

CLIENT CASE STUDY

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From Local Market Entry to Global Leadership

Establishing India Operations for a Leading U.S.-based Specialty Lubricants Company

How Spectrum Consultants helped a U.S. specialty lubricants company built an India presence — and the India hire grew into a global leader.

Industry

Specialty Chemicals & Industrial Lubricants

Engagement

Employer of Record (EOR) / HR Hosting & Executive Search



Overview

A leading U.S.-based company **specializing in high-performance specialty lubricants** -serving cement, steel, mining, and power sector clients sought to expand its business footprint into India. Its products play a critical role in extending the life of capital equipment.

However, the **business volume did not justify incorporating a legal entity in India**. The client needed a model that would allow direct control over customer acquisition, technical support and customer experience — without the complexity of setting up a subsidiary.

Challenges

The client's objectives were twofold:

- **Employment, compliance and HR administration.**
- **Payroll and incentive management for senior talent.**

Given the **highly technical nature** of the product and the **strategic importance of clients** (who included senior decision-makers in major industrial firms), the company **required experienced professionals** capable of engaging both business and engineering leaders.

This **demanded a custom operational and employment model**, ensuring compliance, seamless management and high-quality representation in India.



Solution

Spectrum Consultants designed a co-employment and operational hosting model to meet the client's needs. Under this model:

Spectrum would **hire and host the India-based team on its payroll**, ensuring full legal, HR, and administrative compliance.

The client's leadership in the U.S. would **directly manage and supervise** the team's day-to-day activities.

Order fulfillment and distribution would continue through the client's authorized distributor in India.

This approach allowed the client to retain operational control, build a capable team and scale their business — all without establishing a legal entity.



Execution Strategy

Spectrum Consultants implemented a targeted executive search and setup process involving:

Market and Talent Mapping

Identified global and Indian companies operating in the specialty lubricants segment and shortlisted senior professionals with proven sales and technical credentials.

Leadership Identification

Created a pipeline of senior industry leaders with 20+ years of experience and strong professional networks in the lubricants and industrial consumables sector.

Candidate Engagement

Approached shortlisted candidates, clearly articulating the unique opportunity — building a brand's India operations from the ground up while operating under an innovative hosted employment model.

Selection and Placement

Presented four pre-screened, high-quality candidates to the client. The final selection included a seasoned industry leader and a technically strong support professional with deep engineering expertise.

Selection and Placement

Spectrum continues to host and manage the India-based employees, handling all administrative aspects — payroll, reimbursements, incentives, performance reviews and equipment procurement — ensuring a seamless employee experience.

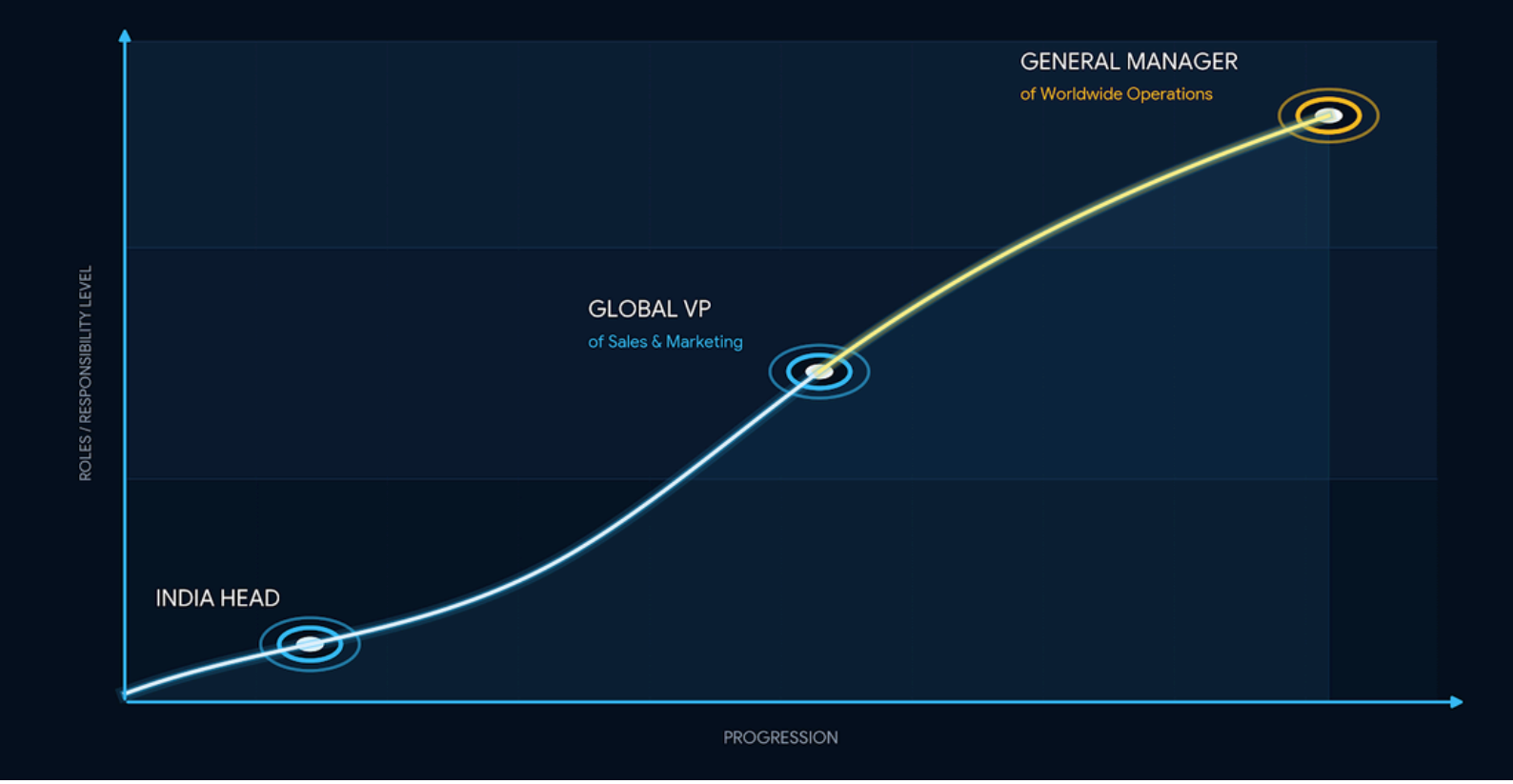


Outcome

- Successful establishment of the client's **India operations** without the need for entity incorporation.
- **Two critical hires made** — including a senior industry veteran and a technical support specialist.
- **Full compliance and HR** support provided through Spectrum's hosted model.
- Enabled the client to **drive sales growth and provide superior customer experience** in India's industrial sector.

The India Head we placed was later promoted to Global VP of Sales & Marketing - then General Manager of worldwide operations.

The **India Head** hired through Spectrum's model went on to achieve significant success, being **promoted to Global Vice President of Sales & Marketing and later General Manager for worldwide operations.** Following this success, Spectrum replicated the same strategy to identify and hire his successor in India, ensuring continuity and leadership stability.



Impact

- The engagement not only allowed the client to **enter and scale in the Indian market efficiently**, but also boosted confidence among its global leadership to **expand further using this flexible model**.

- The **co-employment and operational hosting approach** demonstrated how global organizations can **access India's talent ecosystem and business opportunities** while maintaining agility, compliance and cost efficiency.

*For **Spectrum Consultants**, this engagement cemented our standing as a trusted Employer of Record (EOR) and leadership talent partner, proving how an agile co-employment model can successfully anchor a multinational brand's long-term growth and leadership succession in India.*

SPECTRUM CONSULTANTS

Empowering Global Enterprises Through Intelligent Talent Solutions since 1995

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30+	20,000+	50+	10 : 1
YEARS OF EXCELLENCE	CAREERS SHAPED	TOP GLOBAL CLIENTS	RESUME-TO-OFFER RATIO

About Us

For over 30 years, Spectrum Consultants has been a pioneer in recruitment, executive search, and cross-border workforce hosting. Headquartered in Bangalore, India, we bridge the gap between global enterprise goals and local execution, delivering agile, compliant, and cost-effective talent ecosystems for Fortune 500s, high-growth tech firms, and global innovators.

Our Services

Executive Search & C-Suite Hiring

Specialized headhunting for mission-critical roles (CXOs, VPs, Directors, Country Heads) backed by rigorous talent-mapping and discretion.

Permanent & Contingent Staffing

End-to-end recruitment across tech, engineering, and digital marketing functions. Flexible contract staffing with dedicated account SPOCs.

Employer on Record (EOR) & HR Hosting

Build high-performing teams in India without incorporating a legal entity. Complete payroll, statutory compliance, benefits, IT asset provisioning, and local governance.

AI & Prompt Engineers Hiring

Specialized squads for next-gen AI/LLM engineers, semiconductor talent, and curated campus recruitment drives from India's premier technical institutions.