


MARKSMEN DAILY
**MOST
PREFERRED
WORKPLACE
2026-27**
CERTIFIED TM
6TH EDITION

THE HUMAN DIVIDEND

Capitalizing on Culture

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Presented by 	Televised on 	Magazine partner 	Knowledge partner 	Media partner 	Research partner 	Brought to you by 
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Workplaces and workforces are currently navigating a defining moment of evolution. In an era of rapid technological acceleration and shifting power dynamics, the relationship between employer and employee has moved from a transactional contract to a deep, strategic symbiosis. Against a backdrop of global economic volatility and complex geopolitical landscapes, organizations are no longer just solving for cost-effectiveness or operational agility. They are being compelled to master the delicate balance of equity, inclusivity, and long-term strategic growth to remain competitive in an increasingly siloed ecosystem.



INDIA LEADING THE GLOBAL NARRATIVE

While much of the world faces a “quiet withdrawal” from the workplace, India is witnessing a powerful, optimistic surge. Data from the first half of 2025 highlights a significant shift: Indian employees are not only more engaged but are consistently outperforming their global counterparts in terms of satisfaction and empowerment.

With domestic employee engagement at 82% (versus a global average of 75%) and job satisfaction reaching 84% (compared to 76% globally), India is setting a new benchmark for workplace experience. This isn't just a statistical win; it reflects the rise of people-first, purpose-driven organizational cultures that resonate with a workforce that is increasingly future-ready and value-conscious.

The “Most Preferred Workplace” is being shaped by a series of powerful policy nudges that have moved diversity and equity from the HR handbook to the national agenda. The full implementation of India's **New Labour Codes** has reset the standard for wage parity and social security, while the historic **₹4.49 Lakh Crore Gender Budget** signals a government-led push to integrate women into the formal economy. These policies are not just compliance mandates, they are catalysts, encouraging organizations to unlock the **1% GDP growth** that experts suggest will follow the achievement of true gender parity in the workforce.

THE LEGACY OF THE 6TH EDITION: MOST PREFERRED WORKPLACE

The 6th Edition of **Most Preferred Workplace** stands as a crowning achievement in a journey dedicated to redefining the gold standard of organizational culture. Over the past five years, Team Marksmen Network has transformed this initiative into a grand, pan-India platform that commands immense recall value among both employers and employees. Our past editions have been graced by an extraordinary assembly of visionary speakers and policymakers, including **C.P. Gurnani** (Co-Founder & CEO, AlonOS), **Dr. Sanjay Mukherjee** (Metropolitan Commissioner, MMRDA), **Poonam Mahajan** (Member of Parliament), **Dr. Pallavi Darade**, IRS (Principal Commissioner of Income Tax), and **Vishal Sharma** (ED & CEO, Godrej Industries), alongside other eminent leaders.

This legacy is further cemented by the caliber of organizations we have felicitated and partnered with industry titans such as **NTPC, Tata Motors, HDFC Bank, Infosys, Adobe, Google, Marriott International, Reliance Jio, Raymond, and Sanofi** have all been part of this exclusive circle. By bringing together CHROs and CXOs from diverse sectors like BFSI, IT, Manufacturing, and Healthcare, **Team Marksmen Network** has created more than just an awards ceremony; we have built a strategic ecosystem where the brightest minds converge to share real-world stories and move past the hype. As we prepare for June 2026 in Mumbai, this sixth edition remains the ultimate hallmark for any organization looking to lead the global narrative on workplace excellence.



ABOUT MOST PREFERRED WORKPLACE 2026-2027

Team Marksmen Network is proud to announce the **6th Edition of Most Preferred Workplace 2026-2027**, scheduled for **June 2026 in Mumbai**. This flagship initiative continues its mission to recognize and celebrate organizations that go beyond high performance to create truly meaningful employee experiences.

We honor the employers of choice across sectors - from BFSI and Manufacturing to IT, Healthcare, and Real Estate, who prioritize well-being as a business strategy and equity as a competitive advantage. This edition is dedicated to the architects of supportive, flexible, and inclusive environments that allow India's talent to lead on the world stage.



KEY DISCUSSION PILLARS

- **The Personalization Pivot:**
Moving away from “One-Size-Fits-All” policies to hyper-personalized employee journeys.
- **The Equity ROI:**
Turning the national Gender Budget into a measurable P&L advantage.
- **Resilient Vitality:**
Designing work-life integration models that prevent burnout in a high-growth economy.
- **The Generational Bridge:**
Strategies for leading a multi-generational workforce with diverse values.
- **Future-Ready Skilling:**
Closing the gap between current capabilities and the demands of a digital-first economy.

WHO **SHOULD** ATTEND



INDUSTRIES **COVERED**

- BFSI
- Manufacturing
- Retail and E-Commerce
- FMCG
- Automobiles and Auto Ancillaries
- IT and ITES
- Healthcare
- Power and Energy
- Infrastructure and Real Estate
- & more

SHAPED BY **IN-DEPTH** RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide study conducted by Coherent Market Insights with organisations appraised on the following parameters:

- **Employee Experience:**
Work-life balance, employee satisfaction, and career growth opportunities.
- **Workplace Culture:**
Safety & trust, diversity & inclusion, and commitment to employee well-being.
- **Workplace Innovation:**
Growth, recognition & rewards, intrapreneurial culture, and employee-driven innovation.
- **Workplace Leadership & Purpose:**
Organizational vision, leadership clarity, and purpose-driven initiatives.
- **Workplace Adaptability & Resilience:**
Handling disruptions, employee feedback integration, and workplace continuity.
- **Reputation & Credibility:**
Employee sentiment, external recognition, and brand reputation in the talent market.
- **Sustainability & Responsibility:**
CSR initiatives, ethical sourcing, environmental policies, and workplace sustainability actions.
- **Certifications & Recognition:**
Certifications, awards, and other external endorsements related to workplace excellence.



Tentative AGENDA

TIME	SESSION
6:00 PM – 6:30 PM	High Tea & Registrations
6:30 PM – 6:40 PM	Welcome Address by Team Marksmen Network
6:40 PM – 7:00 PM	<p>Opening In-Discussion - The Belonging Alpha: Beyond the Policy</p> <p>This session explores whether “belonging” is an organic feeling or a deliberate leadership outcome. We dive into moving past generic engagement scores to build a culture of deep psychological integration and purpose.</p>
7:00 PM – 8:00 PM	<p>Panel Discussion - The Skills Clock: Reskilling at the Speed of Business</p> <p>As the shelf-life of professional skills shrinks, organizations must transition from reactive training to proactive talent architecture. This panel discusses how to maintain a high-performance "Human Dividend" in an increasingly automated world.</p> <p>Discussion Pointers:</p> <ul style="list-style-type: none"> • Readiness vs. Reaction: Are we redesigning work for the future or just patching current gaps? • The Reskilling ROI: Measuring the financial impact of internal mobility vs. lateral hiring. • Human Centricity: Ensuring digital adoption enhances, rather than replaces, the human touch. • Cognitive Diversity: Leveraging different thinking styles to solve complex industrial challenges.
8:00 PM – 8:15 PM	<p>Special Address - The ₹4.49 Lakh Crore Economic Gold-Mine</p> <p>A data-driven address on the historic shift in India’s Gender Budget. Learn how the formal integration of women into the workforce is no longer a social goal, but the primary driver for India’s journey to becoming the world’s third-largest economy.</p>
8:15 PM – 8:30 PM	<p>The Culture Code: A Live Build Activity</p> <p>Moving away from passive listening, this interactive session invites all attendees to contribute to a live-build exercise. Together, we will co-create a “2027 Workplace Manifesto,” building a collective document of best practices in real-time.</p>
8:30 PM – 8:45 PM	Guest of Honor Address - From Grassroots to Boardrooms: The Future of Equity
8:45 PM – 9:15 PM	Felicitation of Most Preferred Workplace 2026 - 2027
9:15 PM onward	Celebratory Dinner and Cocktails

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ABOUT **TEAM MARKSMEN**

At **TEAM MARKSMEN NETWORK**, our mission is to lead from the front as trailblazers in the B2B media landscape. We are India's fastest growing B2B media firm also recognized by DPIIT. We create impactful platforms that inspire thought leadership, foster collaboration, and spark innovation across industries. Driven by a relentless commitment to excellence, we aim to amplify stories of resilience, innovation, and transformation, shaping narratives that empower leaders and drive meaningful progress in India and beyond.



SOCIAL
MEDIA



DIGITAL



PRINT



TELEVISION



BESPOKE
EXPERIENCES

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.

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