

DEC.
2026 | MUMBAI



IT & ITES

5TH EDITION

#MDPreferredWorkplace

**People. Purpose.
Possibility.**

The New Workplace Equation

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WHERE TALENT MEETS TRANSFORMATION

India's technology industry has spent decades building scale. Today, it is being asked to build something far more enduring: organisations where talent can grow as quickly as technology does.

The sector is expected to cross the **\$315 billion mark in FY26**, while its direct workforce is projected to approach **6 million people**. Yet the next phase of growth is unlikely to be defined by headcount alone. AI is changing roles, skills, workflows, and expectations, while organisations are moving towards more specialised talent models and outcome-led work. NASSCOM expects hiring itself to increasingly shift from volume to skill mix as AI-driven productivity gathers pace.

For employees, meanwhile, the definition of a preferred workplace continues to evolve. Learning opportunities, meaningful careers, flexibility, inclusion, well-being, leadership, and a sense of belonging increasingly sit alongside traditional considerations, such as compensation and job security.

In this environment, what makes a workplace truly preferred? And which organisations are creating experiences that make talent want to stay, grow, and contribute?

That is a question we seek to get to the heart of.



WORKPLACES

WHERE TALENT THRIVES

The fifth edition of **Most Preferred Workplaces in IT & ITES 2026-27** brings together the industry's leading employers, people leaders, and workplace thinkers on a distinctive platform designed to examine what it takes to become an employer of choice in a rapidly transforming technology landscape. And by bringing together these luminaries, the platform culminates by **celebrating brands that have carved a place in our hearts.**

Over the years, the initiative has recognised organisations that have demonstrated a strong commitment to their people, their culture, and the changing expectations of the workforce. The distinguished list of previous honourees includes **AB InBev GCC Services India, Adobe Systems India, Capgemini, Consero Global, Datamatics, L&T Technology Services, Quick Heal Technologies, Redington, Tata Consultancy Services, and Wipro**, among many others.

The fifth edition arrives at a particularly consequential moment. India's technology industry is moving from AI experimentation towards industrial-scale adoption, while organisations are simultaneously rethinking skills, productivity, career pathways, and employee experience.

The platform therefore seeks to recognise workplaces that are responding to these shifts with intent, which understand that technology may transform the work, but people determine what that transformation ultimately creates.



MEASURED THROUGH MEANINGFUL INSIGHTS

Most Preferred Workplace for IT & ITES 2026-27 is a research-driven platform presented by **Marksmen Daily**, with in-depth research undertaken by **LeadCap Ventures**.

The research seeks to look beyond workplace reputation and examine the factors that shape how employees experience an organisation. This becomes particularly relevant as the technology workforce moves through a period of profound change. From AI and automation to new career pathways and skills requirements, employees are navigating a workplace where continuous learning is becoming increasingly important. The World Economic Forum has identified AI, robotics, and autonomous systems among the technologies expected to significantly shape India's jobs landscape through 2030.

The research framework will examine organisations across six broad parameters:



EMPLOYEE ENGAGEMENT

Performance-linked rewards, employee views and feedback valued, encouragement to contribute, retention policy, employee-friendly culture.



FAMILY FRIENDLY POLICIES

Family access to workplaces, day care and crèche, rest areas, family feedback on wellbeing, benefits such as insurance and travel extended to family.



PROFESSIONAL DEVELOPMENT

Training for all employees, third-party and expert-led upskilling, support for online or classroom courses to stay current.



WORKPLACE FLEXIBILITY

Flexible hours, work from home or any company location and shared spaces, staycation and moonlighting policies.



EMPLOYEE ASSISTANCE PROGRAMS (EAPS)

Health and wellness programs, gym memberships, concierge services, confidential assessments, short-term counselling, referrals and follow-up.

Together, these parameters offer a holistic lens through which to understand what makes organisations genuinely attractive, relevant, and resilient workplaces in the technology economy.

A ROOM FULL OF PEOPLE LEADERS

The fifth edition will bring together a cross-section of the people shaping India's technology workplaces: **Chairpersons, MDs, CEOs, CHROs, HR heads, talent acquisition leaders, learning and development professionals, people and culture strategists, organisational development specialists, business heads, and senior technology leaders.**

The platform will create an opportunity to exchange perspectives on the changing employee proposition, AI and the future of skills, leadership and culture, inclusion, career mobility, employee well-being, and the organisational practices that help companies attract and retain critical talent. It will also provide a space for recognised organisations to share the thinking, practices, and workplace philosophies behind their achievements.

As India's technology sector enters its next chapter, **Most Preferred Workplaces for IT & ITES 2026-27** will bring together the organisations and leaders helping define what that chapter looks like. And, more importantly, what it feels like for the people building it.



MEDIA COVERAGE



4th edition of Most Preferred Workplace 2025-26 –
Televised on India Today

Televised on

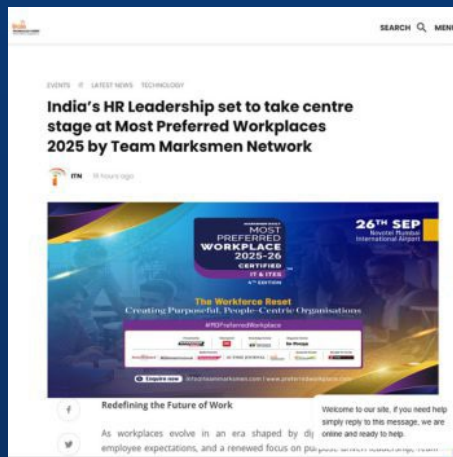


Print
Publication

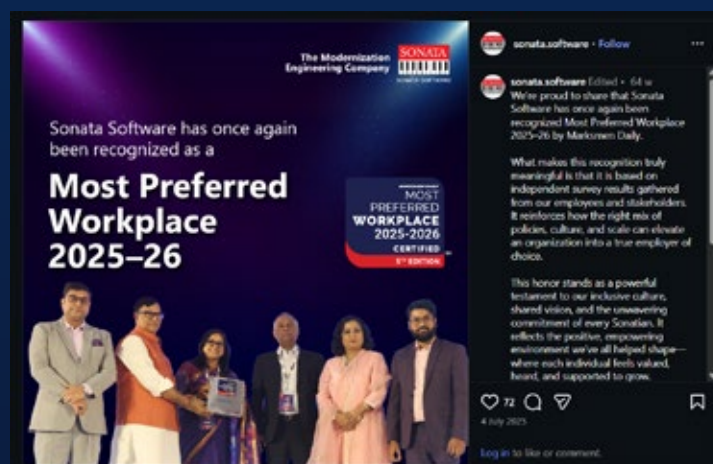
Business Standard
Insight Out



Press Release



CLIENT COVERAGE



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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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