



Building an **unmatched employer brand** for a global athletic apparel company

A high-growth Canadian athletic apparel retailer, the company wanted to establish its Global Capability Center (GCC) in Bengaluru, India in 2021, with the aim of doubling its revenue to \$12 billion in the next five years. This GCC would power the technology capabilities touching all aspects of the retail value chain.

The company prides itself as one of the few corporate Fortune 500 companies with over 50% women at CXO & CTO levels and as board members. It aimed to replicate its culture and core values within the India GCC and build a women-friendly, diverse, and inclusive organization.

The Challenge

The client's clear vision helped us narrow the significant challenges down to ~

- Hiring Silicon Valley-calibre diverse & women-first workforce in the Bengaluru GCC
- Expanding the Bengaluru GCC from 300 in 2020 to 1000 in the next 3-5 years
- Replicating the culture of the Canada HQ in the Indian GCC by creating an organization that focuses on holistic employee wellness

Our Solution

Multi-channel sourcing + AI powered screening

- Tapped into our Global Talent Network of 1M+ global tech professionals and 200+ job boards to expand the talent pool
- Partnered with women-centric professional networks like Pride Circle and Aspire for Her to prioritize hiring female candidates
- Our AI fitment engine screened and shortlisted profiles across 100s of parameters, delivering 80% accuracy

Distinct employee value proposition

- Talent500 and ANSR partnered to create an employee value proposition targeted toward women in tech in Bengaluru.
- Created employer branding assets including a dedicated microsite, hiring brochures, digital assets, etc., highlighting D&I-centric work culture & initiatives using stories and testimonials from current employees.
- Within 9 months, we hired 300 employees with nearly 40% of women professionals - a transformational contrast to the Indian average of 21%.

Curated employer benefits + candidate engagement

- Prioritized diversity-first employer benefits - flexible working options, child & elder care, physical & mental wellness allowance, and more.
- Built a tailored engagement and communication plan using “CanEngage”, our in-house candidate engagement tool to increase employee productivity and participation at work.

Results & impact



300 Full-time employees

Hired in 9 months



D&I Partnerships

With women-centric committees like Pride Circle and Aspire for Her for diversity hiring



40% women

Representation in the GCC, way higher than India average of 21%

