

# HOW WE ASSISTED ONE OF THE WORLD'S LARGEST FOOD COMPANIES TO FORAY INTO THE INDIAN MARKET

## CLIENT BRIEF

- Grupo Bimbo has 134,000 employees, 196 bakery plants, 3 million points of sale, a distribution network with 57 thousand routes all over the world. The company has more than 100 brands and 13 thousand products
- At BIMBO, they are committed to work in a sustainable way for a better world and to generate economic development in 4 continents

Listed on the Mexican Stock exchange, our client is a Mexican FMCG player and a leading bakery manufacturing company. They have more than 200 Plants in 32 countries (America, Europe, and Africa & Asia).



**\$15 B**  
Revenues



**32**  
Countries

## SCENARIO

- The client was looking to enter India by virtue of acquisition and Athena helped in hiring the senior stakeholders of the company who would drive the entire M&A and transformation exercise for them.
- Athena Executive Search & Consulting was retained at a very interesting phase of their growth journey w.r.t India region and were mandated to hire Managing Director, Head HR, Head Sales to name a few - critical leadership positions that would play an integral role in leading the integration exercise for India operations and as well as drive an aggressive growth mandate in the region.

## CHALLENGES

1

As one of the recent entrants in the country, the client had limited brand visibility of being a leading FMCG player in the industry with the FMCG in India growing at a significant pace, the opportunity to attract leadership talent to an organization that was at a nascent stage of growth posed a great challenge

2

We were looking at candidates who have witnessed merger & integration scenario in their current role, as there were very few players in the market who has been through M&A scenarios

3

As the position was to be based in Gurgaon, relocating talent to a city in India was strenuous as the majorly the talent was based in Mumbai and Southern India

# SOLUTION & IMPACT

## APPROACH



A comprehensive study was conducted by a dedicated internal team of consultants and vertical experts at Athena to successfully achieve the goals and objectives of the client.



We executed a detailed process of 3-tier industry mapping through identifying major F&B and Consumer Goods companies having expertise in the required domains.



Athena mapped over 45 firms and 50-60 top executives from the target industry. A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired candidates.



A meticulous assessment of these candidates was carried out by our partners keeping the client's requirement as the screening criteria.

## OUTCOME

Athena was successful in building the entire leadership team for the client in India

Athena continues to be their trusted advisor on key talent management aspects and also provide guidance in executing the executive search and consulting engagements for the client

The candidates continue to be a solid part of the leadership team with the client



Unique portfolio of services covering entire spectrum of Talent Management

### Athena's Key Metrics

98%

Completion ratio of assignments

85%

Assignments completed under 45 days

80%

Assignments at VP level or above

70%

Assignments from repeat clients

24%

Assignments completed with diversity candidates