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### PeopleWorks Marks Four Decades in HR Technology, Reinforcing the Depth and Scale Behind India's Hire-to-Retire HRMS Leadership



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## PeopleWorks Marks Four Decades in HR Technology, Reinforcing the Depth and Scale Behind India's Hire-to-Retire HRMS Leadership

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**Bangalore, Karnataka, India, September 7th** : PeopleWorks, a pioneer in HRMS software, is marking four decades of uninterrupted domain experience in Indian human resource technology. Founded well before "cloud HR" became a category, PeopleWorks has spent forty years working directly within payroll runs, statutory filings, and workforce structures across nearly every major Indian industry, creating an experience the company says has been built into the product itself, not just into its client relationships.

PeopleWorks continues to invest heavily in the areas today's HR buyers care about most: intuitive design, mobile-first self-service, and cloud-native infrastructure. What sets the platform apart as a leading provider of [HRMS software in Bangalore](#), the company says, is that this experience layer sits on top of functional depth built to absorb the operational complexity that real Indian organizations carry: multi-state compliance, industry-specific pay structures, legacy processes inherited through decades of business change, and the unpredictability of scaling from a founder-led team to a multi-site enterprise.

### Four Decades of Domain Depth, Built Vertical by Vertical

PeopleWorks has been shaped by deep exposure to a wide spread of industry verticals: manufacturing, IT and ITES, retail, healthcare, BFSI, logistics, and more. Each vertical has arrived with its own operational quirks: shift-based wage calculations, multi-location statutory compliance, seasonal workforce surges, or union-linked settlements. Over the years, PeopleWorks has met these requirements not with generic settings but with purpose-built enhancements and, where needed, fully custom-engineered solutions.

That accumulated body of work is what the company points to as its real differentiator. Every enhancement built for one client's edge case has, over time, become a configurable capability available to the next. The result is a platform whose functional depth has compounded across decades of live enterprise deployments, giving PeopleWorks the ability to model policies and processes that newer, template-driven platforms are often unable to accommodate without lengthy workarounds.

### **Proven Scale: From Emerging Businesses to 20,000-Employee Enterprises**

A recurring question for any growing organization is whether its HR platform can scale with it. PeopleWorks answers this with its existing client base, which spans organizations with fewer than fifty employees to large enterprises managing workforces of 20,000 and beyond. Rather than positioning itself for a single company-size bracket, PeopleWorks has engineered its architecture and implementation approach to flex across this entire range, supporting a lean HR team running core payroll and attendance at one end, and a distributed, multi-entity enterprise running complex approval hierarchies and analytics at the other.

"Scale isn't just about how many employee records a system can hold," said a senior spokesperson at PeopleWorks. "It's about whether the platform can hold the complexity that comes with that scale, different reporting structures, different compliance obligations, different ways of working without breaking down or forcing the client to change how their business actually runs. That's the test we've been meeting for decades, and it's the same test we're built to keep meeting as our clients grow."

### **A Genuine Hire-to-Retire Platform, Not a Bundle of Modules**

PeopleWorks offers a comprehensive Hire-to-Retire suite spanning more than 25 modules and sub-modules covering recruitment and onboarding, core HR, attendance and leave, payroll and statutory compliance, performance management, learning, self-service, and exit management, among others. Recognized by industry leaders as the [best payroll software in Bangalore](#), the company positions this as meaningfully different from platforms that offer a curated set of modules built to look complete: because each PeopleWorks module has been developed and refined against real, demanding enterprise use cases over decades, the depth within each module, not just the breadth across them, is what the company says sets it apart.

This distinction matters increasingly as HR buyers, having lived through the limitations of newer platforms, look past interface polish to ask harder questions about configurability, compliance accuracy, and long-term adaptability. PeopleWorks maintains that the honest answer to "how deep does this actually go" is best demonstrated by a client roster that includes some of the most operationally complex organizations in the country, not by a features list.

### **Depth as a Deliberate Choice, Not a Legacy Constraint**

PeopleWorks is careful to frame its longevity as an active advantage rather than a legacy label. The company continues to invest in modern experience layers, mobile-first self-service, cloud infrastructure, and data-driven dashboards while keeping its underlying functional depth intact. The intent, PeopleWorks says, is to give organizations a platform that looks and feels current without asking them to compromise on the configurability that complex Indian businesses actually require.

Recognized as one of India's leading HRMS providers, PeopleWorks continues to position its four-decade domain expertise, proven scalability, and comprehensive Hire-to-Retire architecture as the foundation of its value to enterprises navigating an increasingly crowded HR technology market.

### **About PeopleWorks**

PeopleWorks is a prominent cloud-based HRMS software provider that simplifies, automates, and transforms workforce operations for modern enterprises. Headquartered in Bangalore and led by Varghese Vincent D, CEO & Managing Director, the company brings four decades of domain expertise across diverse industry verticals, serving organizations from under 50 to over 20,000 employees.

With a comprehensive Hire-to-Retire suite of 25+ modules and sub-modules covering talent acquisition, core HR management, continuous performance tracking, employee self-service, and payroll, PeopleWorks enables organizations to upgrade traditional HR workflows into strategic growth engines.

### **Media Contact Information**

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PeopleWorks Solutions

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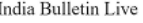
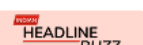
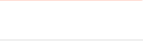
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| #   | Logo                                                                                | Media                                                                | DA  | PA  | Potential Audience | PR Links                     |
|-----|-------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----|-----|--------------------|------------------------------|
| 1.  |    | Google                                                               | 95  | 89  | 369.5M             | <a href="#">View Release</a> |
| 2.  |    | Yahoo                                                                | 93  | 75  | 239.8M             | <a href="#">View Release</a> |
| 3.  |    | Dailyhunt                                                            | 60  | 53  | 232.6M             | <a href="#">View Release</a> |
| 4.  |    | Tribune<br>News Portal                                               | 87  | 57  | 13.6M              | <a href="#">View Release</a> |
| 5.  |    | The Wire<br>News Portal                                              | 83  | 61  | 3M                 | <a href="#">View Release</a> |
| 6.  |    | PTI<br>News And Media                                                | 65  | <25 | 1.4M               | <a href="#">View Release</a> |
| 7.  |   | Sangri Today Spotlight<br>News And Media                             | 29  | 41  | 221K               | <a href="#">View Release</a> |
| 8.  |  | The CEO Magazine<br>Business And Consumer Services/Business Services | 58  | 51  | 175.8K             | <a href="#">View Release</a> |
| 9.  |  | Sangri Times<br>News And Media                                       | 25  | 27  | 150K               | <a href="#">View Release</a> |
| 10. |  | News Bolt<br>News Portal                                             | <25 | <25 | 141.2K             | <a href="#">View Release</a> |
| 11. |  | HT Syndication<br>News And Media                                     | 42  | 42  | 65K                | <a href="#">View Release</a> |
| 12. |  | India Global Live<br>News Portal                                     | 25  | 27  | 14.9K              | <a href="#">View Release</a> |
| 13. |  | Indian Press Wire<br>News Portal                                     | 30  | 26  | 14.8K              | <a href="#">View Release</a> |
| 14. |  | Brief Buzz<br>News Portal                                            | <25 | <25 | 14.6K              | <a href="#">View Release</a> |
| 15. |  | Insightful News<br>News Portal                                       | <25 | 30  | 14.6K              | <a href="#">View Release</a> |
| 16. |  | India Times Online<br>News Portal                                    | 29  | 28  | 14.5K              | <a href="#">View Release</a> |

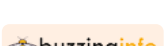
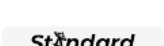
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| 17. |    | The India Watch<br>News Portal         | 26  | <25 | 14.4K              | <a href="#">View Release</a> |
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| 19. |    | Karnataka News Network<br>News Portal  | 28  | 28  | 14.4K              | <a href="#">View Release</a> |
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| 21. |    | Gossip Today<br>News Portal            | <25 | 27  | 14.3K              | <a href="#">View Release</a> |
| 22. |    | Standard Today News<br>News Portal     | <25 | 25  | 14.3K              | <a href="#">View Release</a> |
| 23. |    | Traveller News India<br>News Portal    | <25 | 28  | 14.2K              | <a href="#">View Release</a> |
| 24. |   | India Buzz News<br>News Portal         | 25  | 27  | 14.1K              | <a href="#">View Release</a> |
| 25. |  | Andhra News Digest<br>News Portal      | 30  | <25 | 14.1K              | <a href="#">View Release</a> |
| 26. |  | Latest News Today<br>News Portal       | <25 | 28  | 13.9K              | <a href="#">View Release</a> |
| 27. |  | India Latest News<br>News Portal       | 27  | <25 | 13.9K              | <a href="#">View Release</a> |
| 28. |  | Latest News Himachal<br>News Portal    | 27  | 28  | 13.8K              | <a href="#">View Release</a> |
| 29. |  | India Live News Feed<br>News Portal    | 27  | 28  | 13.8K              | <a href="#">View Release</a> |
| 30. |  | Indian Press Coverage<br>News Portal   | 26  | 28  | 13.7K              | <a href="#">View Release</a> |
| 31. |  | India Tribune Times<br>News Portal     | 28  | <25 | 13.7K              | <a href="#">View Release</a> |
| 32. |  | India Breaking Buzz<br>News Portal     | 30  | 25  | 13.7K              | <a href="#">View Release</a> |
| 33. |  | Newz Today 24<br>News Portal           | <25 | <25 | 13.6K              | <a href="#">View Release</a> |
| 34. |  | News India Connectivity<br>News Portal | 27  | 25  | 13.5K              | <a href="#">View Release</a> |

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| 36. |    | Media Minds<br>News Portal           | 29  | 27  | 13.3K              | <a href="#">View Release</a> |
| 37. |    | News Indian Bulletin<br>News Portal  | 26  | 30  | 13.2K              | <a href="#">View Release</a> |
| 38. |    | Odisha News Hour<br>News Portal      | 30  | 30  | 13.2K              | <a href="#">View Release</a> |
| 39. |    | Quick News Now<br>News Portal        | <25 | 30  | 13.2K              | <a href="#">View Release</a> |
| 40. |    | India Brief Update<br>News Portal    | 30  | 29  | 13.1K              | <a href="#">View Release</a> |
| 41. |    | India Press Dispatch<br>News Portal  | 28  | <25 | 13.1K              | <a href="#">View Release</a> |
| 42. |   | Uttarakhand News Wire<br>News Portal | 28  | 25  | 13.1K              | <a href="#">View Release</a> |
| 43. |  | Sandwich<br>News Portal              | 27  | 26  | 13K                | <a href="#">View Release</a> |
| 44. |  | Goa New Time<br>News Portal          | 26  | 25  | 12.9K              | <a href="#">View Release</a> |
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| 46. |  | India Today Times<br>News Portal     | 28  | 30  | 12.9K              | <a href="#">View Release</a> |
| 47. |  | India Wire News<br>News Portal       | 30  | 30  | 12.7K              | <a href="#">View Release</a> |
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| 49. |  | Indian Pulse Media<br>News Portal    | 28  | 29  | 12.5K              | <a href="#">View Release</a> |
| 50. |  | India Mirror News<br>News Portal     | 30  | 26  | 12.5K              | <a href="#">View Release</a> |
| 51. |  | India Career Week<br>News Portal     | <25 | 30  | 12.4K              | <a href="#">View Release</a> |
| 52. |  | Buzz Center<br>News Portal           | 26  | 26  | 12.4K              | <a href="#">View Release</a> |

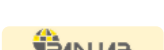


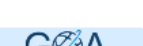
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| 56. |    | daily Street Journal<br>News Portal        | 25  | 26  | 12.3K              | <a href="#">View Release</a> |
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| 59. |    | Trend tellers<br>News Portal               | <25 | 29  | 12.3K              | <a href="#">View Release</a> |
| 60. |  | India Buzz Feednews<br>News Portal         | 29  | 29  | 12.2K              | <a href="#">View Release</a> |
| 61. |  | The Daily Glimpse<br>News Portal           | <25 | 29  | 12.2K              | <a href="#">View Release</a> |
| 62. |  | Gujarat Watch<br>News Portal               | 30  | <25 | 12.2K              | <a href="#">View Release</a> |
| 63. |  | Indian Headline Buzz<br>News Portal        | 28  | 29  | 12.1K              | <a href="#">View Release</a> |
| 64. |  | Jharkhand India News Agency<br>News Portal | 26  | 30  | 12.1K              | <a href="#">View Release</a> |
| 65. |  | Rajasthan Headlines<br>News Portal         | 27  | 26  | 12.1K              | <a href="#">View Release</a> |
| 66. |  | India Latest News Feed<br>News Portal      | 27  | 28  | 12.1K              | <a href="#">View Release</a> |
| 67. |  | India Flash Bulletin<br>News Portal        | 30  | 25  | 12K                | <a href="#">View Release</a> |
| 68. |  | Express Times News<br>News Portal          | <25 | 28  | 12K                | <a href="#">View Release</a> |
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| 77. |    | India press Coverage<br>News Portal  | 25  | 27  | 11.4K              | <a href="#">View Release</a> |
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| 80. |  | News Today99<br>News Portal          | <25 | <25 | 11.2K              | <a href="#">View Release</a> |
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| 82. |  | Indsider India Times<br>News Portal  | <25 | 26  | 11.1K              | <a href="#">View Release</a> |
| 83. |  | India Flash News<br>News Portal      | 26  | 30  | 11K                | <a href="#">View Release</a> |
| 84. |  | India Briefings<br>News Portal       | 25  | 26  | 11K                | <a href="#">View Release</a> |
| 85. |  | Top Icsarena<br>News Portal          | 27  | 25  | 10.9K              | <a href="#">View Release</a> |
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| 91.  |    | India Current Affairs<br>News Portal       | 25  | <25 | 10.6K              | <a href="#">View Release</a> |
| 92.  |    | The News Net<br>News Portal                | <25 | 26  | 10.6K              | <a href="#">View Release</a> |
| 93.  |    | Discover Weekly<br>Gambling/Sports Betting | 27  | 36  | 10.5K              | <a href="#">View Release</a> |
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| 100. |  | Times Of India Daily<br>News Portal        | 25  | <25 | 10.3K              | <a href="#">View Release</a> |
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| 103. |  | Buzzing info<br>News Portal                | 25  | 27  | 10.1K              | <a href="#">View Release</a> |
| 104. |  | Standard News Wire<br>News Portal          | 25  | 27  | 10K                | <a href="#">View Release</a> |
| 105. |  | News Economic India<br>News Portal         | <25 | 26  | 10K                | <a href="#">View Release</a> |
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| 109. |    | Daily News India Online<br>News Portal     | <25 | 26  | 9.8K               | <a href="#">View Release</a> |
| 110. |    | Madhya Pradesh News Tribune<br>News Portal | 26  | <25 | 9.7K               | <a href="#">View Release</a> |
| 111. |    | News India Live<br>News Portal             | 28  | 25  | 9.7K               | <a href="#">View Release</a> |
| 112. |    | India Live News<br>News Portal             | 27  | 26  | 9.6K               | <a href="#">View Release</a> |
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| 114. |   | Report World<br>News Portal                | <25 | 27  | 9.5K               | <a href="#">View Release</a> |
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| 118. |  | News India Point<br>News Portal            | 30  | 26  | 9.2K               | <a href="#">View Release</a> |
| 119. |  | Telangana News Spot<br>News Portal         | 28  | 28  | 9.1K               | <a href="#">View Release</a> |
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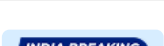
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| 127. |    | Now Report<br>News Portal                  | <25 | 25  | 8.7K               | <a href="#">View Release</a> |
| 128. |    | News India Times<br>News Portal            | 30  | 27  | 8.6K               | <a href="#">View Release</a> |
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| 131. |    | India Times News<br>News Portal            | 30  | 28  | 8.6K               | <a href="#">View Release</a> |
| 132. |   | New India 24x7<br>News Portal              | 26  | 25  | 8.5K               | <a href="#">View Release</a> |
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| 136. |  | Indian World News<br>News Portal           | <25 | 28  | 8.4K               | <a href="#">View Release</a> |
| 137. |  | India Wire Channel<br>News Portal          | 27  | 25  | 8.4K               | <a href="#">View Release</a> |
| 138. |  | Himachal Pradesh News Flash<br>News Portal | 30  | 27  | 8.4K               | <a href="#">View Release</a> |
| 139. |  | Tripura News Point<br>News Portal          | 25  | 30  | 8.3K               | <a href="#">View Release</a> |
| 140. |  | Punjab News Update<br>News Portal          | 28  | 30  | 8.3K               | <a href="#">View Release</a> |
| 141. |  | India Post Daily<br>News Portal            | 26  | 29  | 8.3K               | <a href="#">View Release</a> |
| 142. |  | The Report World<br>News Portal            | <25 | 27  | 8.3K               | <a href="#">View Release</a> |

| #    | Logo                                                                                | Media                                  | DA  | PA  | Potential Audience | PR Links                     |
|------|-------------------------------------------------------------------------------------|----------------------------------------|-----|-----|--------------------|------------------------------|
| 143. |    | Tamilnadu News Update<br>News Portal   | 28  | 25  | 8.2K               | <a href="#">View Release</a> |
| 144. |    | Mizoram News Pulse<br>News Portal      | 26  | 25  | 8.2K               | <a href="#">View Release</a> |
| 145. |    | Maharashtra NewsFlash<br>News Portal   | 27  | 30  | 8.2K               | <a href="#">View Release</a> |
| 146. |    | India Today Daily<br>News Portal       | 26  | 26  | 8.2K               | <a href="#">View Release</a> |
| 147. |    | Himachal News Report<br>News Portal    | 28  | 27  | 8K                 | <a href="#">View Release</a> |
| 148. |    | Daily Indiane<br>News Portal           | 29  | 26  | 8K                 | <a href="#">View Release</a> |
| 149. |    | India 24x7 News<br>News Portal         | 27  | 26  | 7.9K               | <a href="#">View Release</a> |
| 150. |   | Post Times News<br>News Portal         | <25 | 30  | 7.9K               | <a href="#">View Release</a> |
| 151. |  | Rabale<br>News Portal                  | 28  | 25  | 7.8K               | <a href="#">View Release</a> |
| 152. |  | Mizoram News Voice<br>News Portal      | 30  | 29  | 7.8K               | <a href="#">View Release</a> |
| 153. |  | India Globe Today<br>News Portal       | 30  | 25  | 7.8K               | <a href="#">View Release</a> |
| 154. |  | India News Portal<br>News Portal       | 27  | 30  | 7.7K               | <a href="#">View Release</a> |
| 155. |  | India Watch Daily<br>News Portal       | 25  | <25 | 7.7K               | <a href="#">View Release</a> |
| 156. |  | India Today Live Update<br>News Portal | 26  | <25 | 7.6K               | <a href="#">View Release</a> |
| 157. |  | News Indian Line<br>News Portal        | 26  | 30  | 7.6K               | <a href="#">View Release</a> |
| 158. |  | Indian Headline News<br>News Portal    | 28  | 29  | 7.5K               | <a href="#">View Release</a> |
| 159. |  | Goa News Online<br>News Portal         | 27  | 29  | 7.5K               | <a href="#">View Release</a> |
| 160. |  | Indian News Views<br>News Portal       | 25  | 28  | 7.4K               | <a href="#">View Release</a> |

| #    | Logo                                                                                | Media                                        | DA  | PA  | Potential Audience | PR Links                     |
|------|-------------------------------------------------------------------------------------|----------------------------------------------|-----|-----|--------------------|------------------------------|
| 161. |    | Indian News Update<br>News Portal            | 30  | <25 | 7.4K               | <a href="#">View Release</a> |
| 162. |    | News Today Pro<br>News Portal                | <25 | <25 | 7.4K               | <a href="#">View Release</a> |
| 163. |    | Latest News Karnataka<br>News Portal         | 29  | 25  | 7.4K               | <a href="#">View Release</a> |
| 164. |    | Indian For Media<br>News Portal              | 30  | 29  | 7.3K               | <a href="#">View Release</a> |
| 165. |    | The News India Now<br>News Portal            | 27  | <25 | 7.3K               | <a href="#">View Release</a> |
| 166. |    | Indian Express Newsfeed<br>News Portal       | 28  | 30  | 7.3K               | <a href="#">View Release</a> |
| 167. |    | Jammu and Kashmir News Report<br>News Portal | 27  | 30  | 7.3K               | <a href="#">View Release</a> |
| 168. |   | Indian News Beat<br>News Portal              | 28  | 26  | 7.2K               | <a href="#">View Release</a> |
| 169. |  | India Watch Live<br>News Portal              | 30  | 27  | 7.2K               | <a href="#">View Release</a> |
| 170. |  | News India Headline<br>News Portal           | 27  | 28  | 7.2K               | <a href="#">View Release</a> |
| 171. |  | Rajasthan News Time<br>News Portal           | 28  | 26  | 7.1K               | <a href="#">View Release</a> |
| 172. |  | India Live News Today<br>News Portal         | 25  | 30  | 7K                 | <a href="#">View Release</a> |
| 173. |  | Jharkhand News Hub<br>News Portal            | 28  | 27  | 7K                 | <a href="#">View Release</a> |
| 174. |  | Indian press Connect<br>News Portal          | 30  | 30  | 6.9K               | <a href="#">View Release</a> |
| 175. |  | The India Brief<br>News Portal               | 27  | <25 | 6.8K               | <a href="#">View Release</a> |
| 176. |  | Indian Express News<br>News Portal           | 30  | 30  | 6.8K               | <a href="#">View Release</a> |
| 177. |  | India World News<br>News Portal              | <25 | 28  | 6.6K               | <a href="#">View Release</a> |
| 178. |  | Chhattisgarh NewsLine<br>News Portal         | 29  | <25 | 6.6K               | <a href="#">View Release</a> |

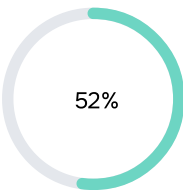
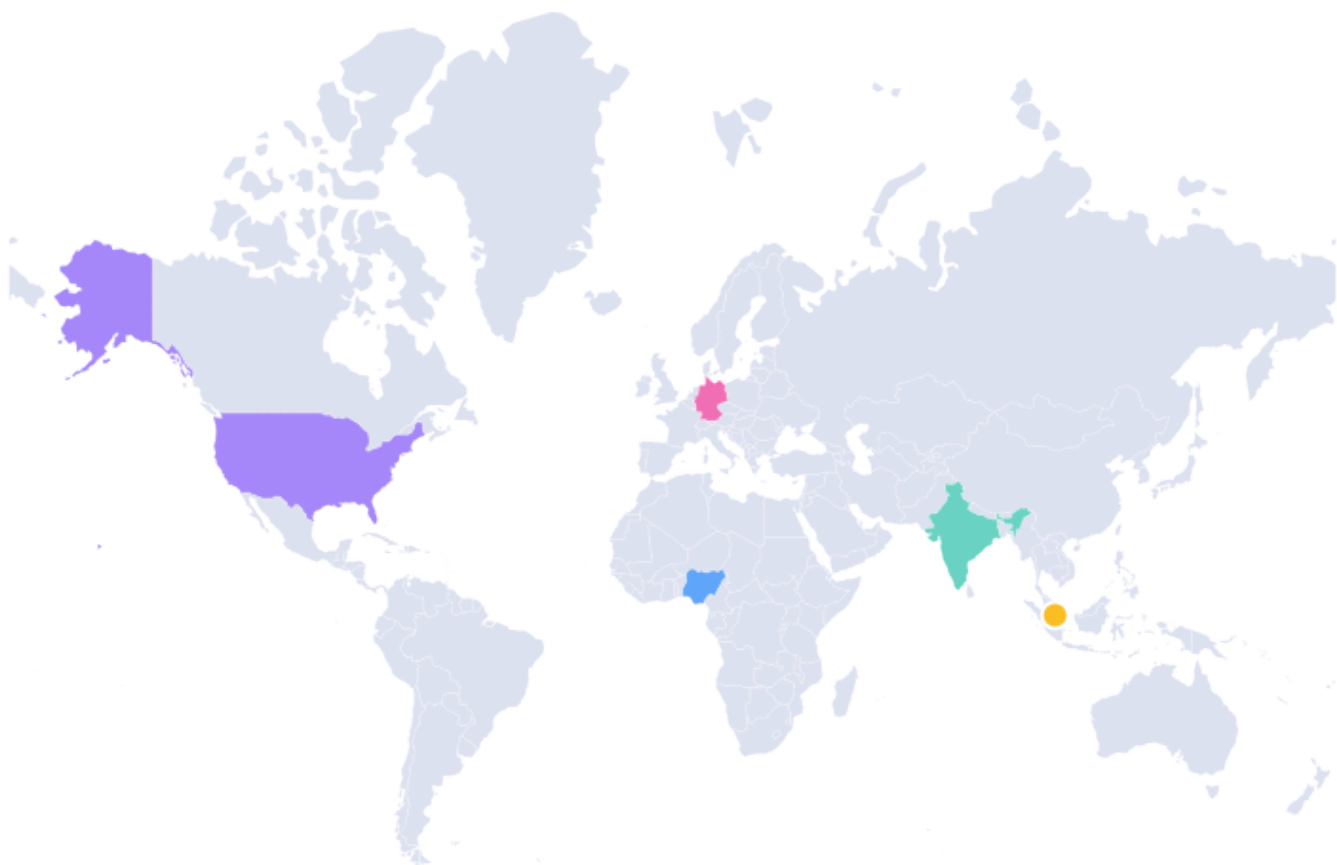
| #    | Logo                                                                                | Media                                   | DA  | PA  | Potential Audience | PR Links                     |
|------|-------------------------------------------------------------------------------------|-----------------------------------------|-----|-----|--------------------|------------------------------|
| 179. |    | News Indian Link<br>News Portal         | 26  | 28  | 6.6K               | <a href="#">View Release</a> |
| 180. |    | India Buzz Channel<br>News Portal       | 28  | 28  | 6.6K               | <a href="#">View Release</a> |
| 181. |    | News Pulse India<br>News Portal         | 27  | <25 | 6.5K               | <a href="#">View Release</a> |
| 182. |    | News Eagle India<br>News Portal         | 30  | 30  | 6.4K               | <a href="#">View Release</a> |
| 183. |    | India latest News Update<br>News Portal | 29  | <25 | 6.4K               | <a href="#">View Release</a> |
| 184. |    | India Press Journal<br>News Portal      | 27  | 30  | 6.4K               | <a href="#">View Release</a> |
| 185. |    | Mizoram News Buzz<br>News Portal        | 27  | 26  | 6.4K               | <a href="#">View Release</a> |
| 186. |   | News India Talks<br>News Portal         | 30  | 29  | 6.4K               | <a href="#">View Release</a> |
| 187. |  | Weekly News Report<br>News Portal       | <25 | 30  | 6.3K               | <a href="#">View Release</a> |
| 188. |  | India Vibes Media<br>News Portal        | 26  | 27  | 6.3K               | <a href="#">View Release</a> |
| 189. |  | The India Times Online<br>News Portal   | 30  | <25 | 6.3K               | <a href="#">View Release</a> |
| 190. |  | India Today Headline<br>News Portal     | 27  | 30  | 6.2K               | <a href="#">View Release</a> |
| 191. |  | Indian Express Daily<br>News Portal     | 27  | 29  | 6.2K               | <a href="#">View Release</a> |
| 192. |  | India Live New Update<br>News Portal    | 26  | <25 | 6.2K               | <a href="#">View Release</a> |
| 193. |  | Indian Express Update<br>News Portal    | 25  | 30  | 6.1K               | <a href="#">View Release</a> |
| 194. |  | India Wire Media<br>News Portal         | 28  | 27  | 6K                 | <a href="#">View Release</a> |
| 195. |  | Haryana News Line<br>News Portal        | 29  | 28  | 6K                 | <a href="#">View Release</a> |
| 196. |  | India Today Newsflash<br>News Portal    | 28  | 27  | 5.9K               | <a href="#">View Release</a> |



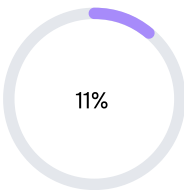
| #    | Logo                                                                                | Media                                   | DA  | PA  | Potential Audience | PR Links                     |
|------|-------------------------------------------------------------------------------------|-----------------------------------------|-----|-----|--------------------|------------------------------|
| 197. |    | News Mirror<br>News Portal              | <25 | 27  | 5.9K               | <a href="#">View Release</a> |
| 198. |    | India Global News<br>News Portal        | 30  | <25 | 5.8K               | <a href="#">View Release</a> |
| 199. |    | Manipur News World<br>News Portal       | 30  | 26  | 5.8K               | <a href="#">View Release</a> |
| 200. |    | News Wires<br>News Portal               | 27  | 29  | 5.8K               | <a href="#">View Release</a> |
| 201. |    | The Indian Post Online<br>News Portal   | 26  | <25 | 5.8K               | <a href="#">View Release</a> |
| 202. |    | India Forbes News<br>News Portal        | <25 | 27  | 5.7K               | <a href="#">View Release</a> |
| 203. |    | My News Today<br>News Portal            | 28  | 25  | 5.7K               | <a href="#">View Release</a> |
| 204. |   | State Newz<br>News Portal               | 27  | 28  | 5.7K               | <a href="#">View Release</a> |
| 205. |  | India state News<br>News Portal         | 25  | 26  | 5.7K               | <a href="#">View Release</a> |
| 206. |  | Indian Focus News<br>News Portal        | 25  | 29  | 5.6K               | <a href="#">View Release</a> |
| 207. |  | India Story Line<br>News Portal         | 30  | 28  | 5.5K               | <a href="#">View Release</a> |
| 208. |  | State News Today<br>News Portal         | <25 | 27  | 5.5K               | <a href="#">View Release</a> |
| 209. |  | News Indian Pulse<br>News Portal        | 28  | 29  | 5.5K               | <a href="#">View Release</a> |
| 210. |  | Sikkim News Update<br>News Portal       | 30  | 25  | 5.4K               | <a href="#">View Release</a> |
| 211. |  | India Globalnews<br>News Portal         | <25 | 29  | 5.4K               | <a href="#">View Release</a> |
| 212. |  | Report India<br>News Portal             | <25 | 30  | 5.3K               | <a href="#">View Release</a> |
| 213. |  | Rapid Report<br>News Portal             | <25 | 25  | 5.3K               | <a href="#">View Release</a> |
| 214. |  | India Breaking News Line<br>News Portal | 26  | 25  | 5.3K               | <a href="#">View Release</a> |

| #    | Logo                                                                              | Media                               | DA  | PA  | Potential Audience | PR Links                     |
|------|-----------------------------------------------------------------------------------|-------------------------------------|-----|-----|--------------------|------------------------------|
| 215. |  | Meghalaya News Daily<br>News Portal | 28  | <25 | 5.2K               | <a href="#">View Release</a> |
| 216. |  | India Viral Newsnow<br>News Portal  | 30  | 29  | 5.1K               | <a href="#">View Release</a> |
| 217. |  | News India Connect<br>News Portal   | 30  | 30  | 5.1K               | <a href="#">View Release</a> |
| 218. |  | Nagpur Project News<br>News Portal  | <25 | 29  | 5.1K               | <a href="#">View Release</a> |
| 219. |  | Kerala News Journal<br>News Portal  | 27  | 30  | 5.1K               | <a href="#">View Release</a> |
| 220. |  | Haryana News Time<br>News Portal    | 27  | 26  | 5K                 | <a href="#">View Release</a> |

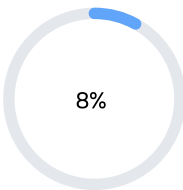
●●● DISTRIBUTION DEMOGRAPHY



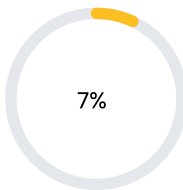
INDIA



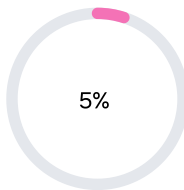
UNITED STATES



NIGERIA



SINGAPORE



GERMANY

SENTIMENT ANALYSIS

Neutral

Score 5 / 10

Category: HR Technology and Software Solutions



SENTIMENT

The article focuses on PeopleWorks, a company with four decades of experience in HR technology, specifically in HRMS software. It highlights their comprehensive solutions, scalability, and deep industry knowledge, which strongly aligns with the HR Technology industry. The sentiment is positive, emphasizing the company's achievements and innovations.



CAMPAIGN RATING

Fair



URL ANALYSED

10



49/100

CAMPAIGN SCORE



PERFORMANCE

49%

— SCORE BREAKDOWN

|           |          |           |         |
|-----------|----------|-----------|---------|
| SENTIMENT | SEO      | AUTHORITY | TRAFFIC |
| 5/10      | 16/20    | 18/20     | 3/20    |
| SOURCE    | COVERAGE | PLACEMENT |         |
| 1/10      | 0/10     | 6/10      |         |



SEO Strength

SCORE 16/20

| TARGET KEYWORD | USAGE   |
|----------------|---------|
| HRMS           | 0 Times |

ASSESSMENT

The article effectively utilizes the target keyword 'HRMS' throughout the content, including in the title and headings. It is well-structured with clear sections and maintains a good length. The content covers the topic in depth, providing valuable insights and examples, making it authoritative in the HRMS space.

