



new **IDEAS**. better **HR**. realising **EXCELLENCE**.



**SHAPING THE
FUTURE TOGETHER**



STORY

A DREAM DOESN'T BECOME
REALITY THROUGH MAGIC;
IT TAKES SWEAT,
DETERMINATION AND
HARD WORK.

- COLIN POWELL

It all started with a dream, three decades ago; envisioned by a humble personality - Mohammed Shoeb Khan, an organization that shall provide equal opportunity to every stakeholder. He dreamt about providing Human Potential to Kingdom of Saudi Arabia, the country in the midst of Fossil Discovery, which had huge developments plan, the country which desired to grow and make itself known to the world.

Mr. Shoeb knew this is going to be a huge opportunity that can fulfill his dream. So he sowed the seeds for New Alfa International - Human Resource Provider; it was year 1981 and started with a setup of small office in Mumbai. It has now grown over three decades, the company having roots in India and having business interest all over Middle East - KSA, JAE, QATAR, KUWAIT, OMAN, BAHRAIN. It will soon expand to US, Canada, Africa, South East Asia & Europe becoming the top Skilled Resource provider in terms of Manpower & Technology.

A person in a dark suit and white shirt is sitting at a wooden desk. They are pointing with a black pen at a trading graph on a newspaper. The graph shows a fluctuating line with an overall upward trend. The newspaper is titled 'City of the Union' and has the date 'Monday, Jun 14, 2016'. There is a white mug of coffee on the desk next to a laptop. A red circle with the text 'WHO ARE WE?' is overlaid on the image.

WHO ARE WE?



“ONLY WHEN WE FACE THE IMPOSSIBLE, AND EXPERIENCE THE UNBEARABLE, DO WE FIND OUT WHO WE TRULY ARE.”

— VIRONIKA TUGALEVA

“Success” is felt when Client talks about you, recommends your services and wants to do more business with you.

Though we started small, now we are an Organisation with workforce of 50 plus people operating from Corporate Head office in Mumbai and Regional Branch Offices in Lucknow, Hyderabad & New Delhi.

Recruitment is our business forte. We execute large scale recruitment projects all over middle east. Large part of our recruitment has been to Kingdom of Saudi Arabia, Qatar, UAE, Oman & Kuwait.

We specialise in providing bulk Skilled workforce in the areas of Hospitality, Construction, Transports, Health Care, FMCG, Oil & Gas, Petrochemicals.

“Quality” is at the core of our heart and we have organized every process that adheres to it.

“Three Decades” of experience in the field of understanding human potential and recruiting the right talent.

LEADERSHIP

THE GROWTH AND DEVELOPMENT
OF PEOPLE IS THE HIGHEST CALLING
OF LEADERSHIP.

- Harvey S. Firestone



Mr. Mohammed Shoaib Khan
Founder - Chief Visionary Officer

Mr. Mohammed Shoaib Khan

Founder - Chief Visionary Officer

The steps taken to start his venture in the year 1981, has started yielding results. Now he is leading a company with 50 plus workforce spread all over India. Under his leadership he has recruited 10,000 plus manpower to the Middle East. He is visionary, administrator and looks for challenges. He takes every client project close to his heart and sees to it that it gets delivered. He is passionate about customer satisfaction and closely monitors every aspect of business. He is being a guiding force to the team who looks up to him for his valuable advice. Now seeing the technology taking over major aspects of business, he has entrusted his eldest son "Mr. Zaid Khan" with task of encouraging technology for customer engagement, better execution and employee participation.

Mr. Zaid Khan

Chief Executive Officer

Zaid Khan, under the leadership Mr. Shoaib Khan joined New Alfa International in the year 2010. His vision is to bring corporate culture to his organization where technology is the prime mover. He is Graduate and Masters in Human Resource. He is actively involved in the complete business process of the organization.

He is adept in understanding every aspect of Human Resource and actively involved with the HR Team for project execution, Interviews and selection of candidates for large scale/ mega recruitments.



Mr. Zaid Khan
Chief Executive Officer

VISION MISSION



VISION WITHOUT ACTION IS MERELY A DREAM. ACTION WITHOUT VISION JUST PASSES THE TIME. VISION WITH ACTION CAN CHANGE THE WORLD

— JOELA A. BARKER

Vision

To be truly a Global Human Resource provider by providing equal opportunity to every stakeholder.

Mission

We intend to bring positive change to every aspect of our business that helps us grow and lead a quality business life by following business ethics, equal opportunity and quality.

We intend to bring business automation into our business process to improve our business execution, client interaction and speedy delivery of our services

We intend to make our workforce highly skilled by providing them training in self development, communication and business ethics.

We intend to make Customers our Partners and strive towards their growth by providing them best human potential



WHY DO
BUSINESS
WITH US



GREAT THINGS IN BUSINESS ARE NEVER DONE
BY ONE PERSON. THEY'RE DONE BY A TEAM
OF PEOPLE.

— Steve Jobs

We are team of young professionals with over three decades of history to our organization.

We have complete state of the art technology, infrastructure and all india networks to provide you the best work force.

We have specialised department to cater to requirements for Construction, Engineering, Oils & Gas Industry, FMCG, Health care, Hospitality & Transports.

We are equipped to execute large scale, mega recruitment projects to the tune of 1000 plus using our associates from all over India.

We have multiple offices across India to facilitate Client Interviews and get the best candidates across Indian cities for the convenience of our clients.

TEAM

Our Team comprises of experts in Human Resource who are well versed with shortlisting, interview & selection process. We have technical expertise in every aspect of human resource deployment to the middle east countries from midsize to large scale manpower projects.

WHEN A TEAM TAKES OWNERSHIP OF ITS PROBLEMS,
THE PROBLEM GETS SOLVED. IT IS TRUE ON THE
BATTLEFIELD, IT IS TRUE IN BUSINESS, AND IT IS
TRUE IN LIFE.

- Jocko Willink



OFFICE & INFRASTRUCTURE

We have state of the art technology backed office facility that helps us evaluate, communicate and deliver quality manpower - what client demand from us.



Our Mumbai facility helps us facilitate the communication and provide clients with prompt response and efficient delivery.



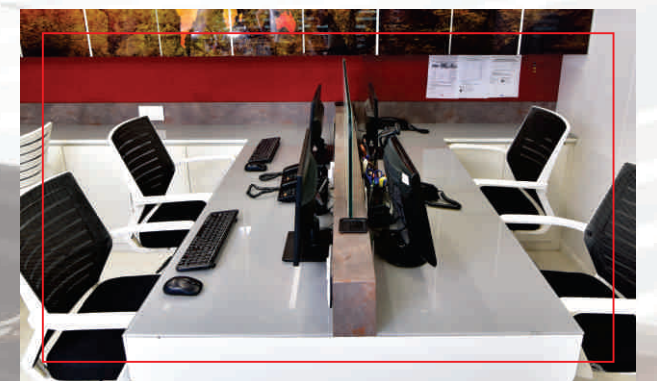
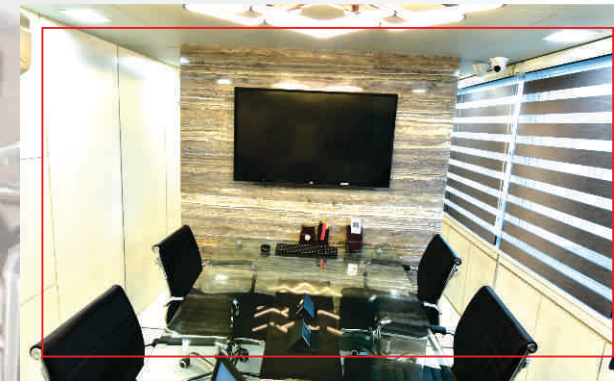
We have network offices across prominent locations in India, that help us source quality workforce.



Our Strength is our quality staff that enable sourcing, selection & deployment of large scale manpower to the Middle East.

GREAT COMPANIES ARE BUILT
IN THE OFFICE, WITH HARD WORK
PUT IN BY A TEAM.

-Emily Chang



HOW WE WORK





SERVICES
HR
RECRUITMENT

THERE MUST BE AN OPPORTUNITY THAT MATCHES WITH OUR STRATEGY. JUST BECAUSE WE HAVE A GAP, WE DON'T WANT TO GO AND ACQUIRE ANYTHING AND EVERYTHING. WHAT WE ACQUIRE SHOULD FIT IN WITH OUR STRATEGY, HUMAN RESOURCES AND MARKET EXPECTATIONS.

- Adi Godrej

We provide end to end White Collar & Blue Collar Human Resource to organizations. We help Client address their critical talent needs by providing comprehensive human capital in all areas of business such as Administration, Accounts - Finance, Sales - Marketing, Manufacturing - Production. We have deployed large scale unskilled, skilled manpower in different sectors such as Construction, Oil & Gas, Hospitality, Transportation, FMCG & Health Care. Our endeavor is to help our clients source and select right talent "always".



QUALITY POLICY & LICENCE

شهادة • CERTIFICATE • 証明書 • СЕРТИФИКАТ



CERTIFICATE

CDG Certification Limited certifies that

New Alfa International

29 Zia Apartment, 264 Bellasis Road, Near Hotel Sahil, Mumbai Central East, Mumbai - 400008, Maharashtra, India

The Management System of the above organization has been audited and found to be in accordance with the requirements of management system standards detailed below:

ISO 9001:2015

Has established and applied Quality Management System for following scope of activities:

Recruitment, Consulting and Placement of Human Resources for Overseas

Certificate No. CCL/QMS/0250/NAI Issue No.01 IAF Code 35 UIC MSCB-140-97051

Originally Issue Date: 10/07/2018
Current Issue Date: 10/07/2018
1st Surveillance Date: 09/07/2019
2nd Surveillance Date: 09/07/2020
Expiry Date: 09/07/2021

Managing Director

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Corp. Office: 4th Floor, Shikharan House,
Barkhamba Road, Connaught Place, New Delhi 110011 INDIA
Tel: +91 11 2646 0018
E-mail: info@cdgcertification.com
Website: www.cdgcertification.com

PARTICULARS OF THE AGENCY

- Registration Certificate Number: 0094/504/198/1000015/3005/1194
- Name of the Agency: **MS New Alfa International**
- Office Address of the Agency: **No.29 Ground Floor, Zia Apartment Shopping Centre, Zia Mansid, 264 Bellasis Road, Mumbai - 400008**
- Nature of Agency: **Proprietorship Firm**
- Name of RC Holder: **Mr. Maheshwar Shukla**
- Date of birth of the RC Holder: **10-01-1962**
- Nationality of the RC Holder: **Indian**
- Position in the Agency: **Proprietor**
- Telephone Number of the Agency: **2342 101 / 2345 10144**
- Fax Number of the Agency: **23451014**
- Email address of the Agency: **msnewalfaindian@yahoo.com**
- Date of issue of RC: **05-08-1992**
- Period of validity: **400 years from 05-08-1992 to 01-02-2012**
- Date of expiry of validity: **01-02-2012**
- Limit of workers to be recruited: **10000 (thousand plus)**

SIGNATURE, NAME AND SEAL OF THE REGISTERING AUTHORITY
 Director General of Overseas Indian Affairs
 Ministry of Overseas Indian Affairs
 Government of India, New Delhi

RC issued by date of registration
 RC No. 0094/504/198/1000015/3005/1194

Proprietor: **Mr. Maheshwar Shukla**

CERTIFICATE
 GOVERNMENT OF INDIA
 MINISTRY OF OVERSEAS INDIAN AFFAIRS
 (See rule 70 (2))

With reference to the application dated 10/07/2018 for grant of a Certificate under Section 10 of the Emigration Act, 1963 to commence or carry on the business of recruitment for deployment of Indian workers with foreign employers, **MS New Alfa International**, it is hereby granted the said certificate effective from the date of issue of this certificate, subject to the following terms and conditions namely:

- The business shall be conducted at **29 Ground Floor, Zia Apartment Shopping Centre, Zia Mansid, 264 Bellasis Road, Mumbai - 400008**.
- That this certificate is valid for a period of **four** years or till the completion of the recruitment of **10000** workers, whichever is earlier. In the event of recruitment of the specified number getting completed before the specific period, the holder of the certificate can be permitted to continue recruitment upto the expiry of the certificate on production of evidence of actual demand and on furnishing additional security under sub rule (2) of rule 5.
- That the holder of the certificate shall conduct business under signature and seal of Director General of Overseas Indian Affairs and the certificate shall not be transferable.
- That a photograph of this registration certificate shall be prominently displayed at a conspicuous place in the premises of the business. Also, a copy attested by the registering agency with an endorsement of having authorized, stating authority to carry on the business of recruitment of Indian workers shall be displayed at a conspicuous place in the premises of each Branch Office. Original Certificate shall be produced on demand by the registration authorities/branch offices and employers.
- That the holder of the certificate shall normally conduct the business from the place indicated in the application for registration. For opening a Branch Office, other than the place indicated in the application, the holder of the certificate has to obtain the prior approval of Registering Authority.

SPACE FOR RECORDING CHANGE OF OFFICE ADDRESS / BRANCH OFFICE / RECRUITMENT CENTRE/CHANGE OF DIRECTOR/MANAGER ETC. / ENHANCEMENT/ OTHER CHANGE NOT SPECIFIED ELSEWHERE

Opening of Branch office at: **82 Ground Floor, Tower of Hiras, New Delhi.**

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उपवासी महारक्षी
 Director General of Emigrants
उपवासी महारक्षी
 Director General of Emigrants

SPACE FOR RECORDING RENEWAL OF THE CERTIFICATE FROM TIME TO TIME

Validity of the Registration Certificate extended upto **01-02-2017**

उपवासी महारक्षी
 Director General of Emigrants

Validity of the Registration Certificate extended upto **01-02-2022**

उपवासी महारक्षी
 Director General of Emigrants



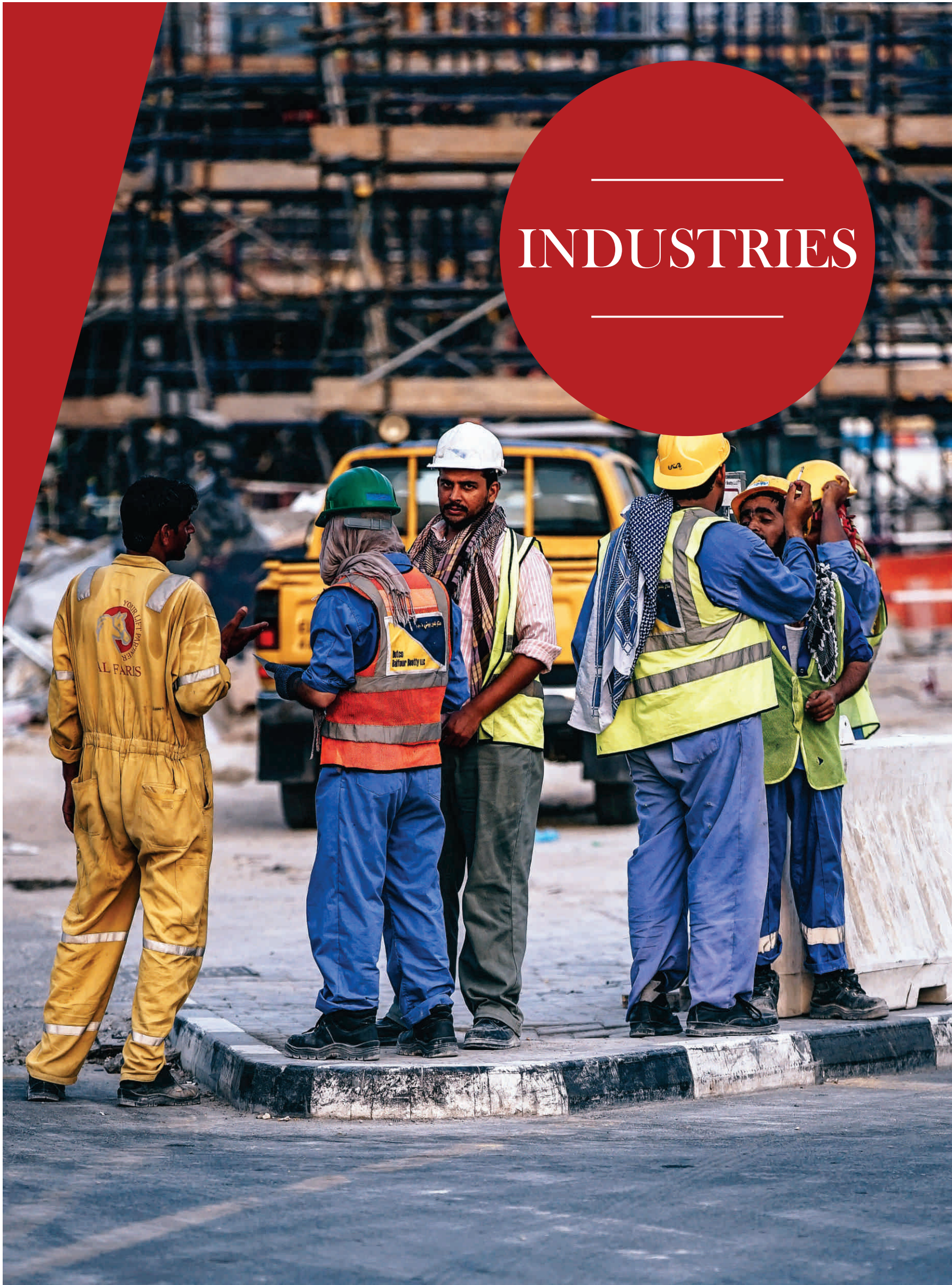
PARTNER
WITH US

ALLIANCES AND PARTNERSHIPS
PRODUCE STABILITY WHEN THEY
REFLECT REALITIES AND INTERESTS.

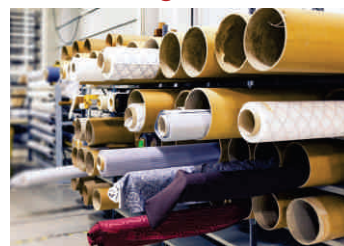
- Stephen Kinzer

We are looking forward for business interest in major cities of the world for common and mutual goals. Our core is HR Recruitment and we would like to diversify our interest into other business industry and look forward for partnership that can value our common goals.

INDUSTRIES



INDUSTRIAL & MANUFACTURING



OPERATION & MAINTENANCE



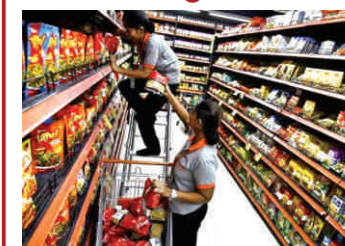
CONSTRUCTION



OIL & GAS



FMCG



IT & TELECOMMUNICATION



HOSPITALITY



AVIATION



ACADEMIC



HEALTHCARE



TRANSPORT



WE ARE IN
MIDDLE
EAST NOW!

COLLABORATION IS A KEY PART OF THE SUCCESS OF ANY ORGANIZATION, EXECUTED THROUGH A CLEARLY DEFINED VISION AND MISSION AND BASED ON TRANSPARENCY AND CONSTANT COMMUNICATION.

- Dinesh Paliwal

Globalization is the key to scale up!. We have decided to enter in the Middle East. We shall soon have offices in cities - Doha, Dubai, Riyadh, Muscat & Kuwait. This will help us bond with our Clients and having our representatives in these cities will build a proper synergy.

We would like to collaborate with Middle East companies to source & manage their HR activity so that our clients can focus their activity in business generation and we look after their HR.



CLIENT PORTFOLIO

									
									
									
									
									
									
								<h1>CLIENT PORTFOLIO</h1>	
									

CLIENT PORTFOLIO



BUSINESS IS ALL ABOUT THE CUSTOMER :
WHAT THE CUSTOMER WANTS AND
WHAT THEY GET. GENERALLY, EVERY CUSTOMER
WANTS A PRODUCT OR SERVICE THAT SOLVES
THEIR PROBLEM, WORTH THEIR MONEY, AND IS
DELIVERED WITH AMAZING CUSTOMER SERVICE.

- FABRIZIO MOREIRA

WE THANK YOU FOR GOING THROUGH OUR **PROFILE !**
WE LOOK FORWARD TO DO **BUSINESS** WITH YOU.



GLOBAL REACH, LOCAL PRESENCE

CORPORATE OFFICE

4001, 04th Floor, Ozone Biz Centre, Next to Maharashtra College,
Bellasis Road, Mumbai Central (E), Mumbai, India- 400008

REGIONAL OFFICES

North Zone - Delhi | South Zone - Hyderabad | East Zone - Lucknow

INTERNATIONAL OFFICES

Nepal | Bangladesh

✉ info@newalfa.net

☎ (022) 68354444

🌐 newalfa.net