



MARKSMEN DAILY

**MOST  
PREFERRED  
WORKPLACE**

**2023-24**



TM

**UAE EDITION**





*Decoding  
trends that  
will shape the  
future of  
workplace*

# FUTURE OF WORKPLACE 2023 -

## Reimagining the new era of work, workplace and workforce

The **United Arab Emirates (UAE)** is a hub for global businesses because of its strong economic growth, robust infrastructure, advanced business culture and low tax environment. Home to over **200 NATIONALITIES**, the UAE has proved to be one of the most attractive countries for foreign talent with a highly skilled and diverse workforce.

At a time when global organisations resorted to mass layoffs, displacing up to 1 million employees, the UAE remained a job seeker's market. The country has seen the greatest increase in job creation in the last six years, and the job market is expected to continue to grow strongly in the coming years. This is as a result of strong governance, employee driven initiatives, forward planning, and increased business activity.





As the country continues to witness strong economic growth, its labour market too will undergo seismic shifts. New workplace trends such as emergence of gig economy, the increasing importance of health and safety, and the growing focus on DEI (Diversity, Equity, and Inclusion) shape the future of the country's work environment. It reflects a global trend of people rethinking their relationship with, and expectations of, the working world.

After recognizing organisations from various sectors in India, Team Marksmen Network along with its research partner LeadCap Ventures are now set to identify organisations with the best work cultures in the UAE at a gala event in October.

**Team Marksmen Network's Most Preferred Workplaces 2023 - UAE edition** will laud the organisations that have particularly succeeded in their holistic reorientation of the workplace.

## 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 and Engagement
- Safety and Security
- Diversity, Equity and Inclusion
- Skilling and Upskilling Strategies
- Retention policies





## WHY ATTEND

- Engage with Senior Human Resource Leaders of UAE
- Explore compelling workplace trends and employee experience strategies
- Benchmark against the best workplaces in UAE
- Gain cross industry insights on future of work
- Learn best approaches to overcome workplace challenges

## WHO SHOULD **ATTEND**

CEOs, CHROs, Presidents, Sr. Vice Presidents, Senior Directors, Directors and Heads of Human Resources, Training, Learning and Development

## **SECTORS**

- Manufacturing
- BFSI
- FMCG
- Hospitality
- Travel and Tourism
- IT and ITES
- E-Commerce
- Real Estate
- Health and Wellness
- Oil and Gas
- Petrochemical Industries
- Automobiles and Ancillaries



## OUR INITIATIVES



**BFSI**



**IT & ITES**



**HEALTH & WELLNESS**



**MANUFACTURING**

## ORGANISATIONS THAT TRUST US!



*add & more...*

## TELEVISED ON **INDIA TODAY**



MPW - 1ST EDITION - EPISODE 1



MPW - 1ST EDITION - EPISODE 2



MPW - (HEALTH & WELLNESS, MANUFACTURING) - EPISODE 1



MPW - (BFSI, IT & ITES) - EPISODE 2

PRINT

## Celebrating Success of Organisations and Brands

### CREATING A CULTURE OF CHANGE

#### Industry Perspectives

#### Leadership Learning

#### Economic Insights

#### Putting People First

#### The essential ingredients of great workplace culture

**NTPC**

## Onwards and Upwards

### Prioritising Workplace Wellbeing

### Human Capital at Work

### Customers First, Employees Always!

### Employee-centricity to the Fore

### Pillars of Growth

### Maximising Human Capital

### The Art of Engaging Employees

### Focusing on the Employee Experience

### Delivering high on People Suppesss Quotient

### A Culture of Care

THE ECONOMIC TIMES

## DIGITAL COVERAGE



## LEADERSHIP LEARNINGS

*Avenues like these open up important dialogue, and create platforms for sharing and learning to ensure we build continuously on the progress we are making in the area of diversity, equity and inclusion.*

**Dr. Ritu Anand**

*Chief Leadership & Diversity Officer, TCS*



*"This pandemic really taught us something better. We were always service oriented, so I would say this was an opportunity for our team to develop multi-faceted skills. They not only worked towards their defined job responsibilities, but they took initiative proactively as well. This gives a sense of satisfaction, and taught us to enjoy the moment. Having our employees focus on this paid off."*

**Kaushik Khona, CEO, Go Airlines (India)**



*"It's so necessary to have a great working environment, I know that it's so important to so many of us, and even in our line of work. To do well, we have to have a great place to work in, so an idea like this is the need of the hour."*

**Zeenat Aman, Actress**



*Thanks to Marksmen Group for giving us this honour. Such initiatives helps to build trust of our customers more into our brand. I believe a trusted name, a neutral body like Marksmen helps to build that confidence with the customers. My best wishes to Team Marksmen.*

**Ankur Bahorey**, *President*  
**HDFC ERGO General Insurance Company**



*"The innovative aspect of this award is the need of the hour, not just from an ethical perspective, but also from an HR perspective if you want to attract the best talent. Creating that solid bedrock where people can flourish and optimise their performance is essential, and a collaborative exercise between organisations and their personnel."*

**-- Vivek Oberoi**, *Actor and Philanthropist*



*I think its an fantastic initiative. Everything was managed in a very professional manner. Its one of the emerging players in this current area and all the best to Team Marksmen.*



**Dipankar Ghosh**, *CHRO*, **Bajaj Consumer Care**





**LETS DISCUSS !!**

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