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INSPIRING BUSINESS COMMUNITY



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*Hashit Kumar*  
Director

*Hashit Kumar*  
Director

# WHITE GLOBE GROUP

**Breaking Language Barriers, Uniting the World**

The White Globe Success Story

Breaking Language  
Barriers, Uniting the World:  
The White Globe  
Success Story

WHITE  
GLOBE  
GROUP



**AASHIT KUMAR**  
Director, White Globe



**AACHIT KUMAR**  
Director, White Globe

In the ever-evolving landscape of global business, communication has become the linchpin of success. The ability to transcend linguistic borders and connect with diverse audiences is no longer a luxury but a necessity. Enter White Globe, a trailblazing Language Service Provider that has not only embraced this challenge but has conquered it with flair and finesse.

In this captivating cover story, we delve into the remarkable journey of White Globe, a company that has shattered the language barrier, bridging the gap between cultures and unlocking the potential of global communication. We will take you through their rise to prominence, the exceptional individuals behind this success, their unique offerings, and their unwavering commitment to customer satisfaction.

**A Journey from Fragmentation to Excellence**

It all began in 2015, when the founders of White Globe commissioned a Market Research Agency to delve into the potential of Language Services Support in the Asia Pacific Region. The revelation was startling – the market was fragmented, with few organized players. This insight set the stage for White Globe’s inception in the summer of 2016.

Aashit Kumar, one of the key figures behind White Globe, shared their journey with us. “We finalized our first office in August 2016 and recruited a dynamic team. Within a month, we had signed up our first customer, an MNC in Pune,” he reminisced. By the end of their inaugural financial year, they had acquired over 25 customers and delivered more than a million translated words.

**Foundational Years: Rising to Prominence**

The year 2017 was pivotal for White Globe as they solidified their position among the top 10 LSPs in the region. Offices sprouted across major metros, and their clientele swelled to over 150 customers, translating over 100 million words. This was also the year they unveiled their AI and ML-based technology platform, “Lang Tech,” which laid the foundation for their future endeavors.

Sudeip Kumar, the visionary founder of White Globe, elaborated on their early journey. "2018 marked another milestone with our first owned office in Pune. We continued to grow, serving more than 400 customers, including a major MNC automotive giant for whom we translated a staggering 60 million words in just six months," he said with pride.

### Weathering the Storm: The Pandemic Pivot

Then came the unforeseen challenge of the pandemic in 2020. Many businesses faced uncertainty, and White Globe was no exception. Puspita Chowdhury, Chief Operating Officer, reflected on their response, "We quickly adapted to the new normal, thanks to our operating model that leveraged remote work and our robust technology platform. Our projects continued at scale and speed, despite the global disruptions."

### A Trail of Accolades

White Globe's exceptional journey has been paved with numerous accolades that underscore their industry leadership. In 2020 alone, they clinched the "Best in Translation and Localisation-India" award from a prestigious UK agency and secured a coveted spot in Slator's List of Global Language Service Providers. Their accolades continued to pour in with titles such as "CEO of the Year" and "Influential Women Business Leader." White Globe's unwavering commitment to quality, innovation, and customer satisfaction has not only earned them recognition but also solidified their position as a trailblazing force in the language services industry.

### The Present: A Global Force

Fast forward to 2023, and White Globe's impact is undeniable. They now serve more than 2500 Enterprise customers across 40 industry verticals in more than 350 languages, having translated over a billion words. Recognized as one of the top Language Service Providers in the Asia Pacific and Middle East by Nimdzi ( a leading Global Agency tracking the Language Service Provider), they have integrated

their Language Technology Platform with Generative AI, harnessing the power of Large Language Models.

Aachit Kumar, Director at White Globe, emphasized the role of technology in their success. "Our Language AI Platform, Lang Tech, is the backbone of our operations, connecting our vast network of language experts, content writers, and voice-over artists across the globe."

### The People Behind the Success

Behind every great company, there are exceptional individuals. White Globe boasts a team of leaders who have played instrumental roles in its journey.

- Sudeip Kumar, the Founder, brings more than 25 years of experience, including a decade as CEO of BFSI/ Payments and a Tata Group company. His leadership saw these startups grow into revenue giants, earning INR 750 Crores.
- Aachit Kumar and Aashit Kumar, Directors at White Globe, manage International Business, Technology, and subsidiary divisions, bringing fresh perspectives and innovative ideas to the table.
- Puspita Chowdhury, the COO, with over 15 years of experience, is responsible for Service Delivery, Operations, and Pre Sales. Her commitment to quality has been a cornerstone of White Globe's success.
- Swati Khatri and Mrinalikaa Sharma, Regional Business Heads, have diverse backgrounds and extensive experience, managing Enterprise Customers and Sales, Marketing, and Multimedia Services, respectively.
- Kanika Rai, Head of Partner Management, adds her expertise in HR and Vendor/Partner Management to ensure seamless operations.

### Beyond Translation: White Globe's Exclusive Services

White Globe offers a comprehensive suite of services that go beyond mere translation, catering to the diverse needs of their clients. Their core services include Translation, Interpretation, and Localization, with a specialization in technical, patent, legal, and business documents. They offer various interpretation services, including Simultaneous, Consecutive, Over-the-Phone, Video-Remote, and Call Centre services.



### Customized Solutions

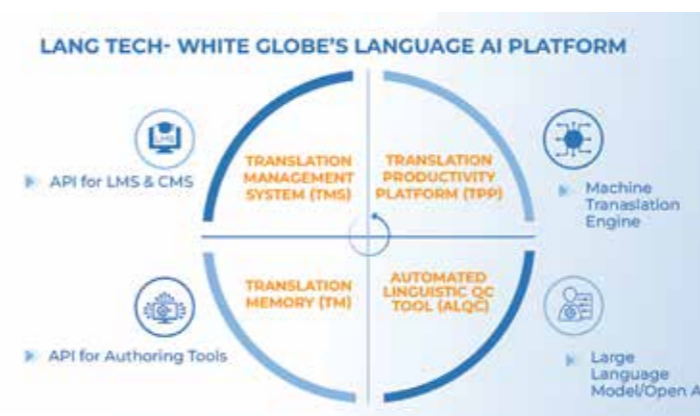
White Globe identifies market gaps and offers specialized solutions under various brand names:

- Pi Square Alpha: Multilingual Marketing solutions.
- Yellow Hat Global: eLearning Solutions.
- Lang Tal: Recruitment Solutions.
- Lang Train: Language Training Solutions.
- Alpha Hat Global Studio Solutions: Multilingual Multimedia Services.
- Lang Writer: Content Creation Solutions.

### Localization and API Integration

White Globe excels in the art of localization, making content accessible and relatable in multiple languages. Their expertise extends to localizing websites, corporate documents, and multimedia content, ensuring seamless communication with diverse audiences.

But their commitment to convenience doesn't stop there. White Globe offers an Application Programming Interface (API) that seamlessly integrates with Learning Management Systems (LMS) and Content Management Systems (CMS). This integration facilitates efficient content translation and management, streamlining the localization process for businesses seeking a global reach. With these capabilities, White Globe empowers enterprises to break language barriers and connect with the world effortlessly.



### Multimedia Services

White Globe is a leading Multilingual Multimedia service provider, offering a wide range of services, including Corporate Videos, Subtitling, Dubbing/Voice-over, Pre-Production, Production, and Post-production Services.

### Transcreation Services

For Publication Houses and Marketing teams, White Globe offers Transcreation Services, preserving the intent, style, tone, and context while translating books and content in multiple languages.

### Language Training and Talent Acquisition

Their Customized Language Training program equips corporate managers with language skills in various languages. Additionally, they assist corporations in selecting suitable language experts through their comprehensive assessment model.

### A Vision for the Future

White Globe's vision is clear and ambitious: to be among the top three global Language Service Providers, offering the highest quality Translation, Interpretation, and Localization services. Their goal is not just to provide these services but to partner with their customers, helping them break down language and cultural barriers and expand globally.

“ Aashit Kumar, one of the company's directors, emphasized their vision, saying, **Our aspiration is to empower businesses to communicate seamlessly across languages, helping them reach new markets and unlock new opportunities.** ”

### A Mission Rooted in Excellence

The mission of White Globe is equally compelling. Their aim is to provide the highest quality Translation, Interpretation, and Localization services, ensuring their customers receive superior value. Removing language and cultural barriers is at the core of their mission, allowing businesses to grow globally. At the same time, they strive to create an environment where their employees and business partners take pride in sharing their success.

### Challenges: The Fuel for Growth

As with any successful journey, White Globe has encountered its fair share of challenges, both during its establishment and in the years that followed. Sudeip Kumar, the founder, shared some insights into these hurdles.

*“In the early years,” he recounted, “nurturing and acquiring talent was a significant challenge. As a bootstrapped company, we faced occasional delays in payments from large customers, which posed financial challenges.” One remarkable aspect of their early days was taking on assignments that established players in Europe or the Americas had refused, often accompanied by the challenge to “Prove Yourself.” And prove themselves they did.*

As the company evolved, new challenges arose. Convincing customers in competitive markets like Europe, Asia, and the Americas to outsource to India became a focus. Competition remained fierce in these established markets, but White Globe's commitment to quality and innovation kept them ahead.

## Embracing Innovation: The Tech-Driven Advantage

Innovation and technology have been pivotal to White Globe's growth and success. They recognize that staying at the forefront of technological advancements is key to being a leader in the Language Service Provider industry. Aachit Kumar, Director at White Globe, emphasized their tech-savvy approach. "We firmly believe that AI and ML will play a crucial role in the future of Language Service Providers," he explained. "We've already embarked on a journey to leverage AI and ML across our service portfolio, including our Translation Management System, Translation Memory, and Analytics Platform."

Their proprietary Lang Tech Platform, equipped with connectors to leading Learning Management Systems, Content Management Systems, Authoring tools, Machine Translation Engines, and Large Language Models, positions them as innovators in the field.

Furthermore, they continuously review and automate their workflows, keeping the user and customer experience at the forefront of their efforts.

### A Vibrant Work Environment

White Globe isn't just about business; it's about fostering a vibrant and dynamic work environment. Their culture is driven by challenge-seeking individuals who thrive on collaboration and continuous learning.



Kanika Rai, Head of Partner Management, said, "We celebrate every festival with our team members, creating a cross-cultural, festive atmosphere that's unique to White Globe. We have an excellent rewards and recognition program that nurtures talent and builds future leaders within the organization."

Their Management Trainee Program, which recruits talent from top engineering and business schools, has already seen cohorts transition into responsible managerial roles, underscoring their commitment to nurturing talent.

### The Customer-Centric Approach

For White Globe, customer satisfaction isn't just a goal; it's the foundation of their business. Their Customer Engagement model revolves around five pillars:

1. Customer Satisfaction: Quality is paramount, with a keen focus on tracking First Time Not Right (FTNR) for all deliveries.
2. Customer Delight: Exceeding customer expectations in quality and response time is a continuous goal.
3. Speed & Agility: They're known for delivering projects under tight deadlines, driven by their team's dedication.
4. Delivery at Scale: From the very beginning, they've thrived on delivering large-scale projects, earning the trust of global partners.
5. Innovation & Value Creation: Every service, technology platform, and process automation is designed to create value for all stakeholders.

Swati Khatri, Regional Business Head, stressed the importance of the customer in their approach. "Customers are at the center of our engagement model," she said. "Every interaction, from prospecting to feedback, prioritizes customer calls over internal ones."



Sudeip KUMMAR | FOUNDER



Puspita CHOWDHURY | COO



Swati KHATRI | RBH



Mrinalika SHARMA | RBH



### The Road Ahead: Growth and Expansion

White Globe's future is brimming with possibilities. Their international expansion plans are already in motion, with representative offices across Europe, the Americas, Middle East, Africa, and Asia. They've set up a studio for post-production services in Mumbai and plan to expand further in southern India.

Mrinalika Sharma, Regional Business Head, discussed their expanding portfolio. "We're launching new services like Multilingual Technical Writing, SEO-ready content creation in multiple languages, and language support for conversational AI. We're committed to being a one-stop solution for language-related needs."

## The White Globe Odyssey Continues

*White Globe's journey from a fragmented market to global recognition is a testament to their unwavering commitment to excellence and innovation. With a vision set on becoming one of the top Language Service Providers globally and a mission to empower businesses through language, they are poised for a future where language is no longer a barrier but a bridge to endless possibilities.*