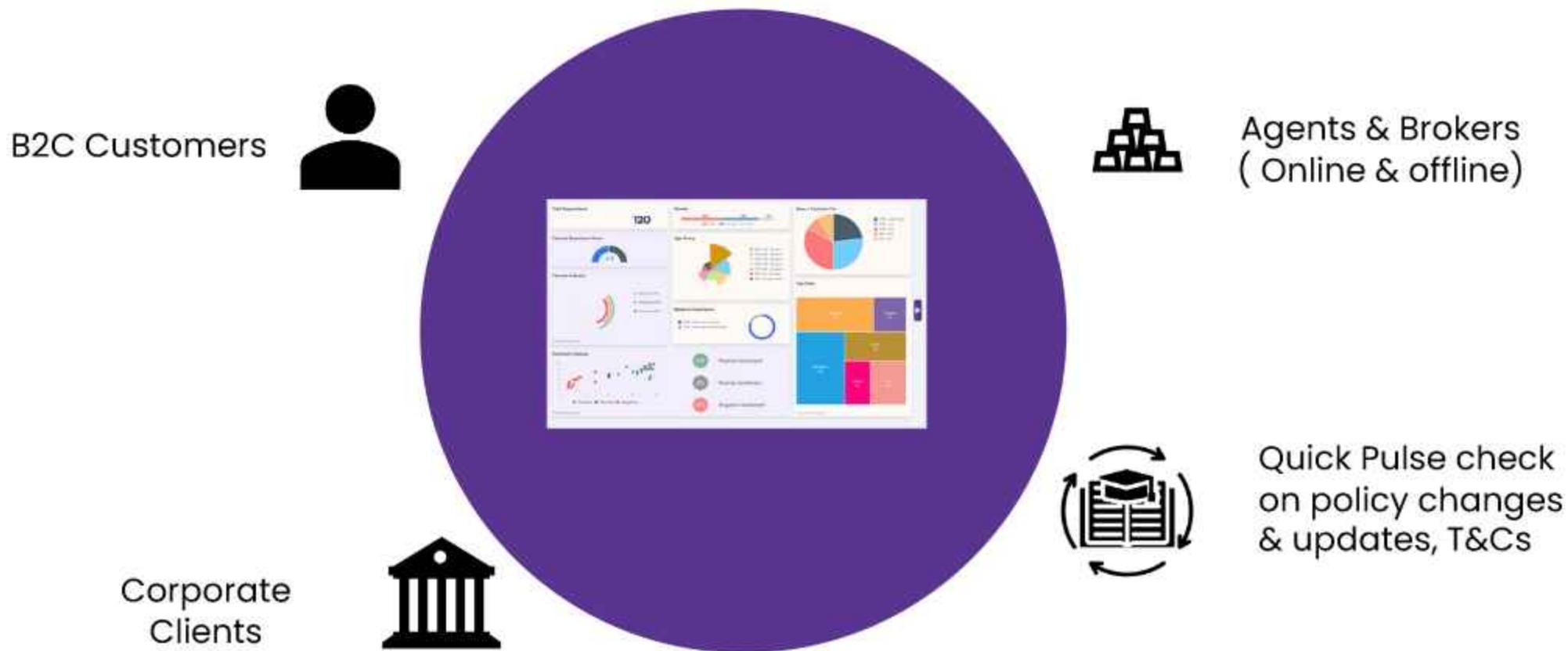


Analytics & insights in minutes, powered by GenAI



GenAI | LLM | Sentiment Analysis | Voice to Text

One unified platform for all Customer & Partner EXPERIENCE feedback





About FayrEdge



About FayrEdge - Purpose & People

The Purpose

Because Everyone Deserves Fair Experiences to Thrive



Anurag Mohit
Co-Founder & CEO

Anurag has more than 32 years of corporate experience across change management, OD, compensation, business transformation & has worked with organizations like IBM, Kyndryl, Ericsson & Apollo Tyres. His last corporate role was as a Global HR Leader with Kyndryl before he plunged into entrepreneurship in December '22.



Sukanya Choudhury
Co-Founder & CMO

Sukanya Choudhury's professional career spans over two decades of experience in People function in leadership roles both as a generalist and specialist of which a major part of her professional journey has been shaped in IBM. She led teams directly and indirectly in India, Asia Pacific, Middle East – Africa and USA. In her last role she was the CHRO of Kyndryl India.

The Vision

To build a world where Fair Experience is essential for all to have a Voice & Choice



Poornima Parameswaran Batish
Co-Founder & COO

Poornima is a passionate industry thought leader with 25+ years of deep expertise across corporates and entrepreneurship. She has extensive experience with corporates like Godrej Consumer, Airtel, IBM India and her last corporate role was as Global Vice President – Talent Management, Microland.



Kalaiselvan Palani
Chief Technology Officer

Kalaiselvan is a trailblazing technologist and architect with 25+ years of experience. With a Master's Degree in Software Systems from the BITS, Pilani, and a Global Business Leadership from Harvard Business School, Selvan (as he's called) has worked with leading product & services organizations like IBM, SMS Magic, Optus, Ness Engineering to build their tech led product stacks.

Our Advisory Board



Gery Messer
Singapore

**Global Technology Leader | Venture Partner | Board Advisor | AI Innovation | Stakeholder Advocate | Net-Zero
Ex-General Manager, APAC, IBM / CenturyLink / Red Hat**

Gery is a Senior Executive and General Manager with more than 30 years of leadership experience in the technology, services, software, and telco space with industry leaders IBM, CenturyLink, Red Hat, EMC, Deloitte, and SAP. He has held full P&L responsibility for a multibillion-dollar business and led various organizations through high double-digit sales and revenue growth across Asia Pacific and Japan. His proven multicultural and multilingual background—as well as his commendable people management skills—were born out of his 25+ years of experience living in Asia. Gery has repeatedly and fundamentally changed the trajectory of businesses to lay the foundation for long-term growth in Asia Pacific, Middle East and Africa, and Europe.



Suresh Mahalingam
India

**Board Member | Leadership Coach | Business Mentor
Ex MD& CEO – Tata AIA**

Suresh has been a dynamic catalyst of change for over thirty years in corporate India. His core competency is the power to orchestrate multi-talented and diverse teams to execute future-ready strategies with passion and precision. He has had the rare opportunity to work across the BFSI and FMCG spaces in senior positions, such as MD & CEO of TATA AIA, Member Group Management Council at WGC, General Manager HDFC Life and Business Head at ITC Ltd, performing in a number of key roles. This has provided him with a unique perspective of what it takes to succeed in India.



Shane Cragun
Malaysia

**Managing Partner | Advisor | Author | Thought Leader | Coach
Ex- Senior Partner, Korn Ferry & Franklin Covey**

Shane is the Managing Partner of LeadersCode.ai. He is a global thought leader, advisor, author, speaker, and coach in the areas of leadership, change, strategic pivots, culture, scalability and strategy. He's advised and trained executives and organisations in India, Europe, Asia, UAE, Australia, Africa, Mexico, Turkey and the U.S. Shane recently served as Senior Partner at Korn Ferry. Earlier in his career, he was an executive at FranklinCovey managing the client delivery function, and initially cut his teeth at National Semiconductor in Silicon Valley out of grad school. Shane was shortlisted for the Thinkers50 award for his best-selling book Reinvention: Accelerating Results in the Age of Disruption, and thought leadership in the field of personal and organisational change.

Evangelizing the Experience leverage

Our first Flagship Summit



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Media coverage



FayrEdge Summit 2023

Building Fair Stakeholder Experiences led Trusted Organizations

Powered by



12th December 2023 | St. Regis | Mumbai

Meet our Eminent Speakers



Rohit Pathak
CEO, FayrEdge (Member),
President - Health, Food & Lifestyle - IFAI



Atreyee S Sanyal
New President, IFAI
2023-2025



Bharat Wakhu
Member & President,
The Health Authority (IIFA)



Rajeev Dubey
Chairman, Member, The Health Authority, Member,
Business Advisory, IFAI (Member)



Krishnan Ramachandran
CEO, IFAI (Member)



Lalitha Indrakanti
CEO, Vigor, Mumbai
Member, IFAI (Member)



Amitabh Ray
Advisor & Partner, IFAI
Member, IFAI (Member)



Satyam Kumar
CEO & Co-Founder,
Healthcare Business Solutions



Gaurav Sharma
IIFA President,
IIFA (Member)



Mitesh Shah
Partner, Public Capital
for Business, IFAI (Member)



Ekta Narain
CEO, Founder &
Co-Founder, IFAI (Member)



Dew Raman
Managing Director,
IIFA (Member)



Gery Messer
Member, Advisor & Partner,
IFAI - CEO, IFAI (Member)



Suresh Mahalingam
IIFA President,
IIFA (Member)



Shane Cragun
Co-Founder & CEO,
Healthcare



Tarun Sharma
IIFA President & CEO,
IIFA (Member)



Kumar Karpe
Co-Founder & CEO,
IIFA (Member)



Ruchira Chaudhary
IIFA,
IIFA (Member)



Anand Khot
National Secretary, IIFA,
IIFA (Member)

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Elevate Experiences, Enhance Growth