

Snapshot of GCCs in India (as of FY2024)

1700+

GCCs
in India

2975+

GCCs centers
in India

USD 64.6 Bn

India GCC
Revenue

1.9 Mn

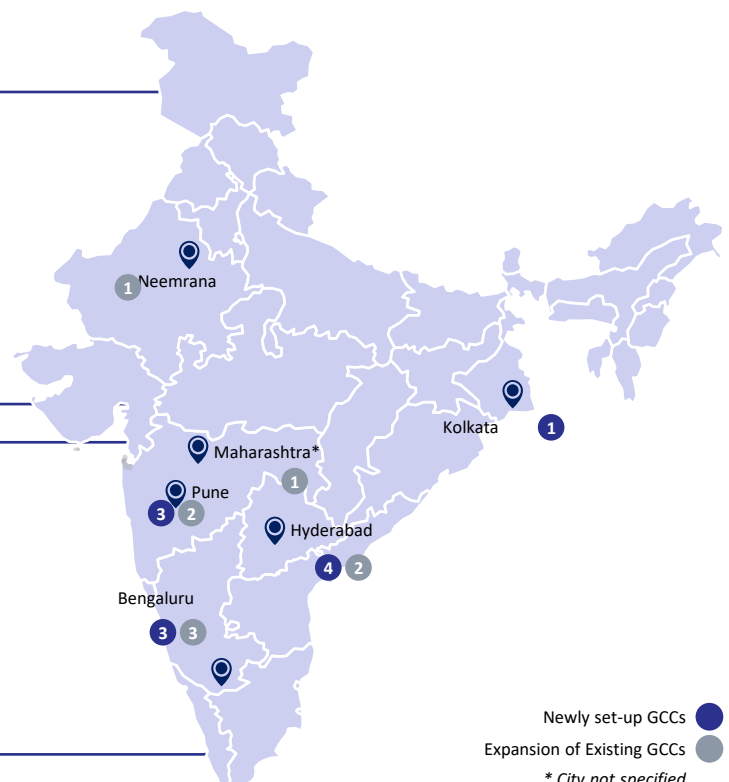
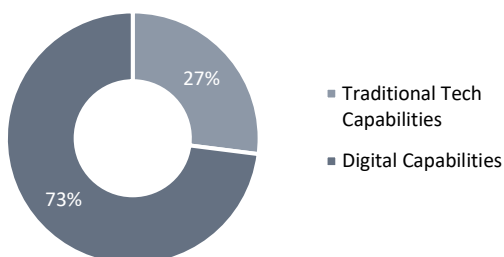
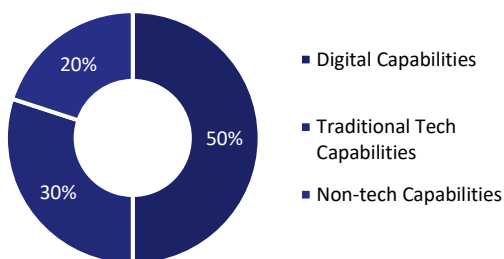
Total GCC
Talent

Key Capabilities

- Existing GCCs have significantly increased their focus on digital capabilities such as AI/ML and data analytics as they accelerate their digital transformation and position themselves as innovation hubs. Hyderabad, Bengaluru and Pune are the top choices for digital-heavy GCC expansions due to robust ecosystem
- There is a significant rise in non-tech functions within new GCC setups, as centers increasingly support enterprise-wide functions, not just technology

Prime Hotspot

- Hyderabad** has outshined Bengaluru in terms of new GCC setups, with major companies such as Vanguard and Citizens Financial Group choosing it as the location for their first GCC. This reflects the city's attractiveness due to its skilled talent availability, strong tech ecosystem, diverse workforce, high quality of living, innovation-driven mindset, and the pro-business policies of the government



• Non-tech capabilities include finance, marketing, communications, HR, legal, etc.
• Digital capabilities include AI, cloud computing, big data, analytics, etc.
• Traditional tech capabilities include software development, security operations, etc.

• The numbers on the map represent the number of new and expanded GCC locations in each city

The Voice of Industry Leaders

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India is strong in ESG and there is much progress in green energy. The strong startup ecology of the nation is an opportunity for collaboration. Academia, government and industry can collaborate on new technology. If all of us go to full length, GCCs will go from strength to strength

Nadir Godrej, Chairman and Managing Director, Godrej Industries

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Offshoring is already a market reality. What global organizations seek in countries like India is operational efficiency, something that partnerships with service providers reliably deliver

Genevieve Dsouza, Managing Director, Head of Finance & Business Management India, JP Morgan Chase & Co.

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GCCs in India emerged because of cost arbitrage but it is no longer the case now. Moreover, there have been very significant efforts being made to make sure that inclusivity and wholesome growth is achieved to make sure that GCC is spread across the country

Sanjeev Krishan, Chairperson, PwC

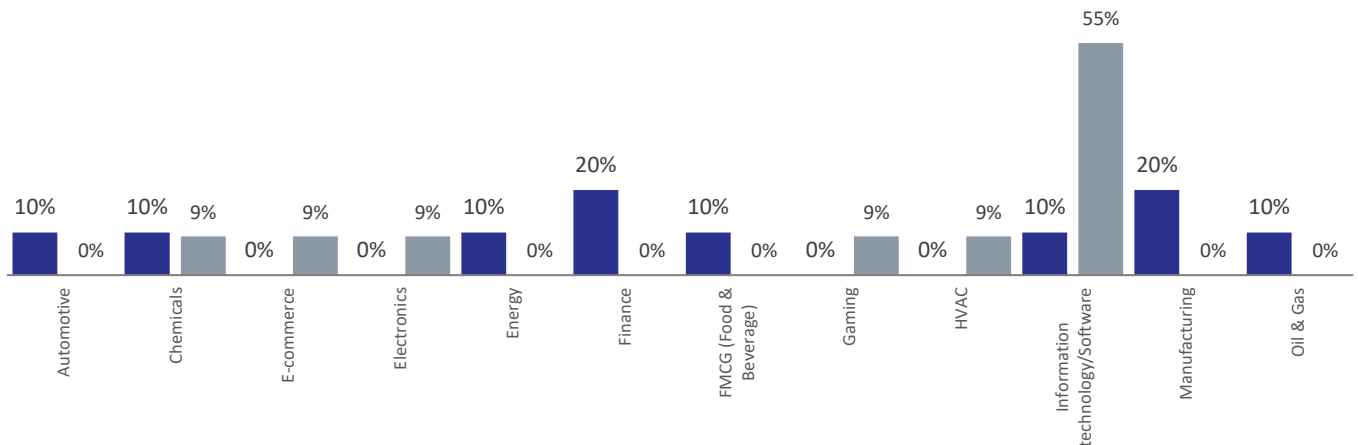
Private and Government Initiative

Embassy Group launched Embark, India’s first integrated platform to streamline the establishment and expansion of GCCs. The platform offers end-to-end services like strategy formulation, design and infrastructure setup, regulatory compliance, talent acquisition, and operational excellence

State governments are also playing a key role in strengthening the GCC ecosystem. The Uttar Pradesh government has launched a dedicated GCC policy to position the state as a "global service centre." Goa is also planning to set up dedicated GCCs and AI Excellence Hubs to position itself as a major innovation hub

Industries Shaping the GCC Landscape in India

Companies are setting up new GCCs across a wide variety of sectors, ranging from traditional industries like manufacturing and chemicals to modern service sectors like finance, FMCG. Expanded GCCs are mostly focused on digital sectors, with more than half belonging to the Information Technology and Software industry



The percentages in the chart indicate the proportion of newly set-up GCCs and the expansion of existing GCCs within each sector

Global brands setting up and expanding GCCs in India

