



## *Redhawk Announces 20 minute lifestyle Business Concept Press Release*

Redhawk Investments Group today announced their 20 minute lifestyle business concept idea. Bipin Agarwal, CEO of Redhawk Investments Group explains the concept as a means that will provide their customers a competitive advantage in the market place.

A number of services companies that are heavy users of information technology, BPO, data center infrastructure, and management talent have expanded their services and capabilities globally thus using resources from other countries like India. Global services companies are either already leveraging the talent pool available in India or plan to do so in the near future. Currently, most companies are using one or more of the following approaches:

1. They have large-scale captive operations in India, which are scattered over multiple locations/cities.
2. They are heavy users of offshore management consulting companies in India.
3. They plan to establish captive operations overseas.

The employees of these companies often face huge quality of life issues. The companies that utilize offshore management consulting services or plan to establish their captive operations will also face the following challenges as they move forward:

- How do we provide beneficial lifestyles to our employees so they will maintain high productivity and have good family lives?
- Where do we expand our operations while having the opportunity to create a large captive center?

To address this Redhawk has launched its 20 minute lifestyle business concept. This categorizes that individuals should not be 20 minutes away from any of their daily living requirements to have a balanced lifestyle. Increased travel and commute time reduces the short term and long term of productivity of individuals for their businesses and in their personal lives. Global companies working in the offshoring industry realize this and therefore need to address it as it has begun to impact their productivity.

Bipin also stated that this business concept defines the vision of the type of service that Redhawk wishes to provide its clients, customers and also other stakeholders. He is currently investigating the opportunity to trademark and patent this business concept.