

NICHE TALENT Companies like SAP, Marico & Snapdeal look to enhance competencies in mobility, big data and analytics

India Inc on a Hot Chase for Techies

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New Delhi: With the spotlight on acquiring the best of talent to strengthen technology competencies, especially in mobility, big data and analytics, companies such as SAP, General Mills, Snapdeal and Marico are aggressively hiring techies, even from outside India.

SAP plans to add 1,000 engineers in the next 12 months to its lab in India, its second-largest globally. SAP Labs India will increase the intake of graduates from the country's premier engineering colleges.

With the paucity of niche talent, the company will scout for techies overseas, including Silicon Valley and Europe.

About 70% of the German software company's 6,500 employees in India are part of its R&D and product engi-

neering, while 20% are in consulting and implementation and the rest in sales and marketing.

"Hires will be largely in R&D and product engineering. In the past 75% of professionals with experience in SAP technology were hired and only 25% hiring was niche skills. This year the ratio will change to 50:50, between conventional SAP hiring and high-end technology-data scientists, research analysts and architects," said Anil Warriar, director and India head of talent acquisition at SAP.

Online marketplace Snapdeal plans to double the headcount of its technology team by hiring 1,000 people by the end of this year, including talent from Silicon Valley to build a product and engineering leadership team. "We will bring in the best of talent in the space of technology as technology is the backbone for run-

ning a big enterprise like ours," said Saurabh Nigam, vice president of HR at Snapdeal.

Managing director at General Mills Mainak Dhar said that as the company intends to increase manu-

facturing at its Indian plant, the need to have more talent around technology will surely rise. The company's brands include Pillsbury and Betty Crocker products and Häagen-Dazs ice cream.

Marico is looking for expertise in cutting edge technologies to enhance its consumer product offerings. "We are looking at talent beyond India especially to build our strength around innovation and R&D," said Ashutosh Telang, Marico's chief human resources officer.

Meanwhile, SAP is seeking to both groom talent from within and new hires. "In case of critical roles, mobile and analytics, we may hire senior people from abroad," Warriar said.

Apart from offering stocks to attract talent, the company is banking on other benefits. "SAP offers its employees work across the globe. Here, you can easily work in four or five locations. High percentage of our leadership team is people who have joined us as college graduates," Warriar said. For the past five years, SAP has given a 90:10 combination in fixed and variable pay.

SAP is investing heavily on talent at an early stage, which includes hiring, grooming and training them, he said, adding, "This year, possibly there is a 100% growth in investment on talent development."

A New Pipeline



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General Mills strengthening its tech team as it increases manufacturing out of India

Most companies looking at Silicon Valley for tech talent

