



BFSI

3RD EDITION

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DELHI



The New Gold Standard

Balancing technology, culture, and human potential



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BUILDING STRONGER WORKPLACES...

India's BFSI sector is entering a new phase of transformation. Digital banking, embedded finance, AI-led decision-making, automation, evolving customer expectations, and tighter demands around risk and compliance are changing how financial institutions operate. They are also changing what employees expect from the organisations they choose to build their careers with.

The scale of this shift is already visible. **BFSI accounted for 15.8% of India's AI hiring in 2025**, with **demand for AI talent in the sector rising 41% year on year**. By 2026, BFSI is projected to cross **63,000 AI-related roles** as technology becomes increasingly embedded in risk, customer intelligence, fraud detection, and compliance.

At the same time, the sector continues to expand its reach across a vast and increasingly diverse customer base. India's insurance ecosystem alone now has 54 insurers, 22,076 offices, and more than 83 lakh distributors. Staggering numbers.

Against this backdrop, the workplace has become a strategic differentiator. The organisations that understand how to attract, engage, develop, and retain people will be better placed to navigate the next chapter of BFSI.



...AND LAUDING THE GOLD-STANDARD



Most Preferred Workplace for BFSI 2026-27 seeks to spotlight the organisations shaping this new workplace paradigm. Following the resounding success of its inaugural BFSI edition, the second edition returns as a distinctive industry platform that brings together leading BFSI organisations, people leaders, and business stakeholders to recognise the workplaces that are earning the confidence and admiration of their people.

At its heart is an understanding that great brands are built by great organisations, and great organisations are ultimately experienced brought to life by their people. This platform therefore celebrates brands that have carved a place in our hearts by creating workplaces where people can grow, contribute, belong, and build meaningful careers.

The first edition recognised an impressive cross-section of the BFSI ecosystem, including **Anand Rathi, Bharti AXA Life Insurance, CCAvenue, Edelweiss Mutual Fund, Federal Bank, HDFC ERGO, ICICI Lombard, InCred, IndusInd Bank, Mahindra and Mahindra Financial Services, MCX India, New India Assurance, Policybazaar.com, Reliance General Insurance, SBI General Insurance, Tata AIA, TVS Credit Services,** and **Union Bank of India**, among many others.

The 2026-27 edition builds on that foundation, bringing fresh attention to the organisations redefining what it means to create a workplace of choice in BFSI.

RESEARCH-POWERED RECOGNITION

Most Preferred Workplace for BFSI 2026-27 is a research-driven platform presented by **Marksmen Daily**, with in-depth research undertaken by **LeadCap Ventures**. The initiative combines industry understanding with an independent, structured assessment of the workplace practices and experiences that increasingly influence how organisations attract, engage, and retain talent.

The research recognises that workplace preference is shaped by several interconnected dimensions. Compensation remains important, but today's employees are also looking for purpose, growth, flexibility, trust, inclusion, learning opportunities, and a meaningful employee experience. These expectations are becoming particularly significant in BFSI as technology transforms roles and creates an ongoing need for new skills.

The research framework for this edition will examine organisations across six key parameters:



Employee
Experience



Talent
Attraction



Learning
& Upskilling



Culture
& Inclusion



Wellbeing
& Flexibility



Purpose & Trust

Together, these parameters seek to provide a holistic view of what makes a BFSI workplace genuinely preferred, while identifying the practices and organisational choices that are shaping the future of work across the sector.

BRINGING THE BFSI COMMUNITY TOGETHER

The second edition of **Most Preferred Workplace for BFSI 2026-27** will culminate in a gathering of the sector's leading voices, bringing together **Chairpersons, MDs, CEOs, CHROs, HR leaders, business heads, talent and learning leaders, organisational development professionals, and senior decision-makers from across banking, financial services, insurance, fintech, lending, wealth management, capital markets, and allied sectors.**



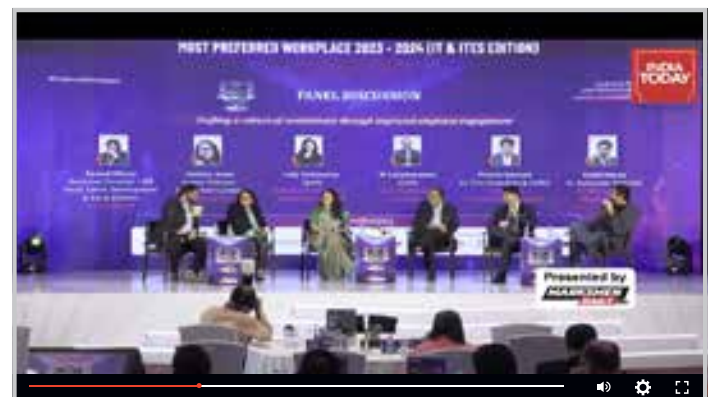
Beyond recognition, the platform will create an opportunity to exchange ideas around the future of work in BFSI, learn from organisations that are experimenting with new models of employee engagement, and understand how culture, technology, leadership, and talent strategy are converging.

The result is intended to be more than an industry platform. It is a celebration of the organisations shaping the workplaces of tomorrow, and of the people who make those organisations what they are.

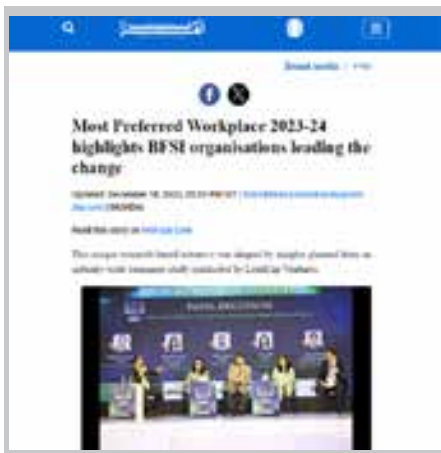
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Most Preferred Workplace 2023-24
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NTPC Limited

NTPC has been recognized as one of the "Most Preferred Workplace of 2022-23" in the 4th edition of "Most Preferred Workplaces" by Team Marksmen at an event held in New Delhi.

Team Marksmen's "Most Preferred Workplace" initiative aims to recognize and promote high-trust, high-performance cultures, spotlighting companies that excel in providing exceptional working environments.

This is the 3rd consecutive year that NTPC has received this recognition.

#MostPreferredWorkplace #Workplace #HumanResource #Awards #Recognition #PoweringProgressResponsibly #NTPC

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16:47 PM · Jun 21, 2023 · 5.2K Views

Shyam Steel India

We at Shyam Steel are thrilled and honored to be recognized as the Most Preferred Workplace by @DailyMarksmen. We're deeply grateful for this award and the trust placed in us.

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12:17 PM · Aug 22, 2023 · 188 Views

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"Most Preferred Workplace in BFSI 2022-23"



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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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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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