

MARKSMEN DAILY

MOST  
PREFERRED  
**WORKPLACE**  
FOR **WOMEN**  
2025-26

CERTIFIED

2<sup>ND</sup> EDITION

**26** SEPT. 2025  
MUMBAI

#MDPreferredWorkplace

# BREAKING BARRIERS

BUILDING FUTURISTIC WORKPLACES

Knowledge Partner



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WHEN WOMEN  
PROSPER, THE  
WORLD PROSPERS.

PM NARENDRA MODI

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## THE QUIET FORCE BEHIND THE **LOUD REVOLUTION**

In a world constantly seeking equilibrium, women have emerged as the greatest architects of balance -Not just between home and career; but across the shifting landscape of identity, ambition and resilience. Women have been steadily navigating hormonal shifts, cultural expectations, corporate milestones, and social scrutiny - all while showing up with unparalleled authenticity.

Across India and Asia, women have consistently been the quiet force sustaining families and communities. But in recent decades, that quiet strength is growing into a powerful voice — shaping boardrooms, businesses, diplomacy, governance, research, defense, and beyond. Today, women are not just contributors to transformation — they are leading it.

Our history of transforming civilization testifies that women have played a significant role in shaping generations, yet it is only in the past century that their achievements have started to gain the acknowledgment of merit. Reports of global pertinence asserts that the narrative of how women in leadership are transforming the global perception of influence - while embedding resilience deep within systems is only now coming to the forefront.

Today, we are witnessing a powerful redefinition of leadership itself — one that is more empathetic, inclusive, and purpose-driven. Women are not merely stepping into roles; they are reshaping the very nature of what those roles can become. And as this collective shift gains momentum, the question is no longer if women will lead, but how far they will take us.

A vertical image on the left side of the page shows a person's legs and feet as they climb a dark, textured rock face. The person is wearing dark leggings and light-colored sneakers. The background is a solid dark blue.

## THE SYSTEMATIC OVERCOMING OF CHALLENGES

Research by EY and the Peterson Institute shows that increasing women in leadership roles from zero to 30% can boost a company's net margin by up to 6% points – a powerful indicator of the direct business value of gender diversity.

In Asia, women occupy only 11% of board roles, and although this figure is relatively small, it shows a gradual increase in share. According to a report by Deloitte Global Boardroom Program, 'Women in the Boardroom', states that the number of board seats held by women across India Inc has increased to 18.3 per cent in the past five years, which is still lower than the global average of 23.3 per cent.

India has been experiencing an enhancement in the gender ratio within corporates in general and within leadership roles in particular. An increasing number of women are advancing beyond middle management and stepping into roles that shape decisions, strategy, and culture.

Over the past decade, many businesses have taken deliberate measures to promote women's progress and create a more equitable work environment – and it's making a difference. Employees acknowledge this shift: most believe that opportunities for women to grow have improved and that organizations are making meaningful efforts to level up the playing field.

A notable advancement is in terms of the broad support that is now being made available to employees navigating parenthood, caregiving, or health related issues. These policies, once considered progressive, are now near universal – and are seen to strongly link to improved employee happiness and retention. For women, who disproportionately shoulder caregiving responsibilities, such support is not just helpful – it's empowering.

Another game changer has been the rise of workplace flexibility. Primarily fuelled by the pandemic and the digital shift, businesses significantly expanded their hybrid and remote work opportunities. In fact, 80 per cent of employees indicate that flexibility has increased in the last decade, leading to enhanced productivity and decreased burnout. Flexibility holds particular significance for women, who indicate they have more concentrated time to be productive when working from home.



Together, these shifts are not just changing how women work — they're changing what's possible. However, the real challenge lies in the attrition rate of women work-forces. The common drivers include-

- Disruptions due to office-return policies.
- Imbalance between work and personal/care responsibilities.
- Pay gaps and biases in performance evaluations.
- Lack of flexible schedules, career progression, and tailored return-to-work programs

Several companies in India and abroad have been able to arrest the attrition rate of women workforces through inclusion based policies, safety measures, women's networks, leadership programs, hybrid models and mother-friendly talent initiatives; however a lot is still to be innovated on strategic purview and on-ground realistic implementation.



## UNLOCKING THE ECONOMIC GOLD-MINE

In 2024, India's Gender Budget crossed the ₹3 lakh crore-mark for the first time since its introduction in the 2005-06 Budget. Increasing women in the workforce is not only a social or industrial imperative, but also an economic one. According to the World Bank, India's GDP could grow by 1% if the female labour force participation rate increased from the current 25% to 50%. As India moves towards becoming the world's third-largest economy by 2030, achieving gender parity in the workforce will be instrumental in realizing its full potential. By fostering an inclusive work environment and addressing barriers to female employment, India can unlock unprecedented economic opportunities and ensure sustainable growth for future generations





## **BUILDING ON OUR LEGACY OF SUCCESS**

Team Marksmen Network's proudly announces its flagship initiative, Most Preferred Workplace, now shifting focus to the **2ND EDITION OF MOST PREFERRED WORKPLACES FOR WOMEN 2025-26. SLATED FOR SEPTEMBER 26, 2025 IN MUMBAI**, this prestigious platform aims to spotlight and celebrate organizations that lead the way in fostering inclusive, equitable, and empowering environments for women. Spanning across sectors such as BFSI, manufacturing, retail & e-commerce, FMCG, automobiles & auto ancillaries, IT & ITES, healthcare, power & energy, infrastructure, and real estate, this initiative honors workplaces that go beyond policies — creating cultures where women can thrive, lead, and succeed.



# SHAPED BY IN-DEPTH RESEARCH

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



Equitable pay and compensation



Career advancement opportunities



Safe and inclusive working environment



Leadership representation



Work-life balance

## KEY DISCUSSION POINTS

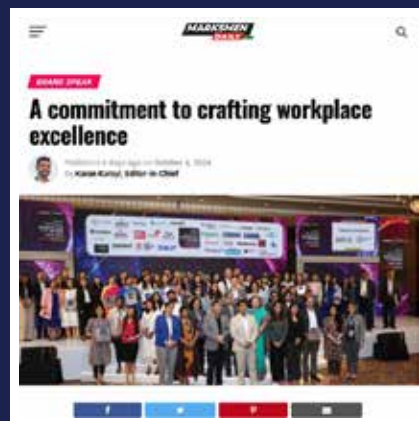
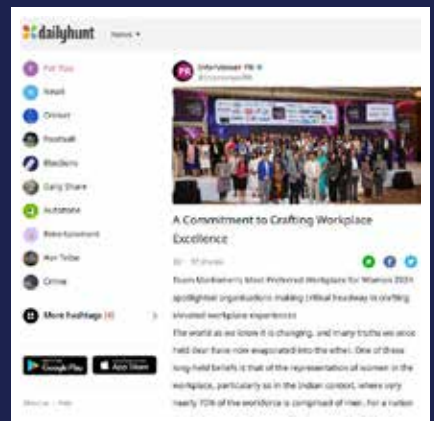
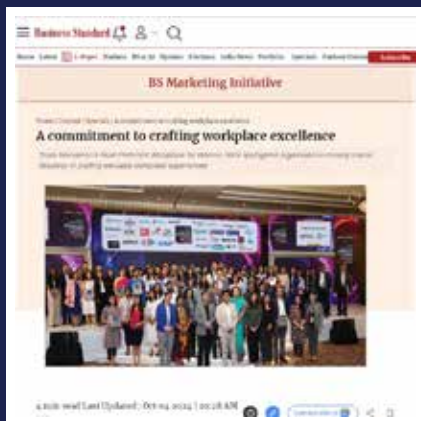
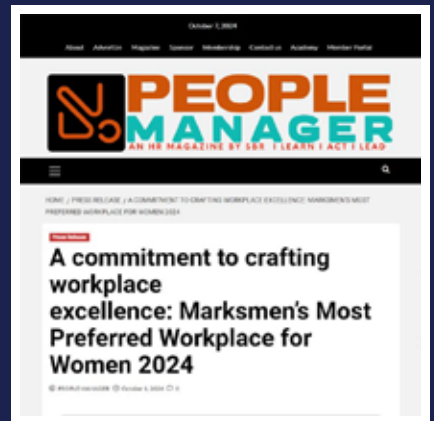
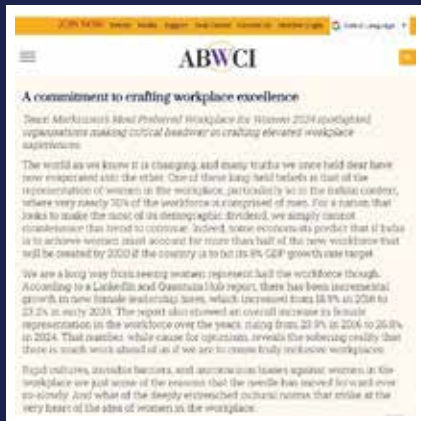
- Crafting Inclusive Growth Pathways: Strategic approaches to ensure equitable career advancement for women across levels
- Tackling the Gender Pay Gap: Actionable strategies for implementing effective and transparent pay equity frameworks.
- Policies that power progress - Like parental leave, flexible hours, return-to-work programs
- Shaping Diverse Leadership: Enablers for driving gender diversity in boardrooms
- Bridging the Career Gap: Addressing biases and building supportive pathways for those returning after career breaks.
- Redefining Balance: Building cultures that truly support work-life integration and holistic well-being.









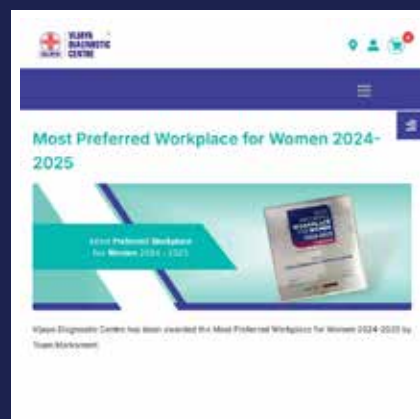
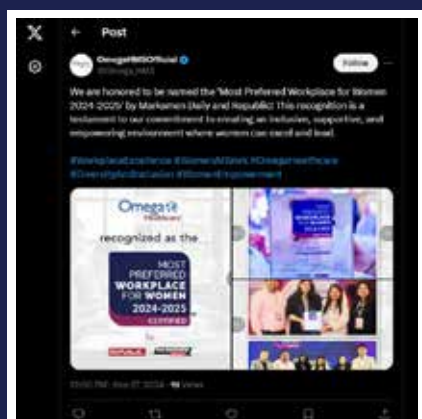
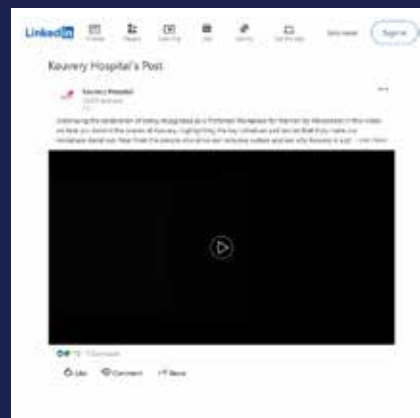
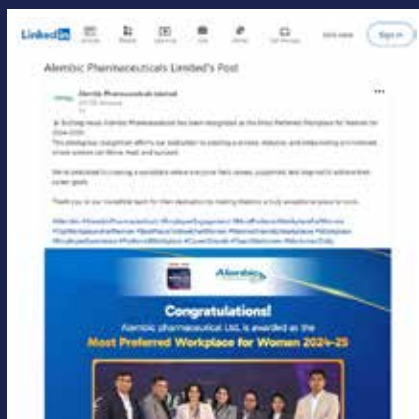
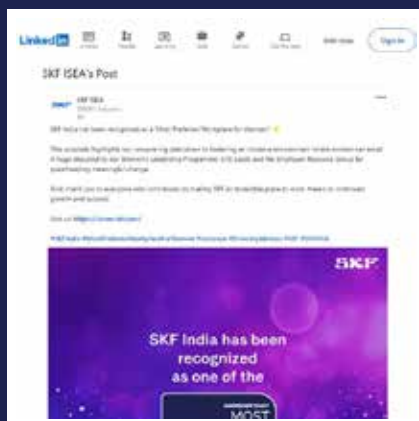
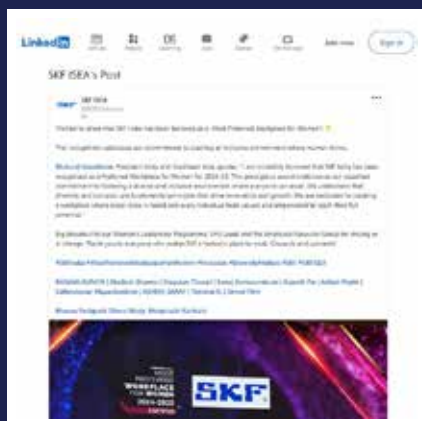




# GLIMPSES OF 2024







# 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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