

how Randstad India's
'skin-in-the-game' partnership
enabled a leading Indian
pharmaceutical company with
on-time hiring across all functions for
their new specialty division.



randstad

partner for talent.

client

Our client is one of India's fastest-growing pharmaceutical companies, and a part of a global pharmaceutical business in India. With expertise across product development, manufacturing, sales and customer

service, their diverse range of pharma products include science-based nutritional products, diagnostic tools, branded generic pharmaceuticals, and diabetes and vascular devices.

requirement / challenge

The client was looking for quick bulk and project hiring across their various lines of business (along with conventional contingent hiring) for their new infant nutrition plant. Additionally, they were looking to fulfil their diversity objectives, and seamless and swift onboarding of their hires.

The challenge for the client lay in

identifying and hiring the right-fit first and second line personnel with specific education and experience criteria across the client's sales and support functions (HR, administration, finance and accounts, procurement, etc.). Tough salary negotiations had to be done to accommodate the client's budgets.



randstad solution

We were selected as their partner because of our subject matter expertise in their domain and in the recruitment industry. Our excellent database, efficiency in mapping across target sectors, quick turnaround times, and proven experience across all Indian locations (28 states and 199 metro, Tier-1, -2, and -3 cities).

We assigned a dedicated onsite manager for close working with the

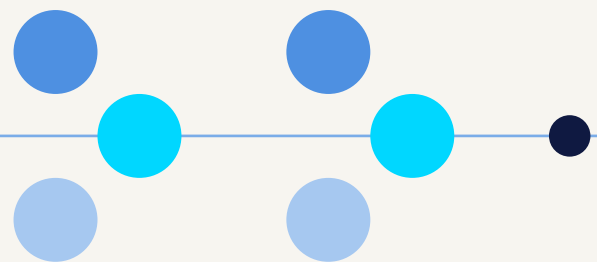
client and reduce turnaround times. We organized well-planned and executed drives for the required positions at our offices, which ensured the right footfall of the right qualified candidates. Our experienced teams conducted effective salary discussions and negotiations with the chosen candidates that satisfied both candidate expectations and client budgets.

business impact and outcomes

Our strong end-to-end recruitment and internal referral process delivered the following outcomes for the client:

- 1000 hires in three to four years - for technicians, project requirements, middle and senior management, specialist sales
- High conversion ratios of the right candidates with significant improvement in negotiation time. This was a measure of our strong competency in employer branding activities

- Right-fit candidates who have stayed with them for longer tenures over the years, resulting in lower attrition
- Fulfilment of diversity objectives
- Consistent pipeline of qualified candidates



client acknowledgement and recognition

We received an extremely high satisfaction score from client for our performance, and the client

Has entrusted us with additional business with their new business units.

Our domain expertise and results-driven

approach have made us the client's trusted and preferred partner. We have received the 'Best Partner' award twice – one for office sales hiring and the other for factory hiring.





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