

An initiative by TMI GROUP

WE ARE THE FRONTLINE

Win at Work. Grow. Move Ahead.

ISSUE 01

October 2026

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FROM THE EDITOR



For over three decades, I have had the opportunity to work closely with frontline employees and organisations across recruitment, skilling, training, performance analysis and consulting. Through this work, I have seen first-hand the people who sell, serve, distribute, deliver and represent organisations where it matters most, in front of the customer.

I have also seen how much responsibility frontline employees carry, how quickly they are expected to learn, and how much pressure they face to perform every day.

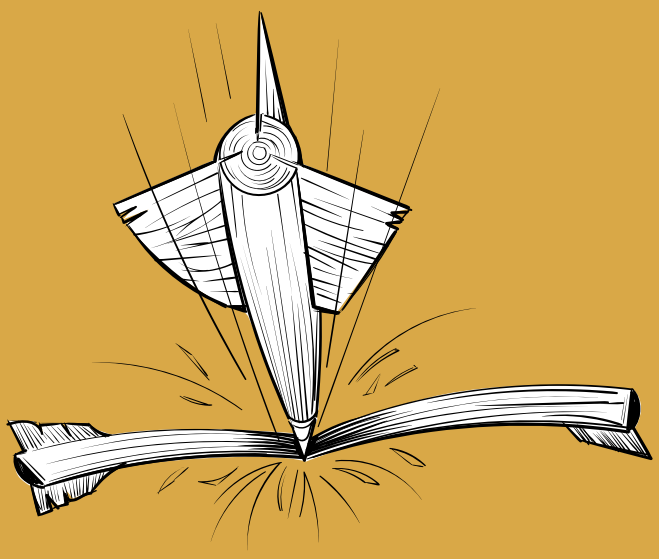
Yet, the frontline rarely has a platform built around its own needs.

That is what we hope to change with We Are The Frontline.

This publication is for people who want to do better in their current role, understand what is changing around them, learn from others and find new opportunities to grow.

Every edition will bring you useful news, career insights, practical tools, success stories and information that can help you move ahead.

T. Muralidharan
Chairman, TMI Group



THE BIG STORY

More Jobs Are Coming. But Employers Want More Than Just People.

India's festive hiring season could create **2.5 to 2.7 lakh temporary and gig jobs** in 2026.

E-commerce, logistics, quick commerce, retail and BFSI are among the sectors driving this demand.

At the same time, employers are increasingly looking for people who can handle specialised frontline roles and become productive quickly.

What this means for you

If you are looking for your next opportunity, do not show only your experience.

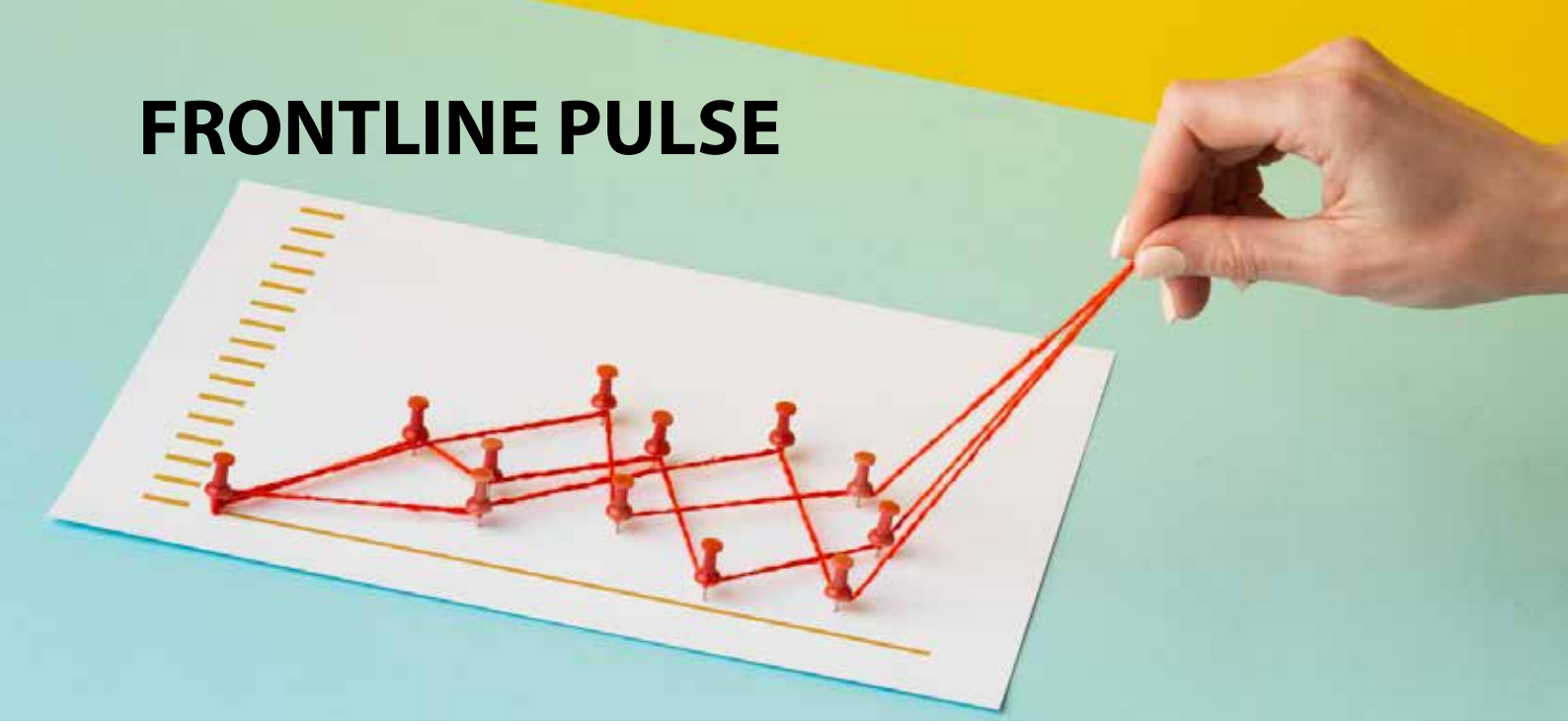
Show that you can:

Learn fast. Use technology. Deal with customers. Deliver results.

These are the qualities that can make you more valuable in a changing job market.

Source: Adecco India, reported by Business Standard, August 2026

FRONTLINE PULSE



Smaller Cities. Bigger Opportunities.

Frontline job growth is moving beyond India's biggest metros.

Tier II and Tier III cities are seeing faster growth in seasonal hiring as e-commerce, retail and logistics expand deeper into India.

What you can do

Do not limit your job search only to the biggest cities or the biggest brands.

Look at new employers, new locations and growing industries in your own region.

Source: Quess Corp data reported by The Economic Times

Frontline Salaries Could Move Up

TeamLease expects frontline salaries to rise by around **8 to 10% in the second half of 2026,** along with strong festive hiring demand.

But a higher salary does not always mean a better job.

Before changing roles, compare:

- **Fixed salary**
- **Incentives**
- **Travel cost**
- **Working hours**
- **Location**
- **Growth opportunity**

Look at what you finally gain, not just the number on the offer letter.

Source: TeamLease Services Festive Season Workforce Report 2026

Gig Work Can Pay More. But Look Beyond the Headline.

A Redseer study reported average net earnings of around ₹138 per hour for gig workers across delivery, ride-hailing and home services.

That sounds attractive.

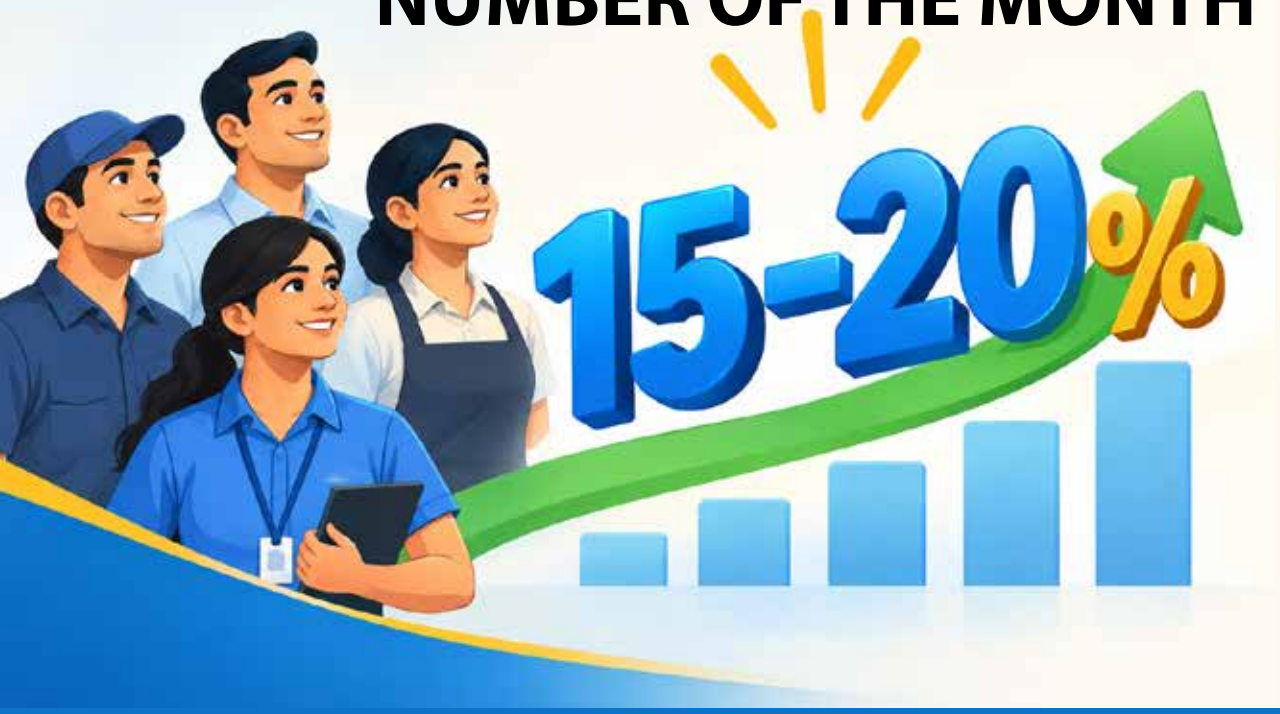
But if you are comparing a gig role with a salaried role, also look at:

- **Fuel cost**
- **Vehicle cost**
- **Insurance**
- **Benefits**
- **Income stability**
- **Actual working hours**

A bigger earning number does not always mean a better outcome.

Source: Redseer research reported by Mint

NUMBER OF THE MONTH



Expected growth in temporary festive hiring in 2026.

Hiring is expected to rise across retail, e-commerce, quick commerce, logistics, FMCG and consumer durables.

What should you take from this?

There are more opportunities.

But there is also greater demand for people who can learn quickly and become productive faster.

Your ability to learn may matter as much as your previous job title.

Source: TeamLease Services Festive Season Workforce Report 2026

WIN AT WORK

Before Your Next Customer Meeting, Do These 3 Things



You do not need another training programme to start improving today.

1. Know the customer

Spend a few minutes understanding who you are meeting and what they may actually need.

2. Prepare three questions

Do not begin with the pitch. Begin by understanding the problem.

3. Decide the next step

Do not end with, "I will call you sometime."

Agree on what happens next.

Meeting. Need. Next Step.

Try this in your next three customer conversations.

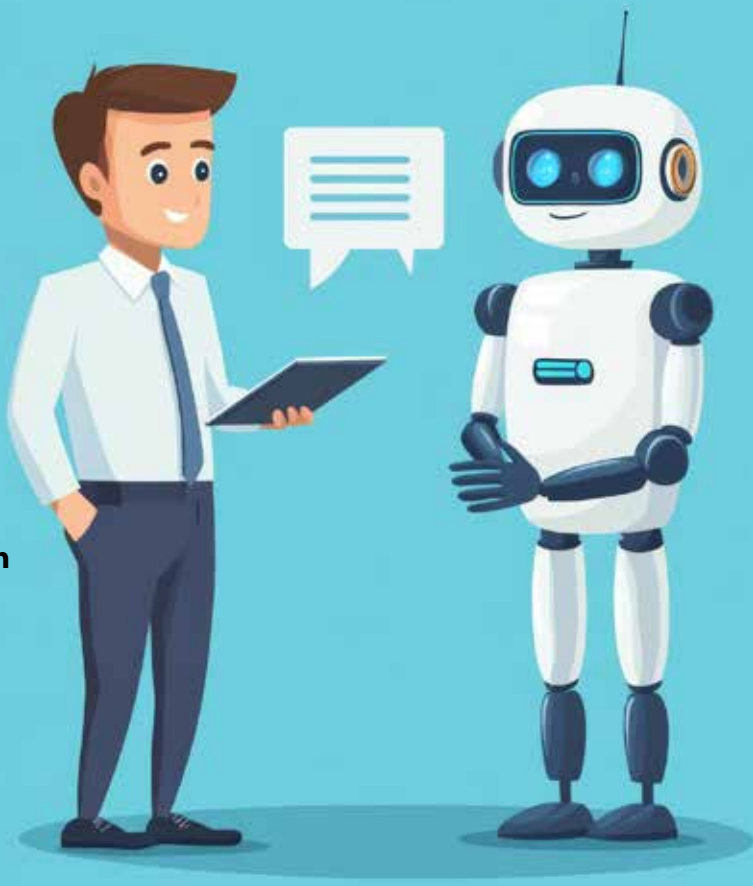
TOOL OF THE MONTH

AI Is Not Only For IT People

AI tools can also help in everyday frontline work.

You do not need to become an AI expert.

You only need to know how to use it for small tasks that save time or help you prepare better.



Try these three things

Use an approved AI tool to:

Prepare questions for a customer meeting

Make your WhatsApp message shorter and clearer

Practise how to answer a difficult customer objection

For example:

"Act like a difficult customer. I am selling a home loan. Ask me questions one by one."

The best technology is the one that helps you do your job better today.

Source: Microsoft Work Trend Index 2026



Want Your Next Job? Start Before You Need It.

Most people update their resume only after they decide to leave.

Start earlier.

Keep a simple record of:

- **Targets achieved**
- **Sales made**
- **Customers handled**
- **Awards received**
- **Your team ranking**
- **New responsibilities**
- **Any improvement you helped create**

Do not write: "Responsible for sales."

Write: "Achieved 112% of target for three consecutive months."

Whenever possible, show what changed because of your work.

That makes your experience easier for the next employer to understand.



LEARN FROM THIS

Training Works Better When You Can Use It Immediately

McKinsey documented an Indian pharmaceutical company that introduced short, personalised learning for its sales force.

More than **3,100 of its 3,500 salespeople** participated in the three-month pilot.

Employees spent around 60 minutes a week on the learning platform, while capability scores improved during the programme.

The lesson

Do not wait for the next classroom programme.

When you learn something useful:

Learn it. Try it. See what worked. Improve it.

Small learning, applied repeatedly, can become a performance advantage.

Source: McKinsey & Company



KNOW YOUR RIGHTS

Labour Rules Changed. Here Are 3 Things You Should Know.

India's four Labour Codes came into effect on 21 November 2025.

Among the important provisions highlighted by the Ministry of Labour & Employment are:

1. Minimum wages and timely payment

The Codes provide for minimum wages and timely payment.

2. Appointment letters

Provision has been made for appointment letters for employees.

3. Wider social-security coverage

Coverage has been expanded to organised and unorganised workers, including gig and platform workers.

If you are unsure what applies to you, check with your employer or the official government source.

Source: Ministry of Labour & Employment, Government of India

OPPORTUNITY RADAR



Where Should You Keep An Eye On Jobs?

Current festive demand is particularly strong across:

- **E-commerce**
- **Quick commerce**
- **Logistics**
- **Organised retail**
- **FMCG**
- **Consumer durables**
- **BFSI**

Adecco estimates that the festive season could generate **2.5 to 2.7 lakh temporary and gig opportunities.**

Before you apply

Check four things:

Is the employer genuine?

What is fixed and what is incentive?

What exactly is the role?

Is anyone asking you to pay for the job?

Never pay someone simply for promising you employment.

Source: Adecco India, reported by Business Standard



FOR FRONTLINE SUPERVISORS

Do Not Ask Only: "Why Didn't You Hit The Target?"

If someone in your team is struggling, try asking:

Where exactly are you getting stuck?

Show me how you are doing that task today.

What would help you do it better tomorrow?

A target tells you that there is a problem.

Watching the work helps you understand where the problem is.

Coach the task, not only the number.



MEET THE FRONTLINE

In future editions, we want to bring you stories of people who have moved ahead from the frontline.

A salesperson who became a manager.

Someone who was headhunted because of strong performance.

Someone who changed industries and built a better career.

Someone who failed, learnt and came back stronger.

These will not be celebrity stories.

They will be stories from people you can relate to and learn from.

WE WOULD LOVE TO HEAR FROM YOU



This should not be only our voice.

If you have:

- **A success story**
- **A career lesson**
- **A useful tool**
- **An interesting workplace experience**
- **Feedback on this publication**
- **A story or finding that other frontline professionals should know**

Write to us at:

akhils@tminetwork.com

Your stories, feedback and observations will help us make this publication more useful for the frontline community.

WE ARE THE FRONTLINE

Win at Work. Grow. Move Ahead.

Jobs | People | Skills | Tools | Opportunities | Stories

An initiative by TMI Group

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