



Zoho
Recruit

 Infocus

The Roots Group

zoho.com/recruit



The company:

Rooted in India, trusted across continents.



From humble beginnings in automotive horns, **The Roots Group** has grown into a multifaceted conglomerate with a global footprint. Their portfolio spans everything from electronic components and industrial cleaning equipment to advanced mobility vehicles and organic foods, each designed to meet a distinct need and built for impact.

With over 4,000 employees and exports to 43 countries, the company stays true to its mission of delivering Indian craftsmanship to around the world. For over five decades, The Roots Group has been a pioneer in delivering customer-first, high-quality solutions and continues to go beyond that commitment with every product.

The challenge:

When the solution became the problem

With a rigid ATS in place, The Roots Group found themselves stuck in a quicksand of declining productivity, longer time-to-fill, and a tool that felt more like a second job than a solution. The system couldn't support the company's unique workflows, forcing it into a simplified, one-size-fits-all hiring pipeline.

Despite having an ATS, the team fell back on what felt familiar—paper forms and spreadsheets. But that only added to the chaos: tab-switching, missing data, manual errors, and endless follow-ups.

Supporting Roots at every step

Companies as diverse as The Roots Group need more than just a standard ATS. They need something intuitive, flexible, and capable of supporting varied roles, complex workflows, and a hiring process that's uniquely theirs. That's where Zoho Recruit stepped in.

It all began with a customer meetup—one of the many that Zoho Recruit hosts across India, both online and offline. What started as a casual conversation turned into a complete shift in the company's hiring journey. Today, The Roots Group runs on a system that adapts to it—not the other way around.

Zoho Recruit has transformed the way we hire. The Roots Group is happy with the switch. We were intrigued by the platform's versatility, and the move from paper-based processes to a fully digital recruitment system was seamless, with the team supporting us at every step.

Karthik

Associate - IT, The Roots Group

How Zoho Recruit brings it all together



From switching tabs to streamlined hiring

Recruiters at The Roots Group now publish job openings across multiple job boards, primarily Naukri, and their own career site—all with a single click. What once involved tab-hopping and manual uploads is now a smooth, centralized process.



Personalized automation

The Roots Group has distinct hiring needs, from job postings to offer. To support this, the company tailored Zoho Recruit with custom automations across every approval process, workflow, and career site integration.



Unified Job Postings

As a conglomerate hiring across seven states, The Roots Group manages 50+ job openings annually under five different entities. Posting jobs individually under each entity previously took up over half the workday.

To solve this, the Zoho Recruit team built a custom solution that posts jobs across all entities at once. This automation creates a centralized career site experience and significantly improves team productivity.



Parse, store, match

With Zoho Recruit's resume parser in action, The Roots Group no longer sifts through high volumes of resumes manually. The parser automatically extracts key details and saves them directly into the candidate database, saving time and reducing manual effort. Now, recruiters simply apply filters to view the most relevant candidates for each job opening.



Feedback to final decision

With the help of Zoho Recruit's interview kit, the recruiters can log feedback on a candidate as soon as the interview is completed, without any delays or follow-ups. It gives the HOD a clear view of each candidate's performance, making it easy to approve or reject directly within the ATS, speeding up the process, and keeping everything aligned.



Actionable reports without spreadsheets

The Roots Group now creates actionable tabular and chart-based reports, packed with hiring insights, without diving into endless spreadsheets. With Zoho Recruit, the company can present data-backed snapshots, from the age of job openings to subsidiaries' job performance, enabling leadership to help drive hiring strategies.

Recruiters have accurately measured their average time-to-hire at 90 days, a metric now tracked and improved through Zoho Recruit.

Looking forward:

From workflows to workforce strategy

The Roots Group is taking its hiring journey a step further with Zoho Recruit. They are deepening their use of Zia candidate matching, Zoho Recruit's AI assistant, which delivers sharper shortlists and helps recruiters identify top candidates quickly. They are also expanding with advanced workflow customizations that evolve with their needs and insightful reports that make data-driven decisions easier.

From paper to AI hiring, Zoho Recruit has helped evolve their unique hiring process. Zoho Recruit brings the puzzle together for The Roots Group with a scalable, user-friendly ATS that supports their unique hiring needs across every business unit.

Join **2,000+** Indian recruiters hiring smarter with Zoho Recruit.

Start your free trial today

About Zoho Recruit

Zoho Recruit is all about building great teams and hiring the best talent without breaking a sweat. Our all-in-one applicant tracking system helps teams of all sizes source, track, and hire candidates.

Zoho Recruit has been an unparalleled champion in many software categories for two years and running.

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