

Accelerating Market Entry

Building a Retail Workforce Across 80 Districts in 15 Days

Strategic Direction for Sustainable Growth



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Case Background



Understanding the Context



Hiring was critical as the client had large scale expansion plans across West & South India markets. They were looking to enter the market just before the festive season in India and had timed their marketing campaigns accordingly. Hence filling in the open positions and having associates in-stores was critical

Problem Statement



Key Issues Identified



The client was a leading FMCD player in the television and LCD screen industry making a late entry into the India market which was already dominated by the global players in this segment. They were creating a space which showcased high-end picture quality at affordable prices in the Indian market

Since this was a specialized product line it was important for the client to hire associates from similar industries/background. Because they were a late entrant in this space the established players had already built in a loyal employee base. Attracting seasoned workforce to come to a new challenger brand was difficult despite offering best in class salaries and incentives

Client Expectations

Meeting upto the client expectations

Client came in with the expectation that we would need atleast a month to complete all documentation, rollout and inductions. However with a specialized servicing team we were able to streamline the entire onboarding process with a mix of technology and in-person events and complete the onboarding processes



Insights from the Analysis



This was a mix of both – around 60% of the associates were sourced by the client and transferred to us and the remaining 40% was sourced by GI India

Number of employees transitioned: 280

Transition timeline: 15 days

The client had clear expectations on the hiring process and the quality of candidates. Given this was their first entry into the India market they were not willing to compromise on the quality of candidates and so the SLA's around those were strictly adhered to

Any weekend drives / walk-ins / campus drives conducted? We worked with local ITI colleges in some locations South India to get certified diploma holders for this role.

We ran helpdesks across multiple weeks in multiple locations where associates could walk-in with documents and complete their joining formalities. For remote locations we leveraged our technology platform to onboard associates.

Key Findings



Proposed Solutions

Strategic Recommendations

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We ran local ad campaigns in local publications, job-boards, ITI Diploma colleges and in a few locations we also had local partner tie-ups.

We also ran extensive associate referral schemes amongst our current temp staff to invite references of suitable candidates. Around 10% of our open positions were filled through this channel



Steps for Execution



- Recruitment drives conducted.
- Technology/platforms leveraged – local job portals.
- Assessment process
- Initial round of screening was done by GI recruiters to ensure consistency with CV, previous experience etc and to explain the job profile, salary bands and work policies to candidates before scheduling final round interviews with the client
- GI would block interview dates 10 days in advance so that sales heads could visit local GI offices for a day to interview shortlisted candidates. GI committed to lining up at least 15 candidates per drive

Strategic Plan





Results And Impact



Project Outcomes



- 280 associates onboarded
- 80 districts covered
- 15-day transition timeline
- 50% faster onboarding than anticipated

Conclusion

Project Outcomes

GI India enabled a leading global FMCD brand to launch successfully in India by delivering a specialized retail workforce across 80 districts —onboarding 280 sales associates in just 15 days, 50% faster than the client's expected timeline.

Through a combination of local market expertise, targeted sourcing, and technology-led onboarding, GI India ensured rapid market readiness without compromising on talent quality.

This engagement highlights GI India's ability to solve complex hiring challenges at scale, helping businesses accelerate expansion and achieve faster business outcomes.



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