

# Petcare

Category expertise,  
at **every level**

For brands building in India's  
fastest-scaling consumer category

*Sept 2026*



# Petcare is scaling faster than petcare teams are

India's petcare market is on track to grow close to seven times by 2032\*. Almost every brand in it - legacy FMCG, domestic challenger, venture-backed specialist - is now running the same play at the same time. Premiumise the portfolio. Win quick commerce. Push into services. Hold margin while doing all three.

**What is scarce is not ambition, and it is not seniority. It is category fluency - people who already understand pet nutrition claims, breed and condition formats, the vet channel, and how a pet parent actually buys. And it is needed at several levels at once, not one.**

This folio is our answer to that. It sets out what we see brands solving for in petcare, the mandates we have delivered, and the consultants we would put on the table tomorrow.

We have spent a decade building the largest curated network of independent experts in India. This is what that network looks like pointed at petcare: brand leaders, pricing specialists and hands-on execution - all of whom have worked the category before.

**Chandrika Pasricha**

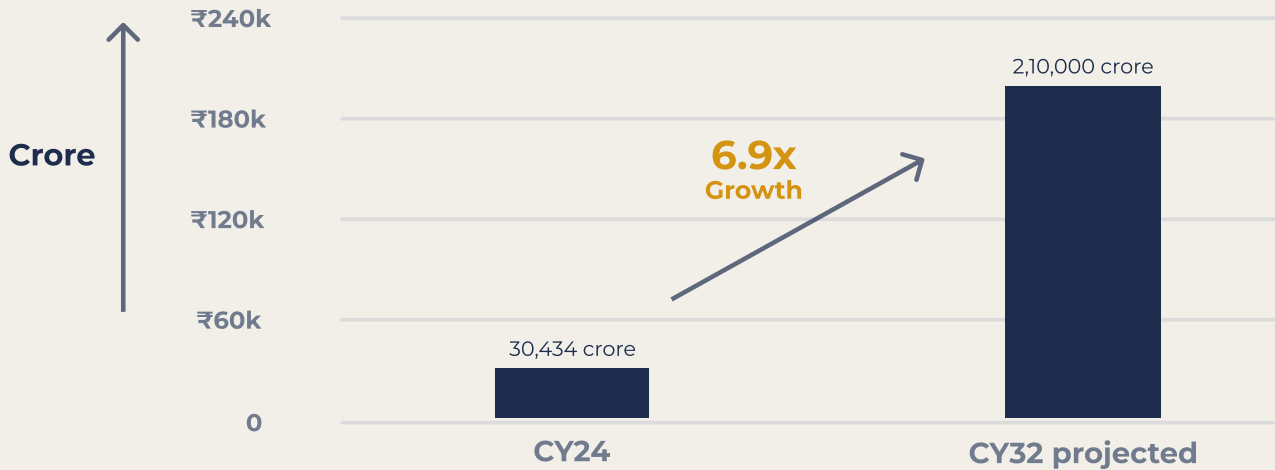
Founder & CEO

Flexing It®



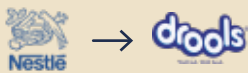
# A 6.9x market with an execution problem

The value of the petcare industry in India, ₹ crore\*



## Four shifts are driving it, and every one lands on the same teams

- Pets as family**  
 Spend is moving past ownership into nutrition, wellness, preventive care and services - grooming, tele-veterinary, clinics, boarding. New categories, new claims, new compliance.
- Premiumisation**  
 Breed-specific, age-specific and conditionspecific formats. SKU count and marketing complexity multiply together.
- Digital-first discovery**  
 E-commerce, quick commerce, subscription and social are becoming the primary route to the pet parent, not a secondary one.
- Capital and consolidation**  
 Close to US\$180M+ into new-age petcare over five years, and incumbents buying their way in.



Refer index for Sources

**The consequence: brand, revenue management, supply chain and digital are each being asked to take on a new mandate while teams haven't changed yet**

## Where petcare teams struggle

Every mandate on this year's plan assumes knowledge of the category - and assumes it at a different level.

| THE MANDATE                                | THE CATEGORY KNOWLEDGE IT ASSUMES                                                                                                       | LEVEL IT SITS AT                       |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Scale D2C and quick commerce               | Someone who has run a pet category P&L in quick commerce. The basket, the repeat cycle and the margin maths are different from grocery. | <b>Specialist</b><br><b>Execution</b>  |
| Expand the premium portfolio               | NPD and claims experience specific to pet nutrition - breed and condition formats, vet-channel requirements, labelling rules.           | <b>Leadership</b><br><b>Specialist</b> |
| Defend margin under promotional pressure   | Price-pack architecture in a category with its own pack sizes, repeat cycles and trade terms.                                           | <b>Specialist</b>                      |
| Build the category, not just a share of it | Brand and content people who know how pet parents actually decide - and can produce at the pace social demands.                         | <b>Leadership</b><br><b>Execution</b>  |

You don't need someone who can learn petcare. You need someone who **already has** - at **each level**.

A generalist hire spends the first three to six months learning the category, whatever their level. On a twelve-month mandate that is half the engagement. Our consultants have worked in petcare before - and we can put a category lead, a pricing specialist and two execution consultants against the same plan without four separate hiring processes.

## Three levels, one category

The constant is petcare fluency. What changes is where in the org the work sits - and you can draw on all three at once.



### Leadership

#### Someone in the seat

Two to four days a week. 10 to 20+ years, petcare or adjacent FMCG.

Interim CMO, category head, revenue management lead. For when the mandate needs an owner, not a resource.



### Specialist

#### One expert, one discipline

A defined problem in a fixed window. Typically 8 to 15 years.

Price-pack architecture. Quick commerce P&L. Packaging and claims compliance for a premium launch. Demand planning.



### Execution

#### Hands on the work

Delivery capacity at pace. Typically 4 to 10 years.

Content and social, e-commerce operations, packaging and artwork coordination, campaign and launch execution.

Most mandates blend them. With Flexing It you can hire: a category lead with two execution consultants underneath - one brief, one contract, one point of accountability.

## Where our petcare consultants have operated

120,000+ vetted independent experts • 5 to 20+ years' experience • India, Southeast Asia and the Middle East • FlexScore matching across 15+ parameters • FeeBee benchmarking on 900K+ data points

**MANDATE DELIVERED****REPRESENTATIVE**

# Brand and Marketing Execution

**THE CLIENT**

A leading petcare brand

**THE SITUATION**

Multiple product launches running in parallel, across new channels, with a brand team already at capacity.

**THE SHAPE**

One marketing consultant, embedded with the brand team.

**WHAT THEY OWNED**

- NPD execution end-to-end:
  - Artwork
  - Packaging
  - Compliance
  - Pricing
  - Code creation and
  - Launch process
- ATL and BTL communication, and creative agency coordination
- Consumer research and insight through Nielsen and Kantar
- Website, e-commerce and sampling execution, including first party data
- Cross-functional coordination across R&D, Finance, Sales, Supply Chain and Customer Marketing

**THE PROFILE WE MATCHED****Specialist**

**Brand management and consumer marketing, with direct petcare and FMCG category experience. Strong on cross-functional execution and multi-stakeholder delivery.**



**MANDATE DELIVERED****REPRESENTATIVE**

# Strategic Revenue Management

**THE CLIENT**

A leading petcare portfolio

**THE SITUATION**

A petcare portfolio needing incremental growth identified, and commercial decisions supported by evidence rather than instinct.

**THE SHAPE**

One SRM consultant working with commercial leadership.

**WHAT THEY OWNED**

- Portfolio pricing and price-pack architecture, including optimisation and simulation
- Trade promotion effectiveness and trade terms
- Customer performance and profitability analysis across multiple data sources
- Visualisation and recommendations for senior leadership

**THE PROFILE WE MATCHED****Specialist**

Revenue management consultant from strategy consulting, with a track record in pricing strategy, portfolio optimisation and market assessment across CPG. Has partnered directly with CXOs.



# Multiple skills, three levels, one category

Every one of them has worked in petcare. with experience spanning 5 to 25 years.

**B**

Senior Brand & Growth  
Marketing Leader

Years of Experience: 12+

## Leadership

**Grew a global pet food brand 22% YoY across India and Southeast Asia.**

Led portfolio repositioning, 20+ NPD launches, pricing, packaging innovation and channel-specific GTM within petcare. Broader track record scaling consumer brands through performance marketing, e-commerce and omnichannel.

**U**

Senior Brand & Growth  
Marketing Leader

Years of Experience: 10+

## Specialist

**Relaunched a dry pet food range and drove 20% growth in pet food adoption and calorie conversion.**

Led Pedigree and Chappi. Strategic brand planning, integrated campaigns, consumer insight, media strategy and innovation/NPD. Prior brand management at Dr. Reddy's and Cavinkare.

**S**

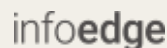
Senior Brand & Growth  
Marketing Leader

Years of Experience: 5+

## Execution

**Lifted engagement 67% at Supertails, and Instagram engagement 95% at OZiva.**

Ran social and community for a petcare e-commerce platform through campaigns, app launches and brand partnerships. 8X growth in LinkedIn followers. Builds digital communities and consumer-facing content across platforms.

**J**

Senior Brand & Growth  
Marketing Leader

Years of Experience: 14

## Leadership

**Built Supertails' brand voice and ran its largest pet sale campaign.**

Led brand identity and campaign execution, translating business priorities into consumer content. Writer and strategist across podcasts, original IP, founder-led editorial and merchandise launch strategy.



# Multiple skills, three levels, one category

Every one of them has worked in petcare. with experience spanning 5 to 25 years.



Co-founder &  
Category Head

Years of Experience: 14

## Leadership

**Built a pet food brand to ₹5 crore ARR and a ₹50 crore floor valuation within three months of launch.**

Co-founded a pet food company - dog food, treats, wet food and cat food - building a 25-person team across key markets. Previously owned the ₹2,000 crore motorcycle engine oil P&L at Castrol India, delivering 160 bps of share gain. ET Young Leader 2019.



KOHLER



LICKICIOUS™



Chief Financial Officer

Years of Experience: 20+

## Leadership

**Raised \$8M for a petcare scale-up and made its D2C and e-commerce channels profitable.**

CFO since 2022, working with the CMD, CEO and COO on business and organisational strategy. Set up and led manufacturing operations, and ran the acquisition of a pet grooming brand end to end - valuation, negotiation and agreements. Chartered Accountant, with prior finance leadership at WPP's Glitch

WPP Media



Ogilvy & Mather



Procurement &  
Supply Chain Head

Years of Experience: 25

## Specialist

**Built the supply chain for a petcare start-up from scratch - APIs, contract manufacturing and pet food.**

Procurement Head for three years, forming the supply chain team and sourcing key actives from China and Thailand against start-up demand patterns. Ran a US\$10M annual spend across nine third-party manufacturers as virtual plant manager for the India business, and localised packaging for US\$230K of annual saving. Earlier lifted gross margin from 14% to 45% in two years at Sanofi.

sanofi

zoetis



NOVARTIS



# Multiple skills, three levels, one category

Every one of them has worked in petcare. with experience spanning 5 to 25 years.



Procurement &  
Supply Chain Head

Years of Experience: 15

## Specialist

**Grew a multi-service operations centre from ₹4L to ₹10L in monthly revenue.**

Ran end-to-end service delivery for a petcare brand — workforce scheduling, vendor coordination, revenue tracking and service performance. Since then Chief of Staff for a programme running across 21 cities, building KPI-based governance and SOP frameworks. Prior operations leadership at Maersk, Gartner and WNS.



MAERSK

Gartner

WNS



HR Business Partner

Years of Experience: 6

## Execution

**Stood up the people function at petcare brand - 12 policies in six months**

Implemented HRM software at a petcare brand that halved manual processing time, ran onboarding and POSH training for 60+ employees, and partnered finance, operations and legal to align HR with business needs. Now an HR



ANALOGYX

CANSA IMPEX



## How an engagement works



### Duration

A few weeks to several months, extendable.  
42% YoY growth in one-to-two month mandates.



### Capacity

Part-time (10–20 hrs/week) to full-time (40 hrs/week), per person.  
Leadership mandates typically run part-time, execution mandates full-time.



### Location

On-site, remote or hybrid.  
75% of projects run hybrid or on-site.



### Commercials

Time-based, milestone-based or outcome-based.  
Benchmarked against 900K+ data points through FeeBee.

## Four steps, and you are live

**1**

### Publish the mandate

Scope, duration, capacity, commercials.

**2**

### Interview a shortlist

FlexScore-matched against 15+ parameters.

**3**

### Finalise

Contracting, compliance and payments handled by us.

**4**

### Onboard

Within 7 to 15 days





## Other resources from FMCG

### **FMCG Insights 2025-26** [Click for more](#)

FMCG Sector Insights from Flexing It's Annual State of Independent Talent Report, 2025-26

### **FMCG Exchange** [Click for more](#)

The pulse of what's moving in FMCG- Trends, talent, and real project stories from across India and Southeast Asia drawn from over 12 years of FMCG engagements on Flexing It<sup>®</sup>.

### **Influencer Marketing Landscape** [Click for more](#)

What we are seeing in the fast-evolving influencer marketing landscape

## Start with one mandate

The fastest way to test this is a single, well-scoped brief. Send us the mandate you are currently struggling to hire for - at any level - and we will come back with a shortlist of people who already know the category.

**[connect@flexingit.in](mailto:connect@flexingit.in) | [www.flexingit.com](http://www.flexingit.com)**

## About Flexing It®

Founded in 2014, we built the category for curated, on-demand expertise in India, and we run the largest network of vetted independent consultants in the India and SEA market.

### THE NETWORK

120,000+ vetted independent consultants and experts, 5 to 20+ years' experience. Women make up 40% of the pool and of project delivery.

### THE REACH

India, Southeast Asia and the Middle East, plus global remote and virtual offices.

### WHO WE WORK WITH

Large enterprises, PE and VC firms, professional services firms, mid-sized companies and startups. Industrials lead adoption at 30%, followed by Consulting at 20% and FMCG at 18%.

### THE TOOLING

FlexScore matches on 15+ parameters. FeeBee benchmarks fees against 900K+ data points. Think Factory publishes the research behind both.

### AT SCALE

Our enterprise platform manages independent talent across an organisation, with PMO support where programmes need it.

### OUR CLIENTS



**India**

Cubeecle, 3rd Floor, District Centre,  
Vardhaman Trade Centre, Nehru Place,  
New Delhi, Delhi 110019, India



**Singapore**

151 Chin Swee Road,  
#07-12 Manhattan House,  
Singapore - 169876

Follow us on LinkedIn  
for Talent Trends, Insights & more



# Index

- \* <https://www.ibef.org/blogs/decoding-the-rise-of-the-pet-care-industry-in-india-a-new-consumer-growth-story>
- + <https://redseer.com/reports/indias-petcare-market-opportunities-in-an-evolving-market/>

## M&A Activity

- [https://www.linkedin.com/posts/ajitesh-banerjee-70188b19b\\_nestl%C3%A9-enters-indias-booming-pet-care-market-activity-7332817300439408641-4orM](https://www.linkedin.com/posts/ajitesh-banerjee-70188b19b_nestl%C3%A9-enters-indias-booming-pet-care-market-activity-7332817300439408641-4orM)
- <https://globalpetindustry.com/news/why-has-nestle-decided-invest-indian-pet-market/>
- <https://theprint.in/ani-press-releases/fredun-pharmaceuticals-enters-pet-care-market-with-strategic-acquisition-of-one-pet-stop/2677204/>
- <https://smallcapspotlight.in/news/fredun-pharmaceuticals-acquires-wagr-ai-launching-indias-first-neutral-pet-care-marketplace/>
- <https://petpitch.petzcareindia.com/news-1-2/zigly-pet-care-accelerates-expansion-with-new-centres-and-acquisitions>
- <https://www.cosmofirst.com/press-release/zigly-expands-bengaluru-footprint-through-strategic-acquisition,-announces-multi-speciality-pet-care-centre-in-whitefield>
- <https://www.thehindu.com/business/petcare-firm-wiggles-acquires-capt-zack/article66680025.ece>