

CASE STUDY

*Pan-India Frontline Sales Hiring for a Paints
Business Launch*



BACKGROUND

Our client is part of one of India's leading diversified business groups and was preparing to launch its paints business across the country. As part of the expansion, the company required a frontline sales workforce across multiple locations in India.



CHALLENGE

The challenge was to build a large frontline sales workforce across India within stringent timelines. With the business preparing for its market launch, the client needed the required sales manpower to be hired and deployed across locations before operations commenced.



SOLUTION

Activated

CIEL's local recruitment teams across multiple locations

Mapped

Location-wise manpower requirements with the client

Mobilised

Suitable talent from respective local markets

Scaled

Hiring simultaneously across multiple geographies

Delivered

~80 hires every month and ensured the required workforce was ready ahead of launch.



Business Benefits:

CIEL HR enabled the client to build its workforce ahead of launch while sustaining ~80 hires every month.

The scalable hiring model increased recruitment throughput across multiple geographies, supporting faster workforce expansion and **higher productivity.**

How CIEL Took The Extra Step

Dedicated On-site Support

- Leveraged pan-India expertise to identify relevant candidates across locations
- Mobilised local recruitment teams for faster sourcing and hiring
- Deployed a dedicated on-site CIEL resource for smoother coordination and operations

Illustrative Roles Filled:

- *Contractor Associate*
- *Franchise Associate*
- *Paint Associate*



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