



Talent & Market Trends

Country Manager, India Role

- According to NASSCOM, approx. 100 multinational firms expected to set up their first global capability centres in India in 2022-23.
- Most of the new centers of excellence being set up in India are with **300 – 1000 people**, focusing more on high-end and new digital technology, automation driven work.
- While cost arbitrage continues to be an important economic criteria for an India center, newer entrants are **obtaining the investment ROI by leveraging their India centers to drive increased automation, drive process innovation** and enabling adoption of new digital technologies and architecture as additional key performance criteria.
- With Covid and the reverse-migration of talent to Tier 2 cities, **setting up new centers in Tier 2 cities is actually a compelling proposition**, given quality of infrastructure (reliable electricity and broadband) now available in all Tier 2 cities, cost of living and the fact that employees prefer to be close to their family structure.
- **Demand for top tech talent will continue to be fierce in 2022 and 2023** as IT services companies in India are also ramping up their hiring plans for the year,
- Hiring the **right leadership talent, setting up an empowered and positive workplace culture** and making the India center purpose and mission driven will create engagement and minimize attrition

The Landscape – Top Competitors & Top Cities for BPO/BPM Talent

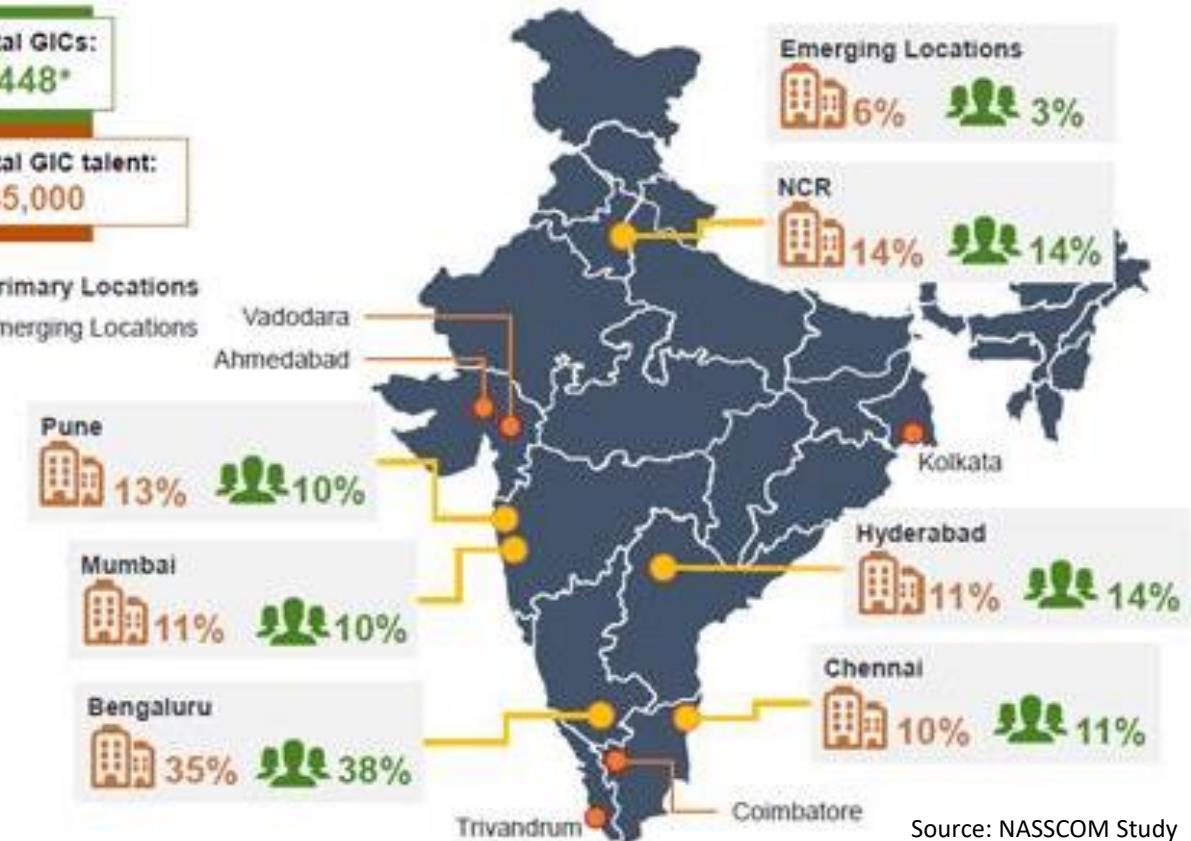
Company	India Headcount	India CEO/ Geo Leader
Teleperformance	33,000+	Aditya Arora
TaskUs	3,300+	Sapna Bhambani
Alorica	<1000	Rangaraj Sriramulu
Sitel Group	5,000	Ravi Iyengar
Genpact	80,000	Tiger Tyagarajan
Sutherland	17,000	Dillip Vellodi
TTEC	5000	Raghu Rajagopal
24-7 Intouch	1500+	Subir Chakravarty
Concentrix	10000+	Ravinder Singh Rana
CSS Corp	6500+	Ramaseshan K
Accenture	250,000+	Rekha M. Menon
Startek	2500+	Gurpal Singh

Total GICs:
 1,448*

Total GIC talent:
 745,000

Primary Locations
 Emerging Locations

Location based split of GICs



Source: NASSCOM Study

Top Tier-1 Cities – Delhi NCR, Mumbai, Bengaluru, Kolkata, Chennai, Hyderabad

Top Tier-2 Cities - Ahmedabad, Vadodara, Jaipur, Chandigarh, Thiruvananthapuram, Coimbatore, Kochi, Nagpur, Pune

Recent Entrants – Global Capability Centers Set Up in India Q1 2022

	Company	City	Headcount	Vertical	Focus Areas
1	Kore.ai	Hyderabad	500+	Software & Internet	<ul style="list-style-type: none"> Kore.ai will act as a hub for Kore.ai's global research and development initiatives in the conversational AI technology space Work such as Product Development, Engineering, Customer Support, Consulting and other allied services will be carried out from the India center
2	Daimler Truck	Bengaluru	1300+	Automotive	<ul style="list-style-type: none"> Innovative center to support Daimler Truck G research, IT & Product development activates Work on Connectivity, Autonomous Connectivity and Cyber Security, Big Data and Advanced Analytics, Shared mobility and Electrification
3	Ceremorphic	Hyderabad	150+, and plans to employ 400 people by 2024	Software & Internet	<ul style="list-style-type: none"> Plans to deliver a complete silicon system that will enable next-generation applications such as AI, ML, High Performance Computing (HPC), Automotive Processing, Drug Discovery and metaverse processing
4	Portescap	Mumbai	200+	Electrical & Electronics	<ul style="list-style-type: none"> Provide India center with improved focus and procedures, including enhanced Analysis & Reliability test capabilities Deliver rapid prototypes using the advanced 3D printing and machining equipment
5	Fisker Inc	Hyderabad	Plans to hire 200+ employees	Automotive	<ul style="list-style-type: none"> Focus on software development and embedded electronics, virtual vehicle development support functions, Data Analytics, and ML
6	Kagool	Hyderabad	150+, plans to hire 2000 by 2025	Professional Services	<ul style="list-style-type: none"> Plans to invest approximately USD5 Mn in India by 2025

The Appeal of Tier 2 Cities as a Center Location – Going Where the Talent Is!

- In Q1 of 2022, approximately **70% of US headquartered MNC's have come to India** to establish their global capability centers
- As Covid hit, more and more BPO's are looking to scale up operations in tier 2 cities due to **lower business costs (due to lower facility and compensation costs) and lower attrition (which would result in better service delivery and lower hiring costs)**
- **Companies are going where the talent is**, as opposed to acquire talent from outside cities
- Tier 1 cities where non voice BPO and high-end technology work is managed and is still attractive to set up include **Pune, Chennai and Hyderabad**
- Tier 2 cities where GCC's are set up include **Ahmedabad, Vadodara, Jaipur, Chandigarh, Thiruvananthapuram, Coimbatore, Kochi, Nagpur**
- **Skilled talent, globally connected English speaking workers, mature tech ecosystem and cost savings** make India one of the top places to set up GCoE

Key Drivers for Emerging **Tier-2 Cities**

Improving quality of life

Growing Talent Availability

Increasing GCoE Footprint

High Cost Arbitrage

Emerging Start-up Hubs and Booming Infrastructure

Market Compensation Data – Benchmark Profiles for Country Head, India Role

Name	Organization	Designation	Years of Experience	Location	Annual Compensation
Profile A	PE backed, global contact center outsourcing company that provides customer service solutions across all industry segments	Country Head and Senior Vice President	25+	India	<ul style="list-style-type: none"> • Base = INR 1.5 Cr • Bonus = INR 0.5 Cr • SO's = 30,000 shares
Profile B	Publicly traded, leading BPM company offering CX/finance and accounting services with 50+ delivery centres and 50,000+ professionals	Corporate Senior Vice President	27	India	<ul style="list-style-type: none"> • Base = INR 1.1 Cr • Bonus = INR 0.7 Cr • RSUs = INR 0.75 Cr
Profile C	Global Capability Center, India Head for a Tier 1 Global Bank	Managing Director, India	30	India	<ul style="list-style-type: none"> • Base = INR 2.6 Cr • Bonus = INR 1 Cr • RSU = INR 1 cr
Profile D	Global Capability Center, India Head for a Global Financial and Investment Management Company	Chief Operating Officer, India	29	India	<ul style="list-style-type: none"> • Base = INR 2.8 Cr • Bonus = INR 1.5 Cr • Equity = SO's worth INR 1 Cr