
india.
employer brand research
country report 2024.
randstad
partner for talent.



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# introduction.



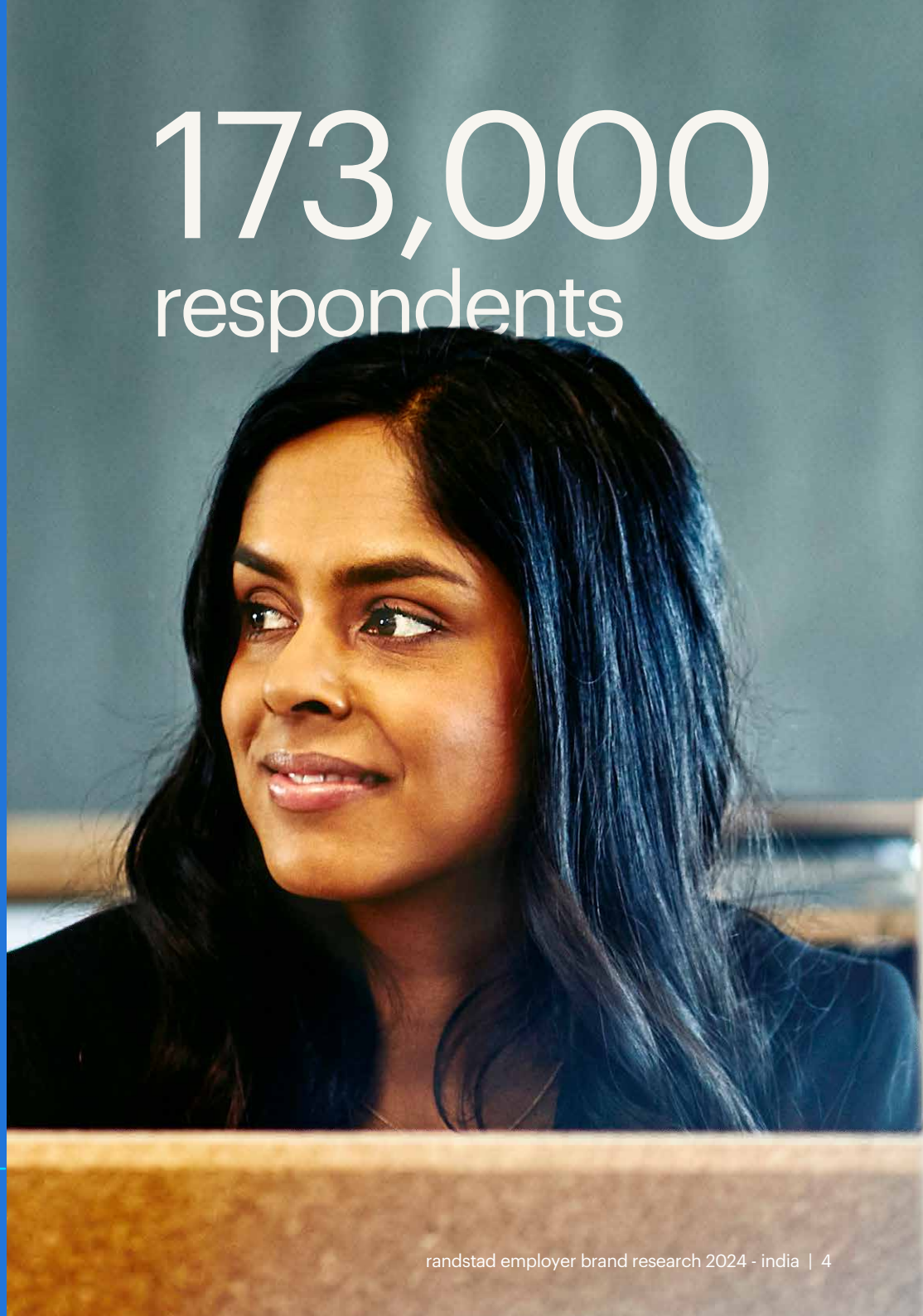
# what is the randstad employer brand research (REBR)?

REBR is a representative employer brand research based on perceptions of the general audience. Optimizing 24 years of successful employer branding insights.

An independent survey with nearly 173,000 respondents and 6,084 companies surveyed worldwide.

The study is a reflection of employer attractiveness for this market's largest employers known by at least 10% of the population and provides valuable insights to help employers shape their employer brand.





# 32 markets surveyed covering more than 75% of the global economy.

### sample worldwide
- nearly 173,000 respondents
- 6,084 companies surveyed

### sample india
- nearly 3507 respondents

### demographics
- aged 18 to retirement age
- representative on gender
- overrepresentation of age 25 – 44 comprised of students, employed and unemployed workforce

### fieldwork
- online interviews
- january 2024

### length of interview
- 14 minutes

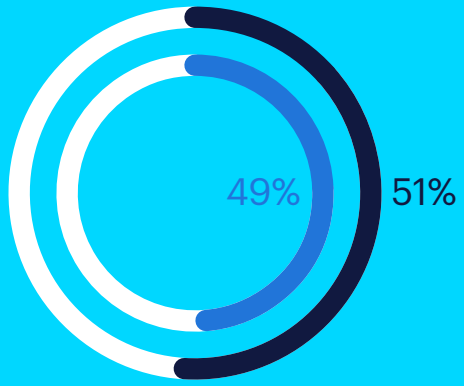


| | | | | |
|---|---|---|---|---|
| argentina | czech republic | italy | norway | switzerland |
| australia | france | japan | poland | united kingdom |
| austria | germany | luxembourg | portugal | united states |
| belgium | greece | malaysia | romania | uruguay |
| brazil | hong kong SAR | mexico | singapore | |
| canada | hungary | the netherlands | spain | |
| china | india | new zealand | sweden | |

# sample composition in india.

## socio-demographics, education, region

### gender




*other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

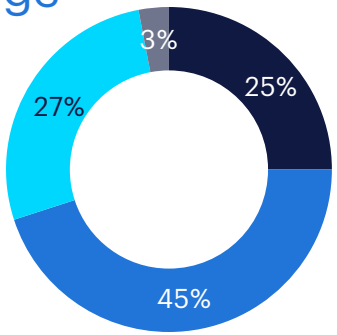
- male
- female
- other*

### education



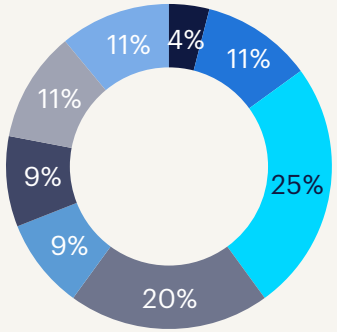

- higher
- middle
- lower

### age




- Gen Z (1997-2012)
- Millennials (1981-1996)
- Gen X (1965-1980)
- Baby Boomers (1946-1964)

### region




- Ahmedabad (Gujarat)
- Bangalore (Karnataka)
- Delhi/NCR (Haryana/Punjab)
- Mumbai & Pune (Maharashtra)
- Chennai (Tamil Nadu)
- Kolkata (West Bengal)
- Hyderabad (Telangana/Andhra Pradesh)
- Rest of India

# executive summary: key takeaways.



## evp drivers

Work-life balance remains the top priority for workers and is even gaining importance over time.

Additionally, offering equal opportunities, newly measured this year, emerges as the next most important factor, surpassing even salary and benefits. It holds even greater importance for women; fortunately, female employees already perceive their employers' positions on equity more positively than their male counterparts.

While salary and benefits are particularly significant for the Baby Boomer generation and individuals with higher education levels, even within these groups, non-material benefits like equity and work-life balance hold notable importance.

There's minimal disparity between evaluations of current employers and the ideal employer profile. The top three drivers of the ideal employer—such as work-life balance and salary & benefits—are also highly rated aspects by current employers.

Overall, employers in India appear to be in a favorable position.



## job switching

Despite employers receiving positive evaluations, job switching is still high in India, with a third of workers having switched in the past in the last 6 months of 2023. Both switching and the intention to switch have remained stable for the first time in three years, with no changes in rates compared to 2023.

Millennials demonstrate the highest inclination for job switching and future job change plans.

Top reasons to switch employers remain the same as last year and are relatively consistent across all demographics. Millennials and Gen X cite the need for higher compensation due to increased living costs as a reason for to switch more frequently. Moreover, aligning with the EVP drivers, the pursuit of a better work-life balance emerges as the most significant motivator for workers to consider a new employer.

Around one in seven workers did not receive any inflation compensation which makes them more open to finding new employment, more frequently citing this as a strong motivator to leave. As such, this warrants further attention from employers.

# executive summary: key takeaways.

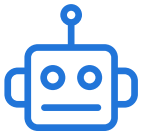


## equity

About half of the Indian workers identify themselves as part of a minority group, whether it be due to their gender, sexual orientation, ethnicity/ nationality, religion, disability or another defining characteristic. Gen Z do so more often than any other generation.

Minorities rate their employer similar to non-minorities on each of the equity dimensions.

Even though employers are evaluated positively in general on the equity dimensions, nearly three in four (73%) people in minorities indicate they have perceived obstacles in their career progression due to their identity. Among non-minorities this proportion is smaller, but with about half (52%) of them having perceived obstacles because of their identity as well, this remains an important topic for employers to act upon.



## artificial intelligence

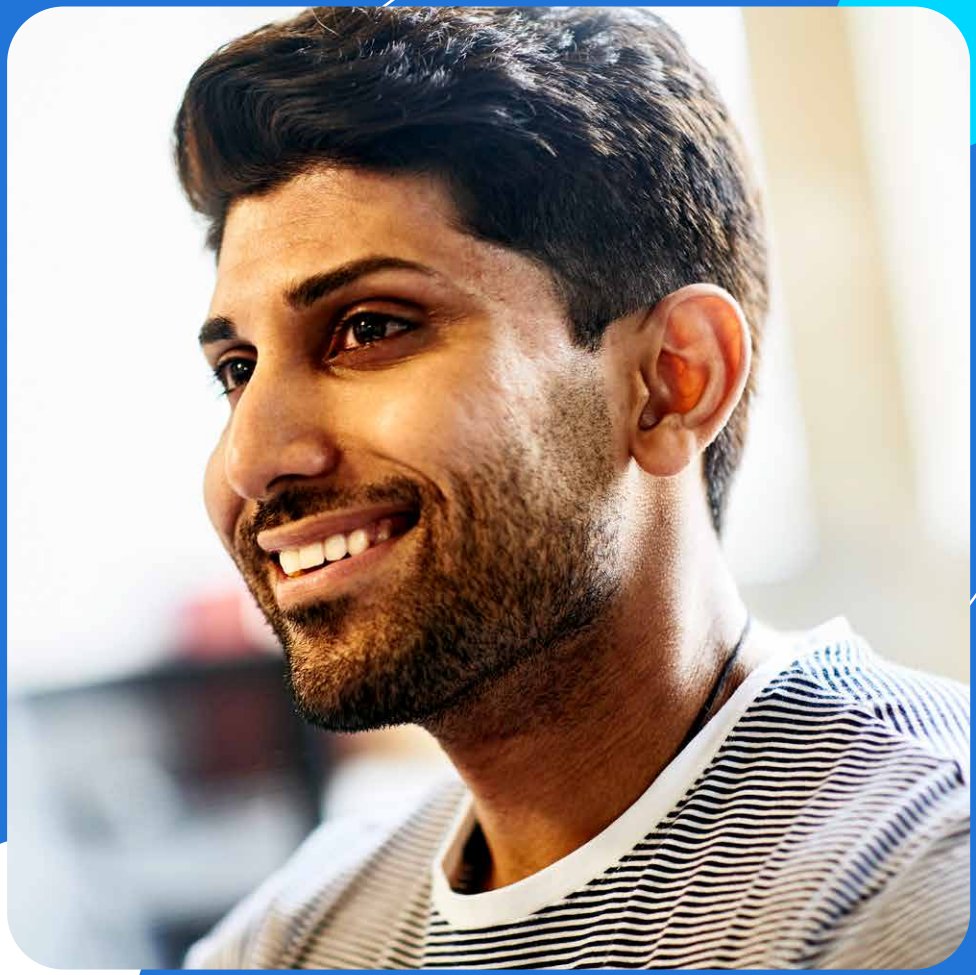
AI is gaining traction in the Indian workplace as one in two workers already claim to use it on a daily / regular basis, with Gen Z being the most frequent users.

While 16% of the workforce are already directly impacted by AI in the workplace, the anticipation of AI's impact in the foreseeable future is increasingly more widespread, with 88% of workers expect AI to affect their jobs in the next 5 years.

The expected influence of AI on job satisfaction is very positively balanced as 56% is positive about it and only 8% perceives AI’s impact negatively. With this said, Gen Z are slightly more negative about the impact it may have (12%) which is somewhat alarming as this demographic is currently using it the most.

As a large proportion remain neutral about AI’s potential influence, employers may want to monitor employees to ensure that any introduction of AI is well-received. This proactive approach ensures that the introduction of AI is met with positivity and that the neutral employees do not change to negative perspectives and outweigh positive sentiment.

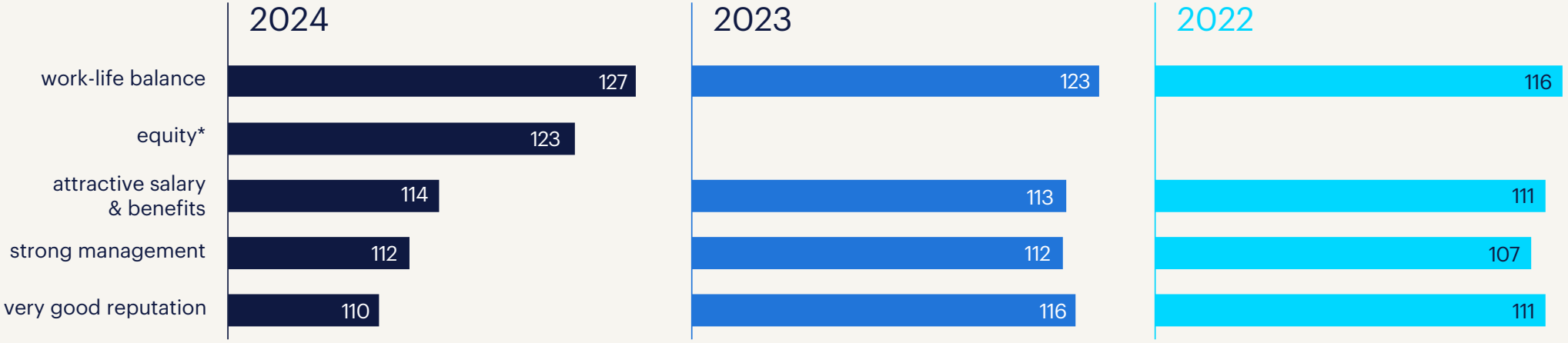
# key drivers.



# what potential employees want.

# the 5 most important drivers when choosing an employer

Work-life balance continues to lead as the most important driver, increasing in importance over time. Equal opportunities, newly measured this year, emerges as the next crucial factor, surpassing salary and benefits. Interestingly, Baby boomers and individuals with higher education levels prioritize this driver more than others. Conversely, the importance of reputation has declined this year, now ranking as the 5th most important driver. Similarly, financial health has experienced a significant decrease displacing it from the top 5, and now ranks 9th.




*new in 2024: 'offers employees equal opportunities regardless of age, gender, ethnicity etc.'

how to read the above indexed scores:
150: driver is chosen 50% more often than the average driver to be important
75: driver is chosen 25% less often than the average driver to be important

# perception of employer offer in india.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand. Furthermore, benchmarking against what employees perceive being offered by their current employer gives more context to the gaps that need to be bridged

## evaluation of current employer

1. very good reputation
2. financially healthy
3. work-life balance
4. is conveniently located
5. career progression
6. long-term job security
7. attractive salary & benefits
8. pleasant work atmosphere
9. interesting job content
10. gives back to society

## profile of ideal employer

1. work-life balance
2. equity
3. attractive salary & benefits
4. strong management
5. very good reputation
6. career progression
7. job security
8. good training
9. financially healthy
10. quality products & services

## employers still perform well across all drivers in India.

Over three-quarters of the Indian workforce believe that their employer meets their expectations across all drivers, with consistent results across all demographics.

However, the higher educated rated their employer significantly higher on multiple aspects, with over 80% satisfaction on all drivers except for giving back to society (77%).

# top employers and sector insights.





# top employers to work for in india.

| | 2024 | 2023 | 2022 |
|---|---|---|---|
| 1. | Microsoft | Tata Power Company | Microsoft |
| 2. | Tata Consultancy Services | Amazon | Mercedes-Benz |
| 3. | Amazon | Tata Steel | Amazon |
| 4. | Tata Power Company | Tata Consultancy Services | Hewlett Packard |
| 5. | Tata Motors | Microsoft | Infosys |
| 6. | Samsung India | Samsung India | Wipro |
| 7. | Infosys | Infosys | Tata Consultancy Services |
| 8. | Larsen & Toubro | Tata Motors | Tata Steel |
| 9. | Reliance Industries | IBM | Tata Power Company |
| 10. | Mercedes-Benz | Reliance Industries | Samsung India |

# top 3 EVP drivers of the top 5 companies.

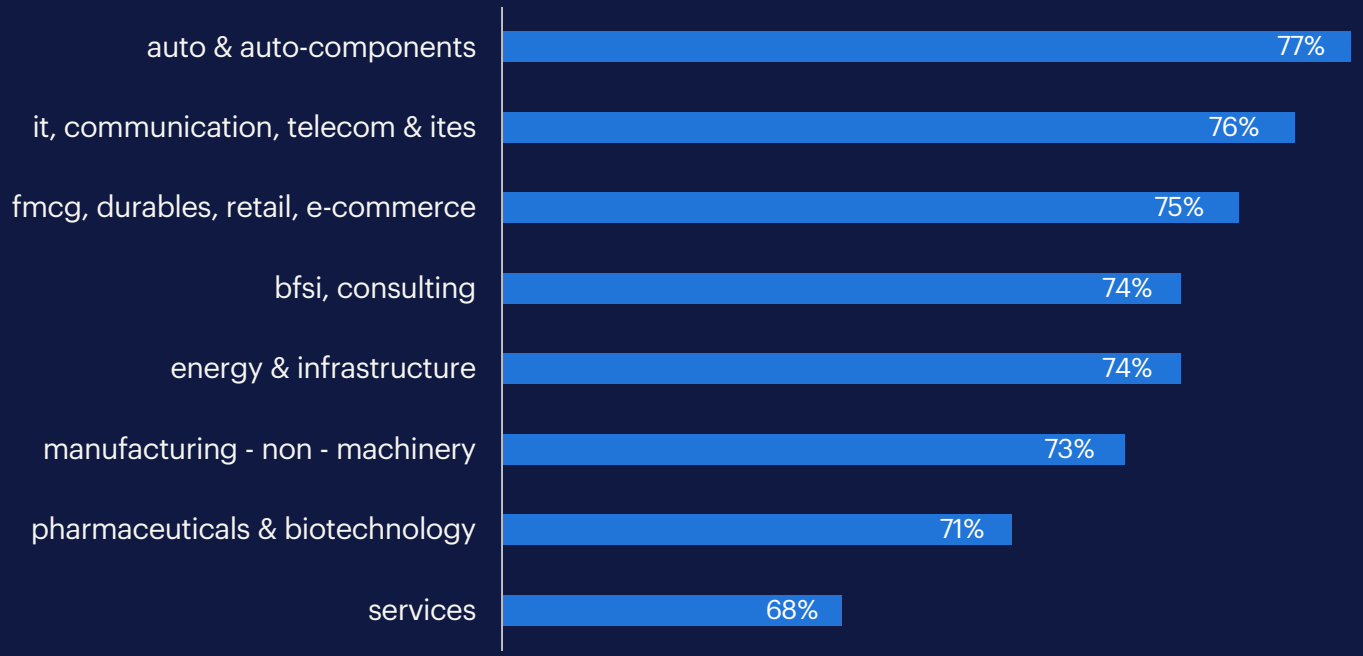
The top 5 most attractive companies to work for receive high ratings for their financial health and good reputation. Although both areas have decreased in importance this year for employers, their continued significance suggests they remain crucial for employers to prioritize, as it seems they significantly contribute to workplace attractiveness and may be factors that the workforce is beginning to take for granted.



| top companies | 1. | 2. | 3. |
|---|---|---|---|
| 1. Microsoft | financially healthy | very good reputation | career progression |
| 2. Tata Consultancy Services | financially healthy | very good reputation | career progression |
| 3. Amazon | financially healthy | very good reputation | career progression |
| 4. Tata Power Company | financially healthy | very good reputation | career progression |
| 5. Tata Motors | financially healthy | long-term job security | very good reputation |

# sector attractiveness.

## top 10 best performing sectors




## the auto & auto - components industry is the most attractive sector to work for in India.

Interestingly, the differences in attractiveness among all other sectors are minimal, as evidenced by the top 5 companies representing distinct sectors.

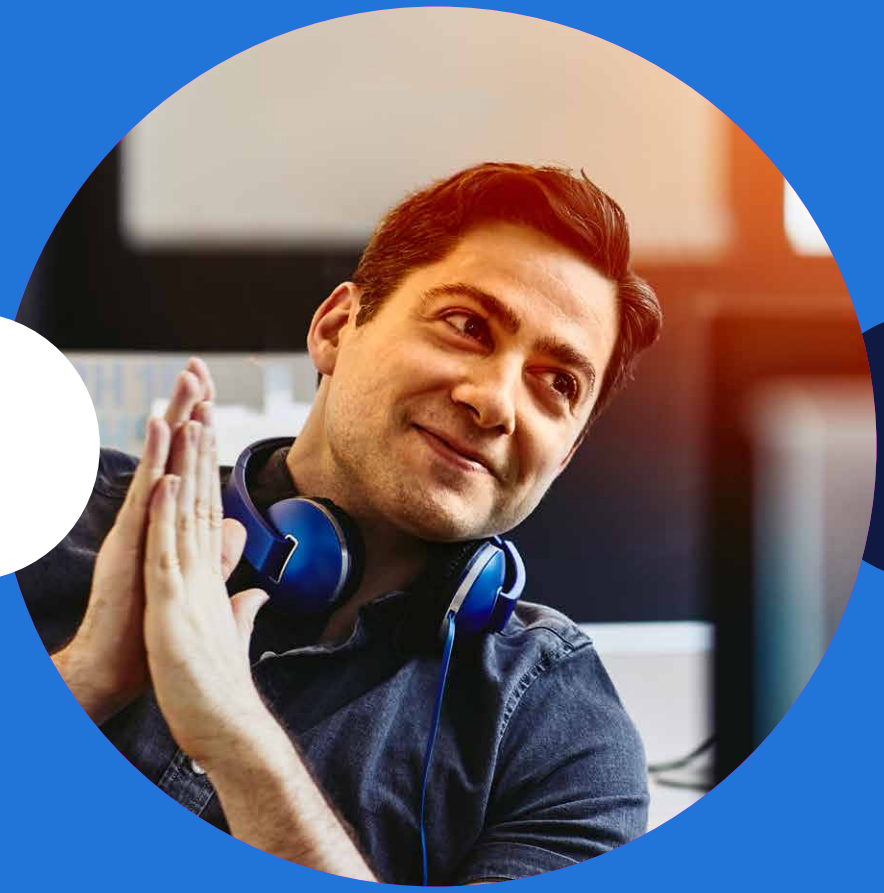
Consequently, this highlights the intense competition faced by employers, who must compete not only within their own sector but also against various other sectors to attract talent.

# top 3 performing companies by top 10 sectors.

| sector | 1. | 2. | 3. |
|---|---|---|---|
| 1. auto & auto-components | Tata Motors | Merceden-Benz | Mahindra & Mahindra |
| 2. it, communication, telecom & ites | Microsoft | Tata Consultancy Services | Amazon |
| 3. fmcg, durables, retail, e-commerce | Amazon | Samsung India | Reliance Industries |
| 4. bfsi, consulting | Deloitte India | State Bank of India | ICICI Bank |
| 5. energy & infrastructure | Tata Power Company | Larsen & Toubro | Reliance Industries |
| 6. manufacturing - non - machinery | Tata Steel | Titan Company Limited | Aditya Birla Group |
| 7. pharmaceuticals & biotechnology | Abbott India | Merck India | Sun Pharmaceutial Industries |
| 8. services | Taj Group (Indian Hotels Company) | Disney Star | Indigo (Interglobe Aviation) |

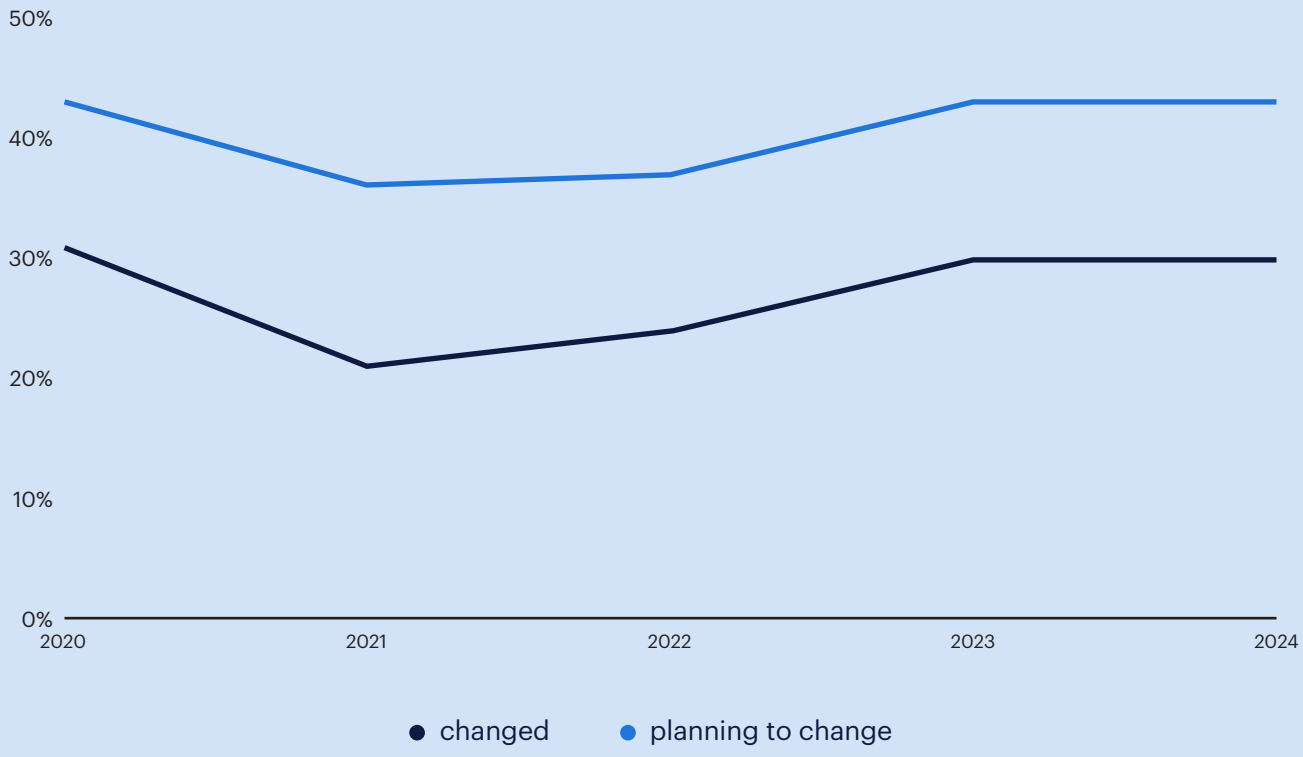


# job-switching behaviour in focus.



# switching behaviour over time.

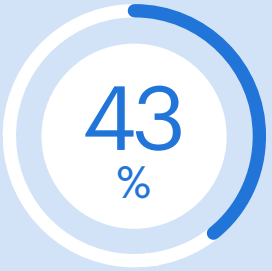
After having been on the rise for the last two years, it seems job switching behaviour is stabilizing in India, with the rates of both recent job changers and those inclined to switch remaining unchanged from last year. Millennials demonstrate the highest inclination for job switching (33%) and future plans to change (47%).







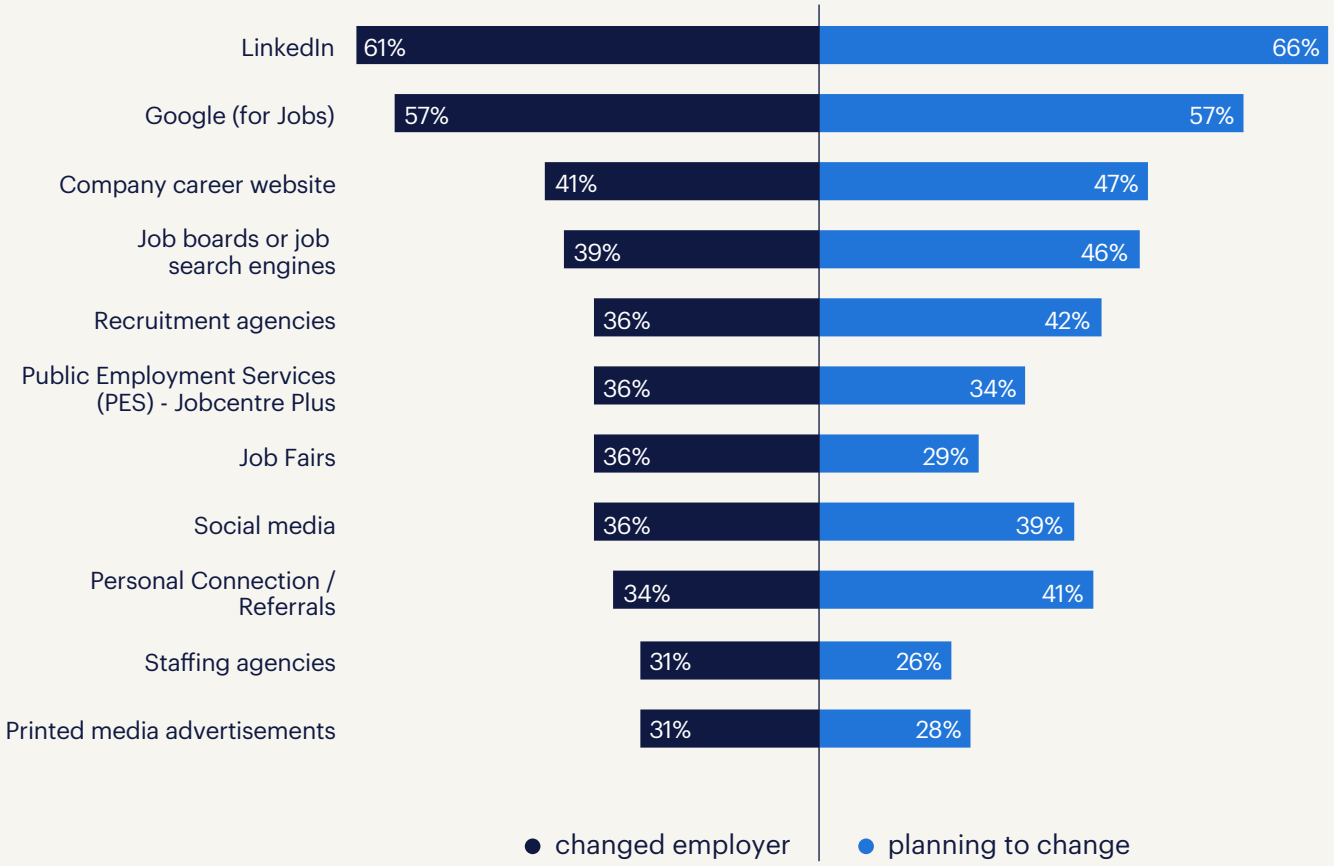
have changed employer in the last 6 months




is planning to change jobs within the next 6 months

# how employees in india find new job opportunities.

## sources for job opportunities




## LinkedIn and Google have the highest reach among job seekers and boast a high success rate when finding a job.

This trend holds true across all demographics. Additionally, there is a diverse array of other channels utilized by more than one-third of job seekers, suggesting that individuals typically utilize multiple sources in their job search. Notably, channel usage tends to be higher among those with higher education levels.

Among job portals, being the only platforms that have improved their scores versus 2023, Naukri and Indeed further strengthen their top positions with 4 in 5 job portal users finding their new job through these channels. They are used most by Millennials (85%).

# reasons to leave an employer.



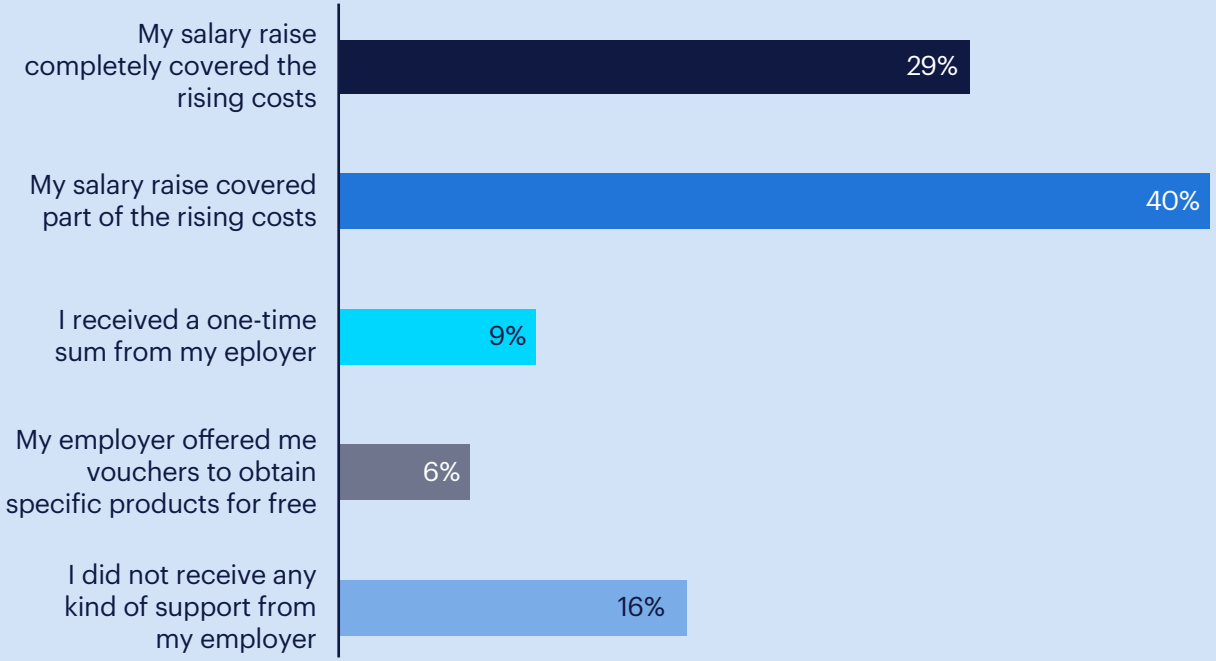

## improving work-life balance continues to be the strongest motivator for leaving.

The motivator has become even more important compared to last year (+2%) and mirrors the fact that this driver is becoming more important for employees. The ranking of other reasons have remained the same as in 2023.

Not being equally rewarded due to personal characteristics is pointed out more often by minorities (26%) than others (12%). Still, even for minorities this is one of the least important drivers to switch employer.

# inflation compensation.

## in what way has your employer financially supported you to help cope with the rising cost-of-living?





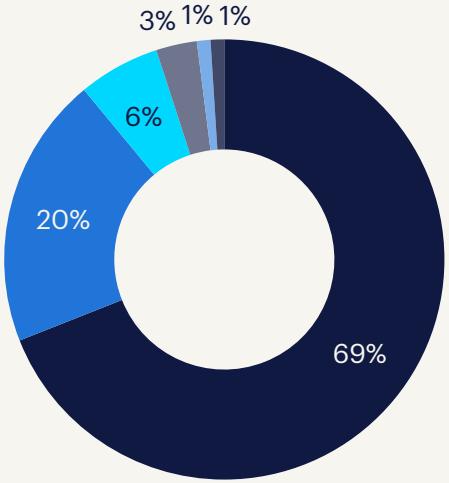

## the majority of the workforce received some form of compensation.

However, employees receiving no compensation are more inclined to switch companies (61%) than those who were compensated (42%). Notably, that same 61% are more likely to cite too low compensation as a reason to leave (48%) than those who received compensation (31%).

Gen X had a higher likelihood of not receiving any compensation (24%), while Gen Z (13%) and Millennials (12%) fared somewhat better.

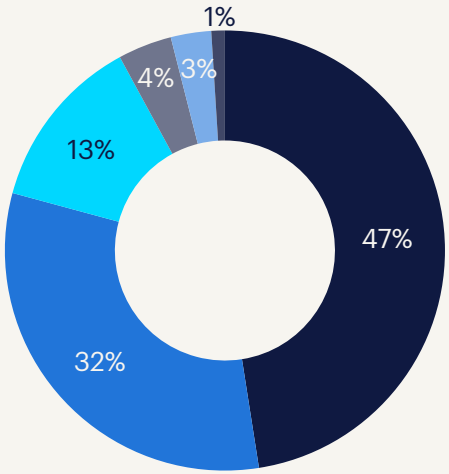
# career progression.

## importance of reskilling




- 5 - very important to me
- 4
- 3
- 2
- 1 - not important at all
- don’t know

## enough opportunity to develop in your role




- 5 - very important to me
- 4
- 3
- 2
- 1 - not important at all
- don’t know

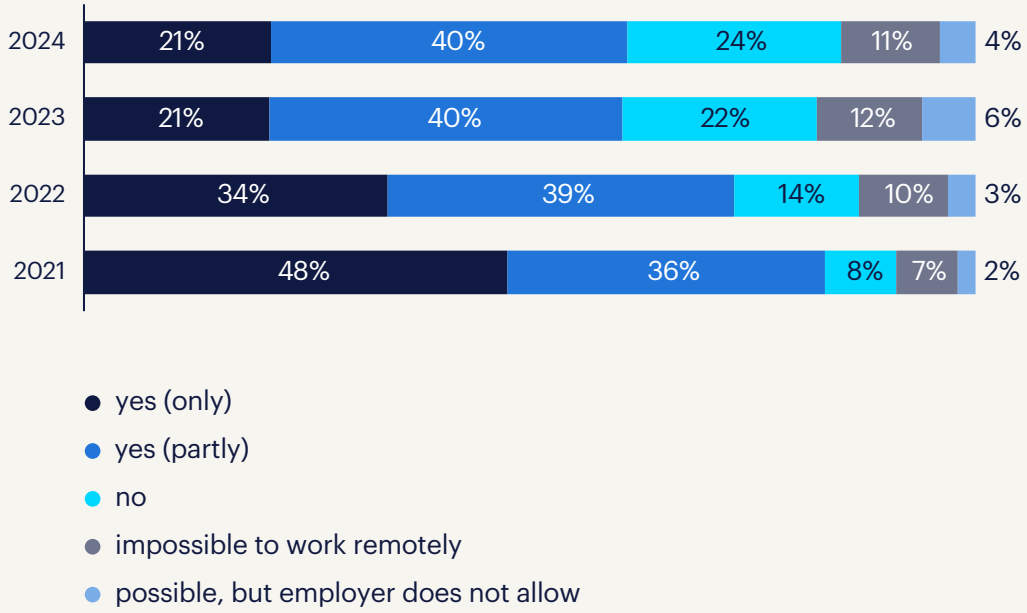
## one in fourteen workers are not given enough opportunities to develop in their role.

While this proportion is relatively low, in a strained labor market these workers are more likely to be inclined to leave the organisation (54%) compared to those who were satisfied with the opportunities offered (43%).

The importance of reskilling is recognized by no less than nine out of ten workers, which underlines that such reskilling should be offered when and where possible.

# trend in remote working.

## do you currently work remotely/from home?




## remote working has now stabilized.

With 61% of employees working remotely in some capacity, it shows the lasting nature of remote work in the contemporary work environment and is something employers should continue to offer given that a third of workers cite inflexible working as a reason to seek new employment.

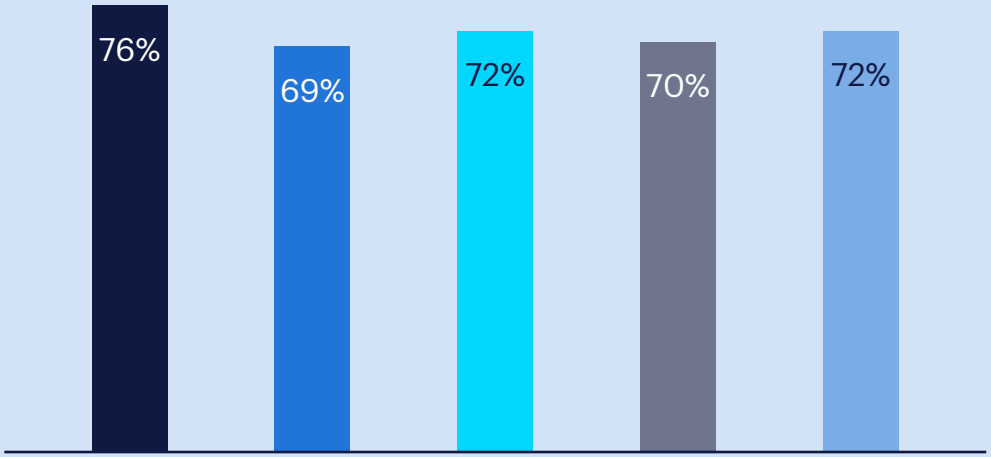
Full-time remote work is more common for women (23%) than men (18%). Whereas hybrid working is more common for younger generations than Gen X.

# annual topics:
# equity and AI.



# equity.

## which of the following statements do you consider to be true for your current employer?




- my unique attributes, characteristics, skills, experience and background are valued in my organisation
- senior managers are fair when it comes to hiring or career advancements of those that report into them
- at my organisation, the best opportunities go to the most deserving employees
- my organisation provides equal pay for equal work
- senior managers are fair when it comes to reskilling and upskilling opportunities of those that report into them

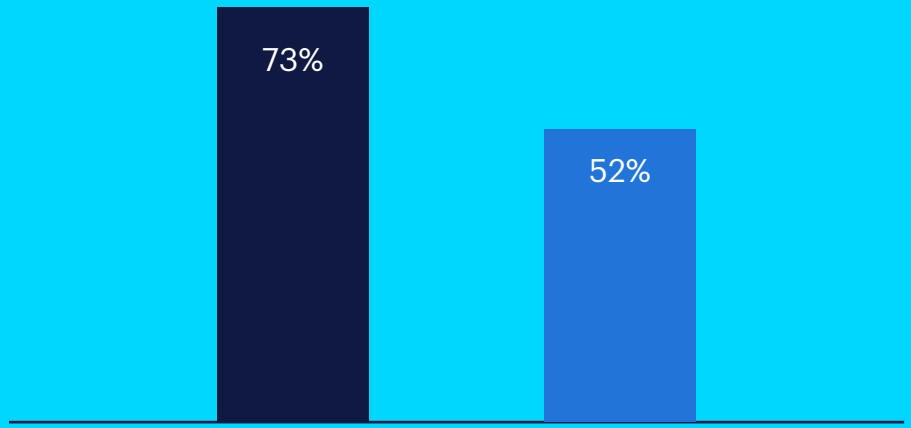
## equity ranks second as most important driver and employers are also evaluated well on it.

Roughly half of Indian workers identify as belonging to a minority group, based upon gender identity, religion, disability or ethnicity.

This self-distinction does not affect their perceptions of employer equity, as minorities rate their employer similarly to others across all equity dimensions depicted in the graph.

# equity.

I have faced obstacles in my career progression in this organisation which I believe are due to who I am.




## three in four Indian workers who consider themselves a minority feel they have faced obstacles due to their identity.

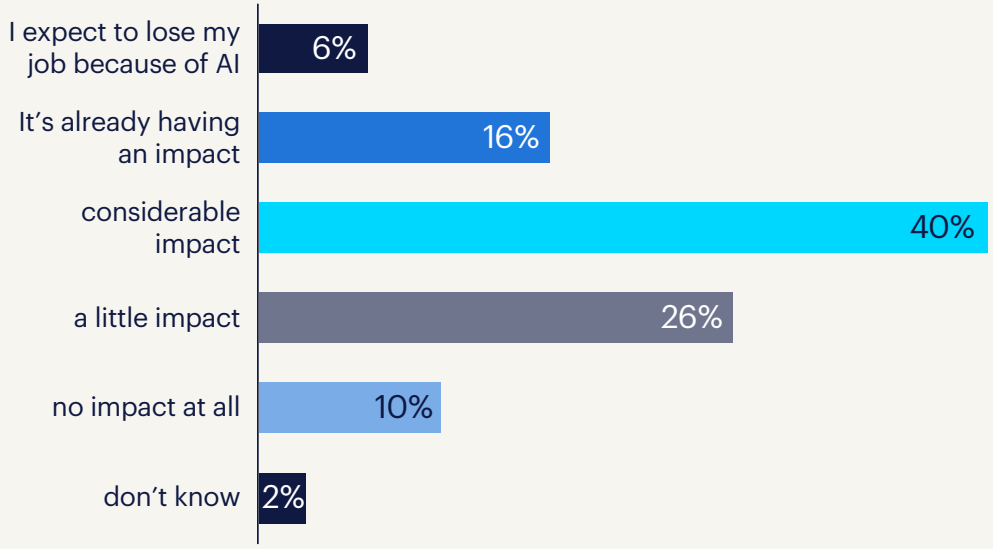
This contrasts with half of those who do not identify as minorities. Nevertheless, both figures are notably high, with 61% of the total workforce feeling they have encountered such obstacles.

Gen Z workers also report facing obstacles slightly more frequently, partly because they more often identify as belonging to a minority group.

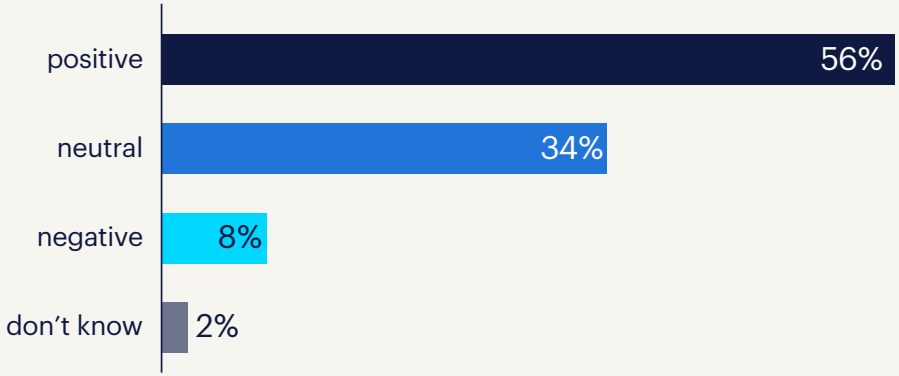
# impact of artificial intelligence on jobs.

Around one in two workers already use AI on a daily/regular basis; this is highest among Gen Z (60%). The majority of workers expect AI to have at least some impact on their job. The expected influence of AI on the workplace is overwhelmingly positive, with only 8% perceiving AI's potential impact negatively. With this said, Gen Z are slightly more negative about the impact it may have (12%).

## expected impact of AI on your job




## impact of AI on job satisfaction*




*only asked to those who see AI having a little to a considerable impact on their job.

# key factors for success.

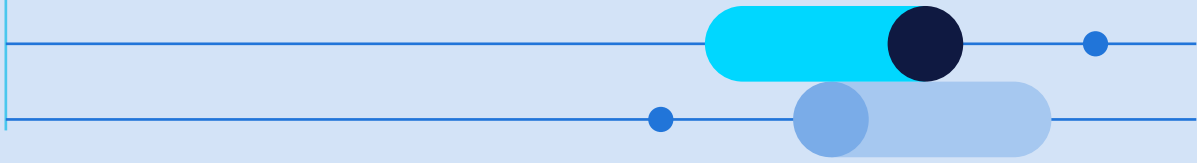
The winner of the Randstad Award in each country is based on how appealing the selected company is as a potential employer to the respondents. To determine this, we ask one simple question: Would you like to work for this company? The companies are also evaluated on key factors that have been derived from our 24 years of experience with the Randstad Award. These factors determine the perception of the employer brand.

## the key drivers (in random order)

01 financially healthy
02 good training
03 job security
04 career progression
05 cares about environment and gives back to society
06 interesting job content
07 pleasant work atmosphere
08 good work-life balance
09 conveniently located
10 quality product & services
11 very good reputation
12 equity (new)
13 uses latest technology
14 strong management
15 attractive salary and benefits
16 possibility to work remotely/from home

## unique methodology, unique results

We apply this methodology because a uniform approach makes it easier to draw useful comparisons between countries. This is also why the research is conducted almost simultaneously across all regions. The method is very useful because it significantly contributes to our knowledge about employer branding, and about why people select certain jobs and employers. The company reports detail the strengths and weaknesses of their external employer brand and provide each company with an excellent industry benchmark. These reports are confidential. The general report (containing the main results per country, including the Randstad Award winner) is made available to the public.



## about randstad india:

Randstad India is a leading talent company providing services across four key specializations - operational talent solutions, professional talent solutions, digital talent solutions, and enterprise talent solutions. The organization is committed to providing equitable opportunities to people from all backgrounds and helping them remain relevant in the rapidly changing world of work. Randstad India has a deep understanding of the labour market to help clients create high-quality, diverse, and agile workforces they need to succeed. In the process, the organization helps talent secure meaningful roles, develop relevant skills, and find purpose and belonging in their workplace.

Randstad India has been a leading player in the industry for more than 30 years and continues to deliver innovative and specialized talent solutions to clients across sectors. Randstad is a global talent leader with the vision to be the world's most equitable and specialized talent company, active in 39 markets across the globe.

For more information, see: www.randstad.in

## about randstad:

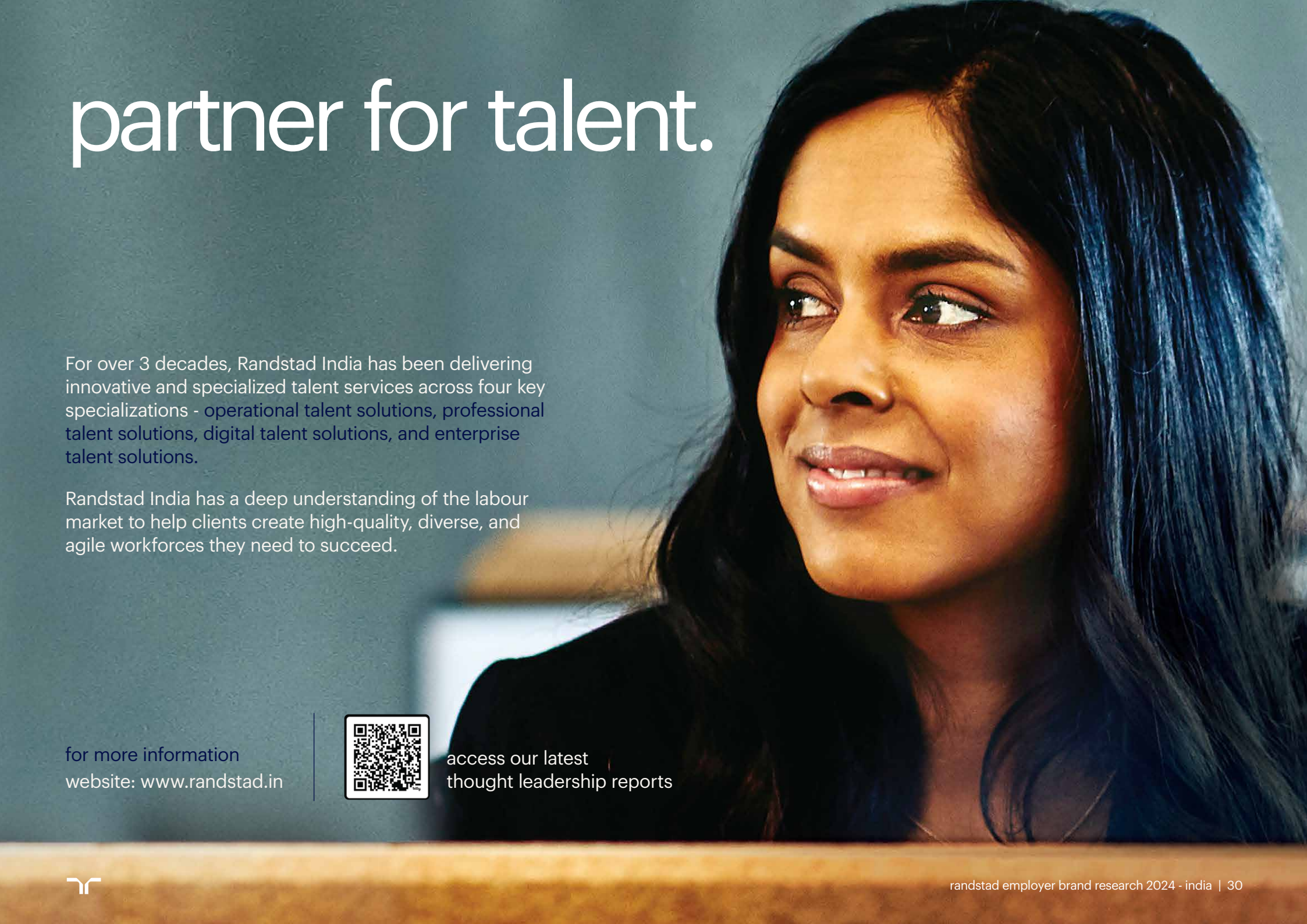
Randstad is a global talent leader with the vision to be the world's most equitable and specialized talent company. As a partner for talent and through our four specializations - Operational, Professional, Digital and Enterprise - we provide clients with the high-quality, diverse and agile workforces that they need to succeed in a talent scarce world. We help people secure meaningful roles, develop relevant skills and find purpose and belonging in their workplace. Through the value we create, we are committed to a better and more sustainable future for all.

Headquartered in the Netherlands, Randstad operates in 39 markets and has approximately 40,000 employees. In 2023, we supported 2 million talent to find work and generated a revenue of €25.4 billion. Randstad N.V. is listed on the Euronext Amsterdam.

For more information, see www.randstad.com

disclaimer: This study contains information in summary from data based on primary research and is intended for general guidance only. It is not intended to be a substitute for detailed research or exercise of professional judgment. Neither Randstad India Pvt. Limited nor any other member of the global Randstad organization accepts any responsibility for any loss occasioned to any person acting or refraining from action as a result of any material in this publication.

# partner for talent.

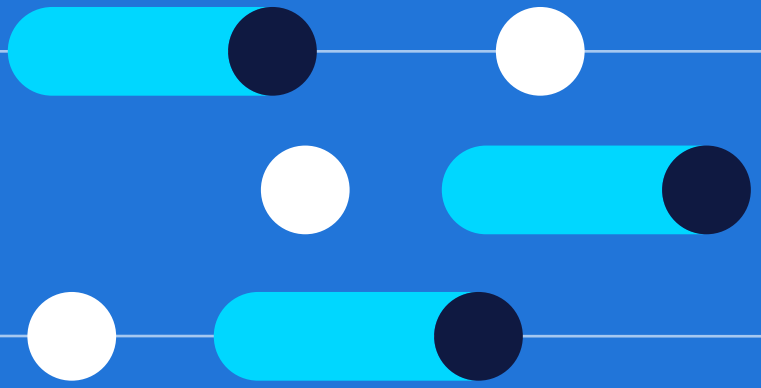


For over 3 decades, Randstad India has been delivering innovative and specialized talent services across four key specializations - operational talent solutions, professional talent solutions, digital talent solutions, and enterprise talent solutions.

Randstad India has a deep understanding of the labour market to help clients create high-quality, diverse, and agile workforces they need to succeed.

for more information
website: www.randstad.in

access our latest
thought leadership reports



# your thoughts.

## let’s start a conversation.

Our research has many insightful, but complex insights so we’d love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.


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