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FIT-FOR-PURPOSE AND INNOVATIVE SOLUTIONS:
BUILDING TRANSFORMATIVE GCCs

With India leading the innovation arbitrage era,
GCCs need a partner to unlock outsized value.

That's where we come in.

India – the GCC Capital of the World

Once regarded as back offices for Fortune 500 companies, today, Global Capability Centers (GCCs) in India are integral powerhouses. Holding over 55% of the global GCC market share, India hosts about 1,700 GCCs in FY 2024, contributing more than 1% of the country's GDP. They generate a combined export revenue of US\$ 64.6 billion, employing a workforce of over 1.9 million.

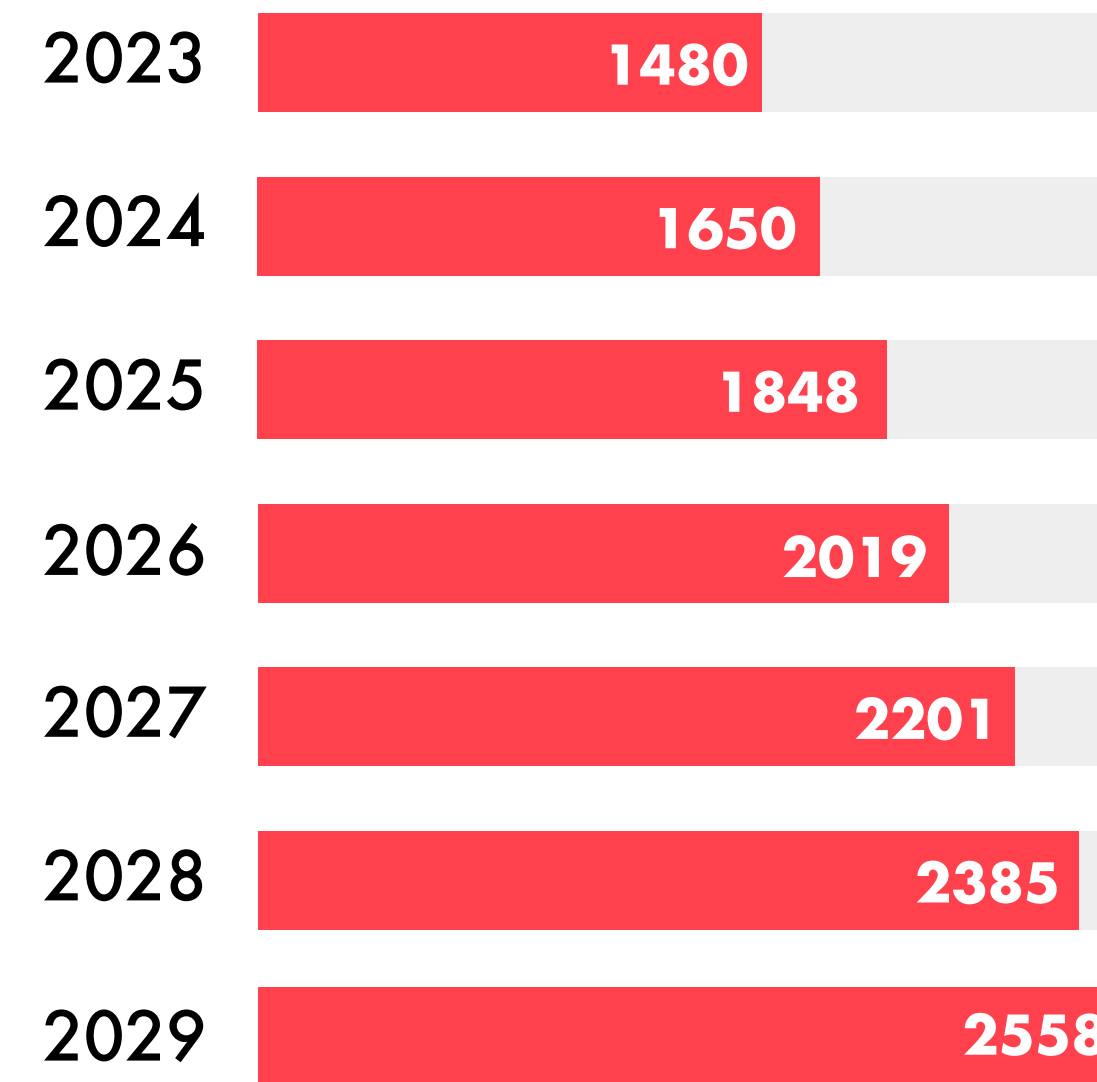
The future is bright & blazing for GCCs in India

- India hosts **25% of the world's GCCs**
- **The rise and rise of Indian GCCs:** From 1400+ in 2024 to ~3,000 in 2030
- **Value of Indian GCC market:** \$60 billion by 2025 and \$100 billion by 2030

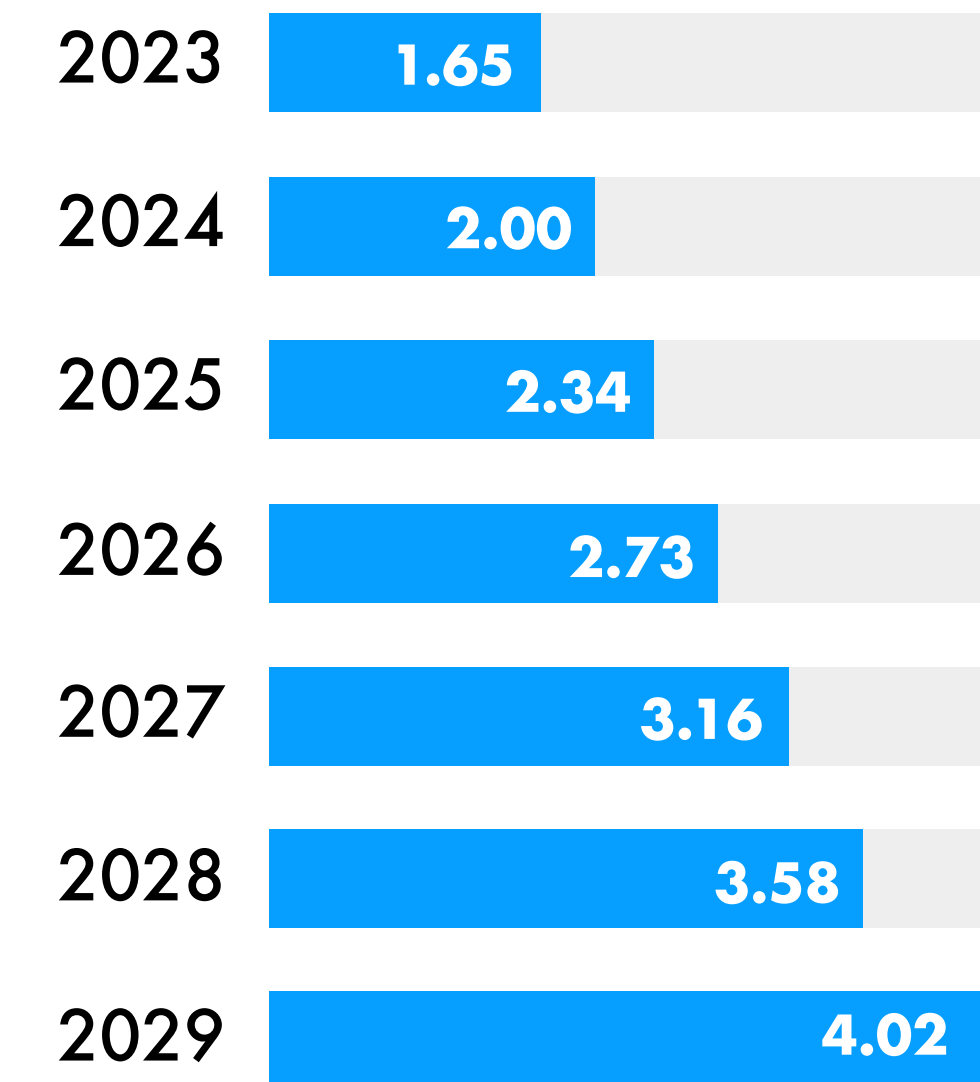
*Estimated

India's GCCs on a double-digit growth trajectory

Number of GCCs



GCC Head Count (millions)



This phenomenal growth of GCCs in India is driven by an approach that combines cost efficiency with innovation. With India at the forefront of the innovation arbitrage revolution, **Publicis Sapient can help clients unlock value in every step of their journey.**

Source: HFS Research 2024

Stay ahead of the game. Let our innovative solutions show you how.

We offer extensive partnership throughout the entire GCC lifecycle, providing fit-for-purpose support to meet our client's needs at any stage.



Offering 1

Establishing GCCs with a strategic and innovative DNA

We believe that GCCs need to be a cultural extension of the organization and steeped in the current context. They should strive to be AI-led in their orientation. Our focus on establishing talent and capability building equips our clients' GCCs with the skills and orientation needed to deliver outsized value. With a strong strategic and operational presence in India, we understand local nuances and on-ground challenges, making us the ideal partners.

How we can make a difference:

1. **Client's GCC set up as a BOT**
2. **Publicis Sapient incubated BOT**

We help organizations set up new GCCs by ensuring strategic alignment, fostering valuable partnerships from the outset. Our approach emphasizes on innovation and performance management, driving excellence. We help clients establish a robust operational framework ensuring compliance and creating a solid foundation for their GCCs – setting them up for sustainable growth and operational efficiency. We are here to support their end-to-end journey – right from setting up operations, to functioning, managing governance, tax, approvals, compliance and people advisory.

We also understand that in a new geography, our clients may not have an employer brand. Therefore, we want to focus on running a business and not managing people or a capability entity. In these situations, the Publicis Sapient-incubated BOT helps clients hit the ground running, allowing them the flexibility to establish their own entity whenever they're ready. In both the models, our clients get the

power of the differentiated Publicis Sapient approach to AI-first talent and ways of working. A key factor for the GCC to be able to create impact is its ability to be a seamless extension of the overall business, and culture has a huge role to play in that. Seeding the cultural element from the early stages is something that we focus on naturally, in both the models.

Our services across the entire lifecycle for setting up a new GCC:

- **Regulatory clearances, compliant & infra set-up (if required)**
- **Strategic Alignment and Partnerships**
- **Talent and Capability Building**
- **Innovation and Performance Management**
- **Operational Framework and Compliance**

Offering 2

Scale & transform your existing GCC.

Ask us HOW.

At Publicis Sapien, we can assist our clients in transforming and elevating their existing GCCs for future-ready success. Towards that, we put into action a logical, well-thought-through strategy – right from getting a clear idea of clients’ broader goals – to focusing on non-stop improvement through regular performance assessments and adjustments.

We begin by understanding their ambition and then adopt a structured approach to redefine the value proposition of the GCC. Starting with a Comprehensive Assessment, we evaluate the GCC's current state and identify value pools of opportunities. Next, we develop a strategy that is aligned with their goals, enhancing capabilities with the necessary skills, technologies and processes, ensuring seamless implementation support.

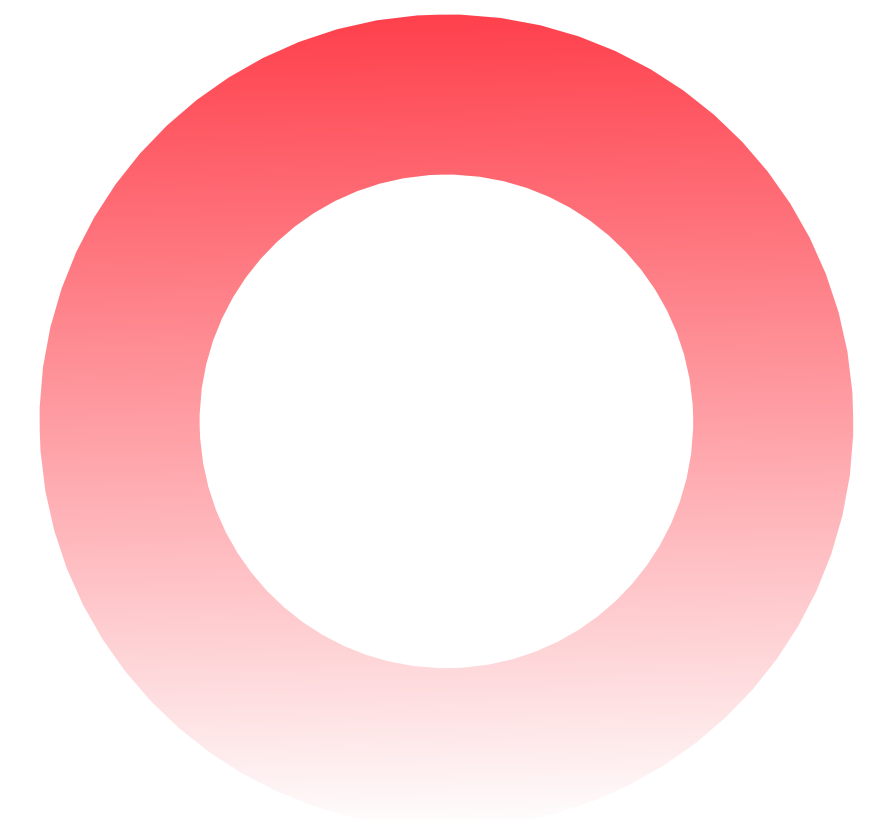
We look to help our clients leverage capability-building along the SPEED (Strategy, Product, Experience, Engineering and Data & AI) framework, so that their teams can start having integrated perspectives to deliver greater value. Our AI-first approach to talent building and AI-assisted agile delivery methods make this seamless.

Finally, we focus on continuous improvement, regularly assessing and adjusting performance. Through committed partnerships, we transform our clients’ GCCs into AI-led innovative

and operationally excellent hubs, delivering continuous value.

Our services:

- **Comprehensive Assessment**
- **Road map development**
- **Value proposition design**
- **Capability enhancement**
- **Implementation support**
- **Continuous improvement**



Offering 3

Acquisition of GCCs as a strategic unlock

With our extensive experience of the talent and business landscape in India and our AI-assisted agile ways of working, we will be happy to partner to acquire our clients' GCCs and provide them back as transformed, multi-year service models to create more strategic value. Right from conducting due diligence of the GCCs to handling stakeholder communication to post-merger integration – we take care of everything to help clients transform their GCCs effortlessly.



This is of great value for our clients who feel that their ability to unlock value from their GCCs is limited due to various reasons, although they have the ambition. We can seamlessly integrate the GCCs into our operations and provide them back as enhanced value streams. The benefit of this lies in the value of getting transformed services for our clients without them having to put in the effort and time around transforming their GCCs.

Our services:

- **Conducting due diligence of the GCC and determining the value**
- **Legal & regulatory compliance**
- **Integrating GCC operations**
- **Communicating to stakeholders**
- **Post-merger integration**
- **Metric driven framework for value measurement of services**



About us

Publicis Sapiient is a digital business transformation company that assists organizations in navigating the complexities of the digital age. They offer a wide range of services, including strategy and consulting, technology and engineering, and data and artificial intelligence. Publicis Sapiient operates across various industries such as retail, energy, financial services, and healthcare, aiming to drive sustainable growth and innovation for their clients.

The company leverages its SPEED capabilities—Strategy and Consulting, Product, Experience, Engineering, and Data & AI—to deliver meaningful impact to clients' businesses. By reimagining the products and experiences that customers truly value, Publicis Sapiient helps organizations create and sustain a competitive advantage in an increasingly digital world. Their agile, data-driven approach equips businesses for change, making digital the core of how they think and operate.

Publicis Sapiient is part of the Publicis Groupe and has a global presence with over 20,000 employees and more than 50 offices worldwide.

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START A CONVERSATION WITH US

What's next for your GCC business?
We're here to help you achieve it.



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