

MARKSMEN DAILY  
**MOST  
PREFERRED  
WORKPLACE  
2024-2025**

**CERTIFIED**  
TM  
**IT & ITES**

3<sup>RD</sup> EDITION

Televised on



#MDPreferredWorkplace

# Recognising **INDIA'S PREMIUM TECH TITANS**

Presented by



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# Embracing the New-age Digital Workplace

The **Information Technology (IT)** and IT-Enabled Services (ITES) sector plays a pivotal role in India's economy, contributing significantly to GDP, exports, and employment. As a global IT powerhouse, India has established itself as a preferred destination for outsourcing and high-value technology services. However, the sector faces critical workplace challenges that require urgent attention to maintain its competitive edge and sustain growth.

**Employee engagement and work-life balance** have emerged as pressing concerns in the fast-paced IT industry. High stress levels, long working hours, and the blurring of work-life boundaries, especially in the wake of remote work trends, are impacting employee wellness and productivity. These factors contribute to increased turnover rates, exacerbating the existing shortage of skilled IT talent. The industry must prioritize strategies to enhance the overall employee experience, focusing on mental health support, flexible work arrangements, and career development opportunities.

Amidst ongoing layoffs in certain segments of the sector, companies face the dual challenge of rightsizing their workforce while retaining top talent. Additionally, the rapid advancement of artificial intelligence (AI) presents both opportunities and challenges. Organizations must navigate the complexities of integrating AI into their operations, upskilling their workforce to leverage these technologies, and addressing concerns about job displacement.

# Organisations Empowering Talent

Expanding on our premier event  
- **Most Preferred Workplace** -  
we're now focusing on the IT and  
ITES industries with our  
upcoming initiative:

**Most Preferred Workplace  
2022-23 IT and ITES edition.**

This specialized industry  
initiative will honour top  
companies in the IT and ITES  
sector that have excelled in  
transforming their work  
environments and have crafted  
employee experiences that are  
purposeful.



# Key Parameters



**Employee Engagement**



**Recruitment and Retention**



**Work-life balance**



**Reskilling and Upskilling**



**Job Security**

# Key Point of Discussion

- Insightful discussions around current HR trends in the tech industry
- Industry best practices to overcome challenges around attrition and moonlighting
- Explore technologies that enable creating a collaborative and seamless hybrid working model
- Learn effective employee retention strategies
- Enhance employee engagement

# Why Attend?

- Interact and network with industry stalwarts
- Build your knowledge through thought leadership sessions.
- Learn newest workplace trends in IT & ITES sector
- Engage with industry peers Recognition and Felicitation ceremony

# Industries Covered



**IT Services**



**Software product developers and engineering services**



**Hardware systems manufacturers**



**Cloud and data center service providers**



**Co-location service providers**

# Media Coverage 2023



**BUILDING IMPACTFUL BRANDS AND ORGANISATIONS** | **BS MARKETING INITIATIVE** | 05 February 2024

**DRIVING PERFORMANCE THROUGH PEOPLE**  
 Forward-looking organisations are taking the next step in their quest to create better workplaces as they continue to invest in technology and talent.

**CREATING A CULTURE OF INCLUSIVE GROWTH**  
 Right Ranga, Director, People & Culture, Amulco India, outlines how the organisation encourages employee engagement and productivity.

**THOSE RECOGNISED IN A GLITTERING RECOGNITION CEREMONY INCLUDED**

**RAISING A TOAST TO INCLUSIVE GROWTH STRATEGY**  
 Ravi Divakar, People Director - DSD India, at India DCC looks outside the organisation to identify growth with people, growth, employee, general social impact, and a sustainable business.

**CREATING INCREDIBLE EMPLOYEE EXPERIENCES**  
 Gaurav Bhatia, VP & General Manager, People & Culture at India, explains on the pillars of a system to cultivate a sense of belonging and community among employees.

**INNOVATING THE WAYS OF WORK STRATEGY**  
 Anand Srinivasan, CEO & Co-Founder of Phenom, explains why the business case for diversity equity and inclusion is stronger than ever.

**BUILDING A SENSE OF BELONGING**  
 Anand Srinivasan, CEO & Co-Founder of Phenom, explains why the business case for diversity equity and inclusion is stronger than ever.

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**BS 50 Biggest BFSI Event**  
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 14th - 15th Feb 2024

**REIMAGINING THE FUTURE OF THE WORKPLACE AND WORKFORCE**

Most Preferred Workplace 2023-24

Manufacturing, IT & ITES, BFSI



# Glimpses 2023





# About TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



SOCIAL  
MEDIA



DIGITAL



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## ABOUT MARKSMEN DAILY

**Marksmen Daily** is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

[WWW.MARKSMENDAILY.COM](http://WWW.MARKSMENDAILY.COM)

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