Branding India's GCCs:

From Cost Centers to Talent Magnets

Why GCCs Need Employer Branding

- India hosts 1,700+ GCCs, projected to exceed 2,000 by 2030
- Many still face the 'back-office' perception
- Talent today looks beyond pay—authentic brand stories matter

How Global Capability Centres can recruit – mentor - belong the best talent?

Shift the GCC Narrative to Strategic Office

- ✅ From execution hubs → Innovation engines
- ✅ From cost centers → Strategic value creators
- ✅ From invisible → Employer brands that resonate

Purpose + People = Brand Power

- Purpose-led branding is no longer optional
- High-performing GCCs build human-centric journeys

Branding → Candidate engagement → Onboarding → Talent growth

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Gen Z = a big slice of the GCC talent pool

They demand:
- Purpose-led work
- Flexibility as baseline
- Transparency, growth & belonging

👉 Use R-M-B loop: Recruit → Mentor → Belong

Make Culture Visible

1. Design workplaces that reflect local culture (chai corners, wellness zones, innovation labs, diversity)
2. Share authentic employee stories on social media
3. Build pride by showcasing real impact

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Align Global With Local

1. Sync branding with global vision 🌍
2. Adapt authentically to local ɪɴ talent expectations
3. Empower local leaders to be brand storytellers
4. Showcase DEI programs

Strong Employer Branding

= Better Talent Metrics

📉 Shorter time-to-hire

📈 Higher offer-to-joinee ratio

🔄 More internal mobility

💜 Better eNPS

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Tell Your Impact Story

Move branding from transactional → strategic
1. Be purpose-led & human-centric
2. Engage Gen Z with authenticity
3. Showcase global impact, local culture
4. Quantify value delivery (innovation metrics, digital transformation wins)
5. Craft a compelling narrative that contextualizes   GCC contributions

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