

#DEISymposium2025



DEI 100: REDEFINING INCLUSION, POWERING PROGRESS

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INTRODUCTION TO DEI: A BUSINESS IMPERATIVE



Diversity, Equity, and Inclusion (DEI) have evolved from being social responsibilities to critical business imperatives. Organizations that prioritize DEI outperform their peers in innovation, financial performance, and employee engagement. According to a McKinsey report, companies in the top quartile for gender diversity are 25% more likely to have above-average profitability, while those excelling in ethnic diversity are 36% more likely to outperform competitors.

However, despite global advancements, India's DEI landscape is still evolving. While many organizations have made significant strides, there remains a gap in structured recognition and benchmarking. This is where the **DEI SYMPOSIUM AND THE DEI 100 (INDEX)** step in - to not only applaud excellence but also set the benchmark for others to follow.



WHY NOW?

THE URGENCY OF DEI IN INDIA

India is at a crucial juncture in its corporate evolution. While many companies are embracing DEI, challenges such as **underrepresentation in leadership, gender pay gaps, workplace accessibility, and systemic biases** remain prevalent. Recent workplace trends and global ESG compliance frameworks are compelling Indian organizations to take DEI seriously - not just as a compliance measure, but as a strategic advantage.

The DEI Symposium arrives at this pivotal moment to **catalyze meaningful change, drive accountability, and set new industry benchmarks.**





ABOUT DEI INDIA:

A MOVEMENT FOR CHANGE

DEI India is envisioned as the country's **premier platform** to drive meaningful conversations, share best practices, and recognize organizations championing DEI. Through this initiative, we aim to create an ecosystem that fosters inclusion at every level - be it **gender, ethnicity, disability, LGBTQ+ representation, or neurodiversity**.

As India's first initiative of its kind, DEI India will provide a platform for thought leaders, corporate pioneers, policymakers, and DEI advocates to come together and drive change at scale.

WHO SHOULD ATTEND?



C-suite Executives
(CEOs, CHROs,
Chief Diversity Officers)



HR & Talent
Leaders driving
workplace inclusivity



Policymakers &
Regulators shaping DEI
frameworks



Industry Bodies
& Associations
championing DEI causes



Academics & DEI
Researchers bringing
data-driven insights



NGOs & DEI Advocates
pushing for systemic
change



WHAT TO EXPECT AT DEI SYMPOSIUM

The DEI Symposium will be a dynamic and engaging event featuring:

- 1 **Unfiltered' DEI Dialogues** – Raw, unscripted conversations featuring industry leaders, DEI advocates, and professionals who have lived through workplace challenges. No jargon, no rehearsed statements – just honest narratives that spark action.
- 2 **Live DEI Barometer** – A digital, real-time audience sentiment tracker capturing evolving perspectives on key DEI issues, shaping panel discussions on the spot based on live audience input.
- 3 **DEI 100 (the explanation is perfect, which explains it's an index)** – India's first-ever DEI Index launch, where we unveil the top 100 DEI-friendly organizations based on rigorous evaluation. Expect not just awards, but powerful storytelling, showcasing what real inclusion looks like.
- 4 **Immersive Storytelling Sessions** –
 - i) **Personal Narratives:** Individuals from diverse backgrounds share their personal journeys, challenges, and successes in DEI, fostering empathy and deeper understanding.
 - ii) **Virtual Reality (VR) Experiences:** Attendees engage with VR simulations that highlight unconscious bias and systemic inequalities, allowing them to step into different perspectives and experiences.
- 5 **Cultural Showcases – Art and Music Performances:** Live performances celebrating various cultures, promoting appreciation and awareness through creative expression.
- 6 **Gamified Learning Experiences** – Engaging interactive exercises that challenge biases and promote inclusive thinking.

INTRODUCING DEI 100 A BENCHMARK FOR INDIA

One of the key highlights of the symposium will be the launch of the **DEI 100** - India's first structured ranking of organizations leading in DEI excellence.



HOW IT WORKS:

- 1. Partnering with a Process Expert:**
We will collaborate with a credible DEI consultancy to define key evaluation parameters.
- 2. Screening & Shortlisting:** Over 500 organizations will be assessed based on DEI metrics, policies, and initiatives.
- 3. Nomination & Evaluation:**
Organizations will submit detailed nominations, which will be reviewed by an expert panel.
- 4. Final Recognition:** The top 100 organizations demonstrating exceptional commitment to DEI will be honored as part of the inaugural DEI 100.

This initiative will set a national benchmark, inspiring organizations to prioritize DEI not just as a compliance measure but as a strategic advantage.



HOW ORGANIZATIONS BENEFIT FROM DEI 100 RECOGNITION

- **Employer Branding:** Being listed in the DEI Index enhances reputation as an inclusive employer of choice.
- **Talent Attraction & Retention:** Helps organizations attract diverse talent and improve employee engagement.
- **Investor Confidence:** Demonstrates commitment to ESG & corporate responsibility, making the organization more attractive to investors.
- **Knowledge Sharing & Best Practices:** Exclusive access to insights, networking opportunities, and collaborative DEI frameworks.
- **National & Media Recognition:** Featured in industry reports, publications, and social impact case studies.



POST-SYMPOSIUM IMPACT & NEXT STEPS

- **DEI Index Report** – A comprehensive publication with key findings, trends, and insights from the symposium.
- **Annual Benchmarking Process** – Organizations will have the opportunity to track progress annually through an evolving DEI framework.
- **DEI Pledge & Commitment Framework** – A voluntary initiative for organizations to publicly commit to actionable DEI goals.

WHY THIS IS DIFFERENT

Unlike other industry platforms, **DEI India is not just about discussion - it is about action and measurable impact.** We are not only recognizing organizations but also creating a roadmap for continuous improvement.

The launch of India's first **DEI Index** makes this initiative **truly groundbreaking**, providing organizations with **industry - wide credibility and setting new standards for workplace inclusivity.**



The **DEI Symposium & DEI Index** will be a **transformational platform**, spotlighting champions of inclusivity and **driving the future of workplace diversity in India.** Through **knowledge-sharing, recognition, and actionable insights**, we aim to build a **more inclusive and equitable** corporate landscape.

Let's **celebrate progress, champion change, and make DEI a defining force** for the future of work in India.

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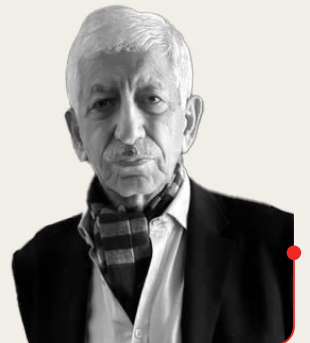
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ABOUT TEAM MARKSMEN

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.



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info@teammarksmen.com



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