

26<sup>TH</sup> SEP  
MUMBAI

MARKSMEN DAILY  
**MOST  
PREFERRED  
WORKPLACE  
2025-26**  
CERTIFIED  
IT & ITES  
4<sup>TH</sup> EDITION

TM

#MDPreferredWorkplace  
**Future-Ready Workplaces**  
*for a Future-Driven Sector*  
**Honouring Workplace Excellence**

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# *Shaping India's Growth* **Through Human Capital**

India is poised to remain the fastest-growing large economy globally in FY 2025-26, with a projected growth rate of 6.3%. But this promise can only be realised by harnessing one of India's most defining strengths: its people.

As demographic dividends intersect with a technology-first future, the IT & ITES sector stands at the heart of this transition. Yet, for all the opportunities created by AI, digitisation, and automation, the sector faces mounting challenges in skills availability, evolving employee expectations, and rising attrition. Workers today are no longer content with predictability—they seek flexibility, fulfilment, and growth. In fact, as per PwC's Asia Pacific Workforce Hopes and Fears Survey 2024, about 48% of Asia Pacific workers have had to learn new technology and tools over the past year thanks to advances across industries.

New paradigms in job satisfaction, performance management, and learning have taken root. The onus is on organisations to evolve with them, not just to stay competitive, but to remain relevant. From redefining leadership to recalibrating rewards, India Inc. must rethink its relationship with talent. As the war for skills intensifies, those who create inclusive, adaptive, and future-forward workplaces will lead the charge into the new age of work.







# *Recognising Resilience in a* **Transforming Industry**

In this context of flux and transformation, the IT & ITES sector has emerged as both a bulwark of stability and a catalyst of change. Its scale, agility, and outsized impact on India's economic trajectory make it a bellwether of the future of work. As leaders navigate generational shifts, GenAI integration, workforce well-being, and the rise of nudgetech and ethical AI norms, one truth remains clear: organisational resilience will increasingly be built on human foundations.

And it is precisely this truth that Most **Preferred Workplace 2025-26 – IT & ITES Edition** seeks to spotlight. With its rigorous, insight-led methodology, this initiative identifies the brands and businesses that have gone beyond surface-level transformation to craft workplaces that inspire, empower, and endure. By celebrating forward-looking organisations who've reimagined engagement, culture, and capability-building, we aim to provide a blueprint for a more meaningful future of work—one where progress and people go hand in hand. As the IT-ITES sector retools itself for what lies ahead, these are the companies leading from the front.

# *Shaped by* In-depth Research

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by **Leadcap Ventures** with organisations appraised on the following parameters:

-  **Employee Centricity**
-  **Organisational Purpose**
-  **Diversity, Equity and Inclusion**
-  **Reskilling and Upskilling Initiatives**
-  **Career Development and Rewards**
-  **Work Life Balance**

## *Industries* Covered

-  **IT Services**
-  **Software product developers and engineering services**
-  **Hardware systems manufacturers**
-  **Cloud and data center service providers**
-  **Co-location service providers**

& more...



# Why Attend?

## ★ **Connect with Industry Leaders**

Engage in meaningful conversations and expand your network with top minds from the IT & ITeS ecosystem.

## ★ **Gain Cutting-Edge Insights**

Elevate your understanding through powerful thought leadership sessions and expert-led discussions.

## ★ **Discover Emerging Workplace Trends**

Stay ahead with insights into the latest innovations shaping the future of IT & ITeS work culture.

## ★ **Engage and Collaborate**

Exchange ideas with peers, explore synergies, and learn from shared experiences.

## ★ **Celebrate Excellence**

Be part of a prestigious recognition and felicitation ceremony honouring the most preferred workplaces in the sector.



# Media Coverage



Televised on



Televised on India Today – Most Preferred Workplace 2024 – 25 in IT & ITES Edition

Print  
Publication

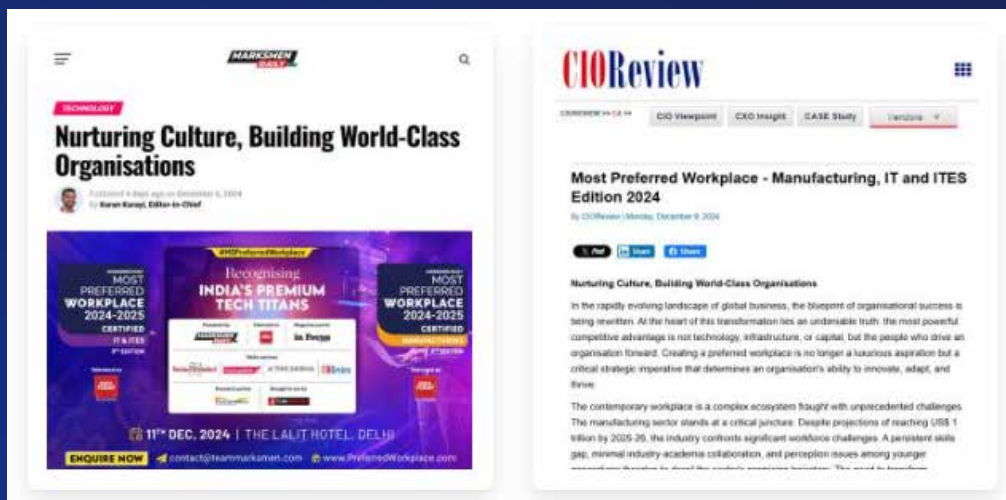
Business Standard  
50 Years of Insight





# Press Release

## Pre-Event Press Release



## Post-Event Press Release





# Glimpse 2024





# Client Coverage





## 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  
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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.

## LETS DISCUSS !!



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