



CASE STUDY

# Mapping the Next 25 Potential IT/BPM Hubs of India





**Client**

A Consulting Service



**Industry**

Technology, Media &  
Telecommunication



**Solution**

Market Studies



**Region**

APAC





## OBJECTIVE AND SCOPE

The client, a consulting company wanted to assess cities that have the potential of becoming next IT/BPM hubs of India. The client sought Benori's support in understanding:

- Cities' attractiveness to setup offices/businesses
- Challenges faced by current companies in terms of regulations, talent acquisition and infrastructural requirements
- Availability of skills and talent needed to bridge the skill gaps in the industry





## APPROACH

We conducted extensive secondary research to identify the potential 25 cities. We benchmarked these cities on certain parameters such as demographics, talent availability, infrastructure, social and business environment, challenges and growth drivers. Further, in-depth primary interviews with corporate leaders, BPO center heads, recruitment agencies heads, real estate consultants and professionals and college graduates were conducted to understand their perspective around growth prospects of the city



## METHODOLOGY



**Secondary  
Research**



**Primary  
Research**



**Data  
Modelling**





## Impact

The research helped the client in:

- Understanding the nuances of each city in terms of skills and infrastructure they could potentially offer to an IT or a BPM company who wishes to set-up its office (entering India or expanding to these cities)
- Benchmarking the shortlisted cities based on talent-skills, cost (talent, real estate), infrastructure, business environment, and quality of life aspects



# Sample Output

## Factors Affecting Sportswear Purchase

### Talent landscape

Vizag is suitable for business support functions/operations because it has a significant number of freshers  
Availability of skills in niche technologies is limited

### Talent supply

- Vizag is ideal for low-end / backend / non-voice support jobs with abundant fresher talent
- The city is in closer proximity to cities like Chittoor, Nellore, Anandpuram, and Kakinada which have promising educational institutes
- Around 50,000 – 60,000 students graduate from Vizag every year
- The talent pool also comprises 35% migrants from nearby cities like Kakinada and even from metro cities like Bangalore & Hyderabad
  - Migrants from metro cities are usually experienced professionals that are offered higher salaries to set up teams in Vizag
- Cultural sentiment – Talent in Vizag prefers to stay within the city in order to be closer to their families and culture as cited by 40% of students, and 70% of professionals
  - 50% of students prefer to work right after graduation
  - 70% of professionals want to stay in the city
- Although the pool of freshers is significant in Vizag, the trend of job hopping in early career years seems to be a challenge for corporates
- Another cause of concern is hiring local experienced talent with 3+ Years of industry experience as they ideally prefer metro cities due to better salaries
- The city offers limited opportunities in the advanced technology fields – AI/ML & Blockchain
- Freelancing and sub-contracting are becoming a prominent trend in the skilled workforce in Vizag
- The level of efficiency in voice support operations is lower in Vizag due to the lack of excellent English communication skills in the city
- Academicians faced challenges in tying up with companies for guest lectures/training and placements for blockchain engineering

## Recommendations

### Snapshot: Kanpur

Demographics	Industry Overview	Business Overview
Population: xx	No. of GCCs: x	Ease of doing business (EODB) Rank: xx
Literacy: xx%	No. of IT/BPM Setups: xx	Developed space/SEZ: NA
Area: X Sq. Km	No. of Startups: xx	Infrastructure Overview
Languages spoken: Hindi, Urdu	Major Industries: Retail & Trade, Manufacturing, Professional and Business Services, Financial Activities, Construction	Availability of Metro (Operational/planned) & coverage: Yes, xx Km operational
Major IT-BPM companies in the City: 	Talent Overview	No. of flights to major cities per week: xx (Delhi, Mumbai, Bangalore)
	Fresh graduates in the city per year: "xx+	Airport connectivity: Domestic
	Talent pool in IT-BPM companies: "xx	Traffic Index (Avg. time to travel to workplace): xx (31 Minutes)
	No. of Colleges: X	Avg. Download Speed, % of penetration: xx Mbps
	IT Kanpur: Kanpur Institute of Technology; Chhatrapati Shahu Ji Maharaj University are some of the prominent institutes	Risk Overview
	Cost Overview	Crime Index (lower crime rates): xx (Moderate)
	Office Rental: INR X/Sqft/month	Political Stability: xx (Low)
	Avg. salary of Software developer (5-8 yrs exp): INR X lakhs P.A.	Pollution Index: xx (High)

## About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

## Powering Growth Through Knowledge

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