

MARKSMEN DAILY
**MOST
 PREFERRED
 WORKPLACE
 2025-26**
 CERTIFIED
 MANUFACTURING
 4TH EDITION

#MDPPreferredWorkplace
**REIMAGINING MANUFACTURING
 WORKPLACES: FROM SKILL TO SCALE**

BS MARKETING INITIATIVE

AHMEDABAD, BENGALURU, BHOPAL, BHUBANESWAR,
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INDIA TAKES GUARD AT AN EPOCHAL MANUFACTURING MOMENT

> *The future of manufacturing calls for decisive, collective action to build workplaces that engage talent, drive performance, and are truly preferred*

India is standing at the precipice of a historic industrial shift. The narrative is no longer just about "Make in India" for the world; it is about "Making Well" for the future. As the sector pivots from cost arbitrage to value creation, the definition of a manufacturing powerhouse has fundamentally changed. It is no longer enough to have the largest scale or the fastest assembly line. The competitive edge now lies in the intangibles: the agility of the workforce, the resilience of the culture, and the depth of the

sustainability commitment. The **Most Preferred Workplace 2025-26** edition came at a critical juncture where Industry 4.0 is converging with a young, aspirational demographic. The challenge for leaders today is twofold: integrating complex automation without alienating the human element, and creating a shop floor environment that rivals the best corporate offices in psychological safety and career growth. This initiative

identified and celebrated organizations that have successfully cracked this code, turning their factories into hubs of innovation and their assembly lines into avenues for prosperity. These are the pioneers realizing the vision of a developed, industrial India.

This year's cohort represents the gold standard of Indian manufacturing, spanning heavy engineering, precision components, consumer durables, and green technologies.

Those recognised at a gala ceremony included:

- Artsons Limited, A Tata Enterprise
- Barry Callebaut Group
- CMR Green Technologies Limited
- CROMPTON GREAVES
- Eaton
- Larsen & Toubro
- PI Industries Ltd
- NRB Bearings Limited
- PharmaZell (India) Private Limited, An Aexplora Company
- Rotork
- RSWM Limited
- Schindler India Pvt. Ltd.
- Septodont
- TCPL PACKAGING LIMITED

FROM THE CO-FOUNDER'S DESK

FROM THE CEO'S DESK

The factory of the future isn't just built on smart machines; it is built on empowered minds. We are seeing a decisive shift where the 'preferred' workplace is one that balances high-performance metrics with deep human empathy. The leaders we recognize today are those who understand that in the age of AI and automation, culture remains the ultimate competitive advantage.



Rajesh Khubchandani ▶

Scale without skill is unsustainable. The manufacturing sector is currently undergoing a massive talent overhaul, moving from traditional repetitive roles to specialized, tech-enabled functions. The organizations setting the benchmark today are those treating upskilling not as a training expense, but as a capital investment in their future survival.



Akash Tiwari ▶

Sustainability has graduated from a compliance checkbox to a core business driver. The most preferred workplaces are those integrating 'green skills' into every layer of their operation. When employees see their daily work contributing to a Net Zero goal, it fosters a sense of purpose that goes far beyond a paycheck.



Sharad Gupta ▶

India's manufacturing moment is here, but global competitiveness demands global standards of governance and people management. This platform highlights the brands that are building world-class ecosystems right here at home. They are proving that Indian manufacturing can be synonymous with both precision engineering and exceptional human capital management.



Rishi Kapoor ▶



The organisation recognised at the **Most Preferred Workplace 2025-26, Manufacturing Edition**

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RESKILLING IS AT THE HEART OF OUR TRANSFORMATION

> **Dr. Atul Kumar Gupta, CEO – Custom Synthesis Manufacturing, PI Industries, shares how the organisation is reskilling its workforce for the AI age**



The life sciences industry in India is going through a sea change due to rapid advancements in artificial intelligence (AI). AI holds the potential to revolutionise molecule discovery, development, and commercialisation by accelerating R&D and improving clinical trials. This shift has resulted in a change in the way the workforce is managed in R&D, manufacturing, and commercial operations. However, a white paper by the World Economic Forum has stated that the future of workplaces and value chains will not be defined by technologies alone. Investments made in human capital strategies today will determine how well societies and individual businesses can adapt to and lead in the new economy.

To maximise AI's potential and navigate the evolving industry landscape, companies are prioritising investment in reskilling and upskilling initiatives. By integrating artificial intelligence (AI), machine learning, and automation across its research and manufacturing operations, PI Industries is actively transforming into a global life sciences powerhouse. The company, which synthesises and screens over 10,000 compounds annually, is now pairing deep domain expertise with digital capability in manufacturing excellence.

Cutting-edge tools such as computational chemistry, predictive modelling, and high-throughput screening have been incorporated to transform the molecule discovery process by speeding up identification and optimisation of breakthrough compounds. Through AI-powered knowledge systems, these insights flow directly into manufacturing, supporting faster scale-up and reduced variability.

Our plants are evolving into digitally integrated ecosystems. Digital notebooks and lead-discovery platforms are enabling real-time data transfer from lab to shop floor, minimising errors and improving traceability. All these processes are critical for scaling AI-assisted pipelines. Sustainability is engineered into every step: green chemistry principles, water recycling, renewable energy adoption, and circularity initiatives have been embedded in our operations. It also helped PI Industries to earn recognition in the S&P Global Sustainability Yearbook.

The legacy workforce has been trained through structured programmes in digital literacy, data analytics, and AI applications in process optimisation. They are exposed to best-in-class technologies and continuous



learning frameworks that empower them to adapt and thrive. Learning interventions such as Pragati - a structured, week-long employee development programme - offer talent across all levels the opportunity to understand and leverage digital tools and platforms within the organisation, ensuring alignment with future-ready manufacturing.

What differentiates PI is execution excellence at scale with sustainability outcomes. While many peers race to embed AI in molecule discovery, PI forays into a direction that aims to use AI to design safer, more effective molecules faster—and translate those insights into manufacturable, responsible solutions. This approach strengthens India's position in agri-sciences and supports our purpose of *Reimagining a Healthier Planet*.

FORGING A NEW INDIA THROUGH UNCEASING EXCELLENCE

> **Harshbeena Zaveri, Vice Chairman and Managing Director, NRB Bearings, paints a picture of how the organisation's investment is not just in machinery, but in its people's capabilities**



The narrative of India's manufacturing prowess is often told through numbers, be it capacity, tonnage, and export volumes. But at NRB Bearings, our story is distinctly human, driven by a vision that sees engineering not just as a mechanical process, but as a vehicle for national transformation. My own journey mirrors the evolution of the company I am privileged to lead.

My path was not the typical parachuted entry of a scion. I began my career here as a management trainee, navigating the shop floor and learning the intricate rhythms of the business from the ground up. This meritocratic rise from a trainee to the helm of the organization sends a powerful message to our workforce: at NRB, trajectory is defined by talent and resilience, not just tenure. This personal history has fostered a culture where professional growth is a tangible reality, making us a preferred destination for ambitious engineers who seek careers, not just jobs.

Under my stewardship, we have transcended the traditional boundaries of a "commodity-bearing manufacturer." I recognized early on that for India to compete globally, we had to move up the value chain. I spearheaded the establishment of NRB's R&D and Innovation Centre, pivoting the company to become a technology-led provider of customized friction solutions. This shift was strategic and decisive. Today, we do not just make parts; we co-create solutions with some of the most demanding automotive and industrial giants in the world, including Audi, Daimler, Volvo, and ZF. For an engineer joining our team, this means the work they do in India is driving next-generation vehicles on the Autobahn and powering machinery across 40 countries.

My leadership approach is characterized by a "risk-mitigated" strategy that ensures stability. This is a critical factor for employee confidence in a volatile market. I have meticulously diversified our portfolio so that no single customer accounts for more than 10 percent of sales. Furthermore, our approach is technology-agnostic.



In an industry anxious about the disruption caused by electric vehicles, NRB stands secure. As I often say, our products co-exist across Internal Combustion Engines (ICE), hybrids, and EV platforms. This foresight protects the company (and its workforce) from the technological obsolescence that threatens many legacy manufacturers.

We are now embarking on the first phase of our Vision 2031, marked by a Rs. 200 crore capacity expansion program. This investment is not just in machinery, but in capability. It includes a strategic joint venture with the Italy-based Unitec Group to expand into industrial cylindrical roller bearings, blending advanced European engineering with Indian manufacturing scale. This move broadens the horizon for our talent, offering them exposure to international standards and diverse industrial applications beyond the automotive sector.

I believe I have helped redefine what it means to build a globally competitive Indian brand. By combining a warm, people-centric culture with a sharp, risk-aware business strategy, we have turned NRB Bearings into an institution where innovation is a habit and excellence is the norm. For the talent looking to forge a new India, NRB offers the anvil and the hammer.