

India's role in the global GCC ecosystem has entered a materially different phase

For many years, GCCs were viewed primarily through the lens of efficiency and scale. That model has now evolved. Today, global enterprises are building core capabilities in India spanning product development, advanced research, governance, risk, and leadership because the talent, maturity, and institutional depth now support strategic ownership, not just execution.

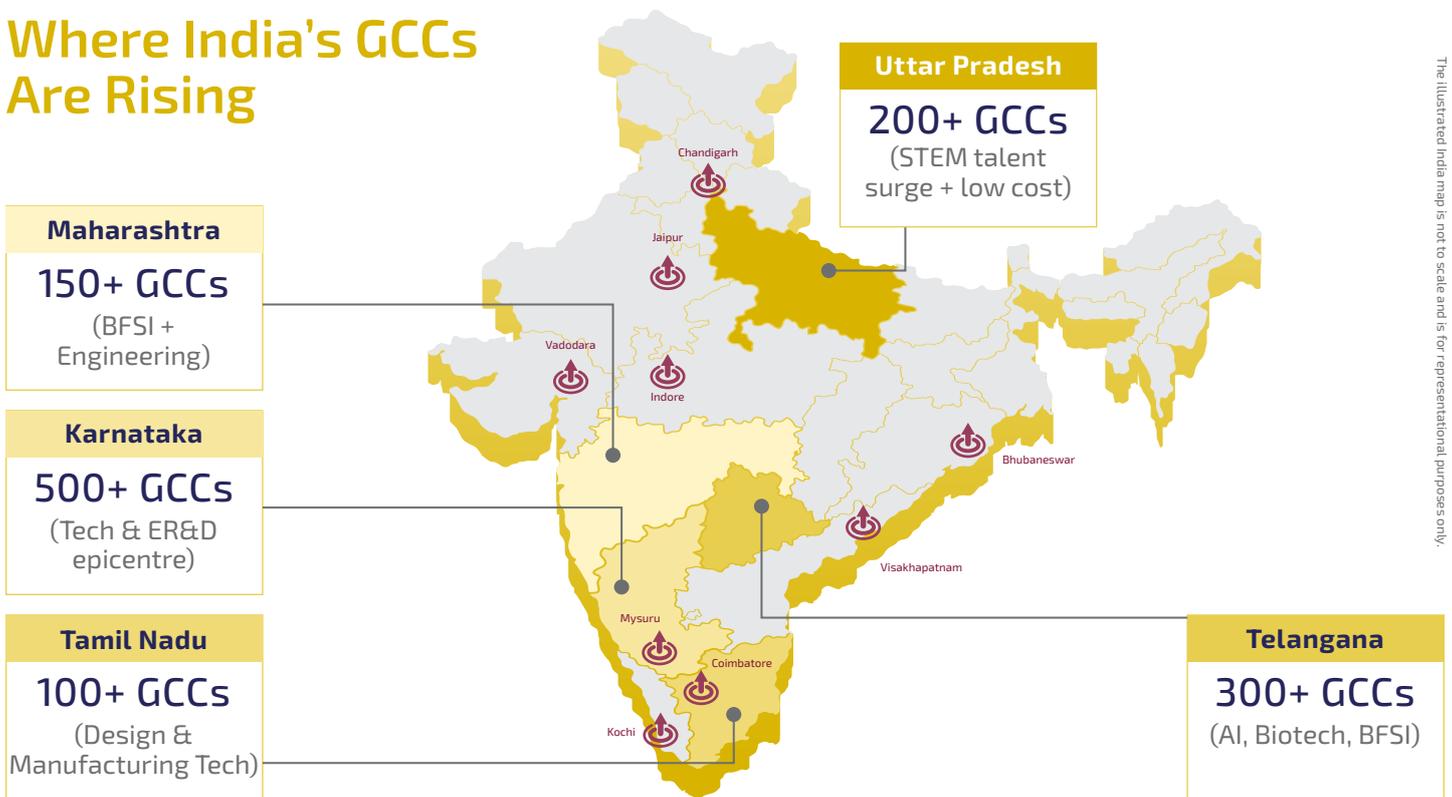
As the GCC landscape in India moves toward 2,400 centres and a projected economic contribution of over \$100 billion by 2030, the defining factors will no longer be scale or cost alone. The next phase will be shaped by governance standards, leadership credibility, regulatory alignment, and the ability to build trust across markets and institutions.

At SGA PR, we view this evolution as a reputation moment for global enterprises deepening their commitment to India, and for India's positioning in the global enterprise ecosystem. This report reflects our focus on identifying structural shifts early and helping organisations think clearly about how they position themselves for long-term relevance and impact.

Rahul Jain

Partner & Jt CEO, SGA PR

Where India's GCCs Are Rising



The illustrated India map is not to scale and is for representational purposes only.



Emerging GCC hotspots listed

Coimbatore • Kochi • Jaipur • Indore • Vadodara • Chandigarh • Visakhapatnam • Bhubaneswar • Mysuru

“ For fintech players, India is not just a development hub—it's a strategic location to build, test and scale up global products. Sectors such as BFSI, healthcare, consumer tech, telecom and manufacturing will witness highest levels of GCC/led innovation over the next two decades due to their reliance on data and the need for resilient scalable technology infrastructure. The shift from operations to innovation is already under way and will accelerate.

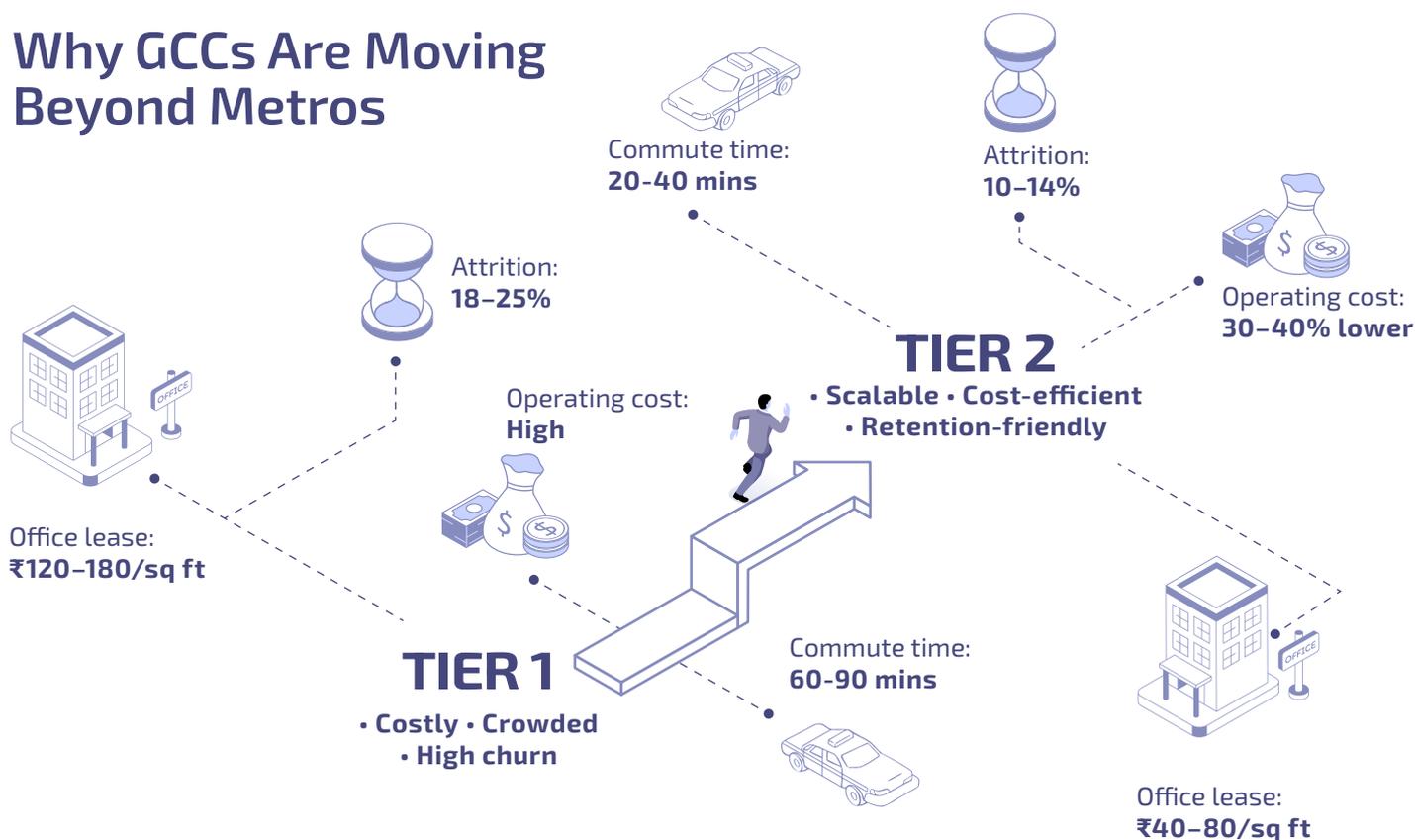
Gurjodhpal Singh, CEO, Tide in India



GCC Glimpse: India Today & Tomorrow

SCALE 	1,700+ GCCs in India (2025)	US\$64.6B GCC market value (2025)	19 lakhs+ GCC professionals currently	240+ HR & Finance Centers of Excellence (CoEs)
GROWTH 	Projected 2.8M+ GCC workforce by 2030, driven by AI adoption	50-60% of new GCC setups expected in Tier-2/3 cities	US\$25.6B ER&D GCC market	9.8% CAGR GCC market growth
TALENT 	71,000+ GCC-ready talent coming from Tier-2 cities	Hiring now focused on AI, cloud, data, cybersecurity	Tier-2 workforce delivering 30-40% lower operating cost	Stable teams, higher retention, stronger work-life alignment

Why GCCs Are Moving Beyond Metros



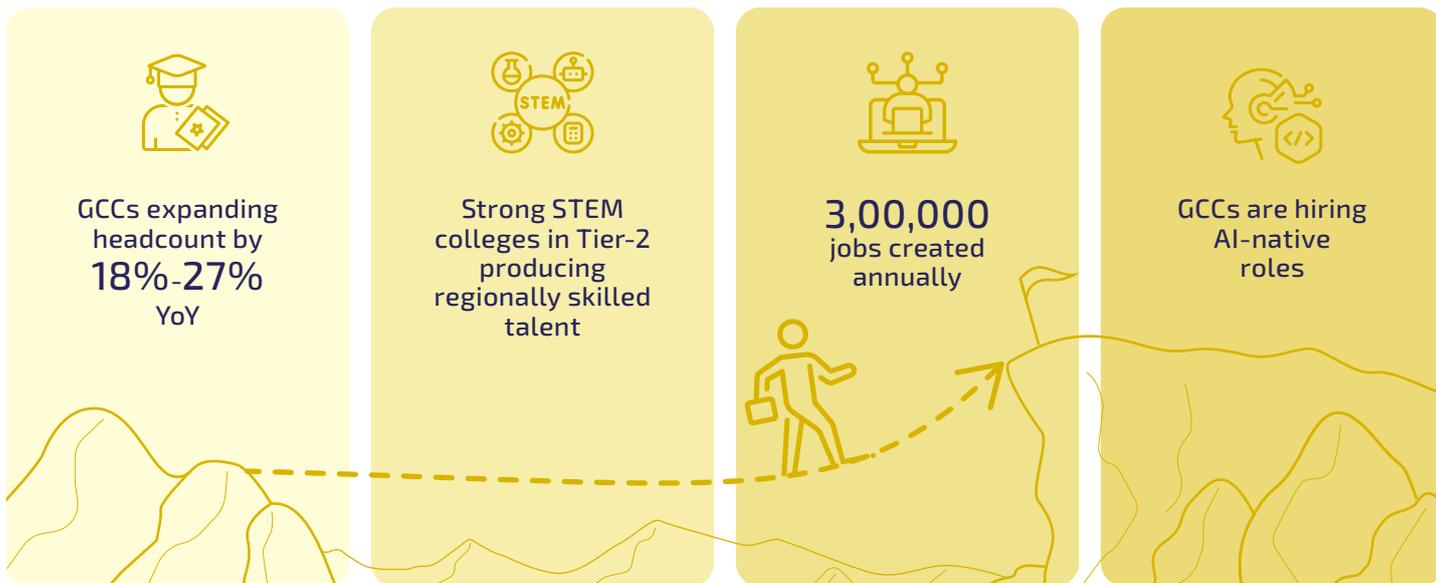
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GCCs have shown significant growth in the past 5-7 years. Some of the key factors that contribute to new GCCs setting up their centers in India are the need for cost optimization, access to skilled talent and scale. GCCs are expected to grow at about 15-20% in FY'27 as businesses increasingly recognize the value of onsite capabilities, innovation, and IT services.

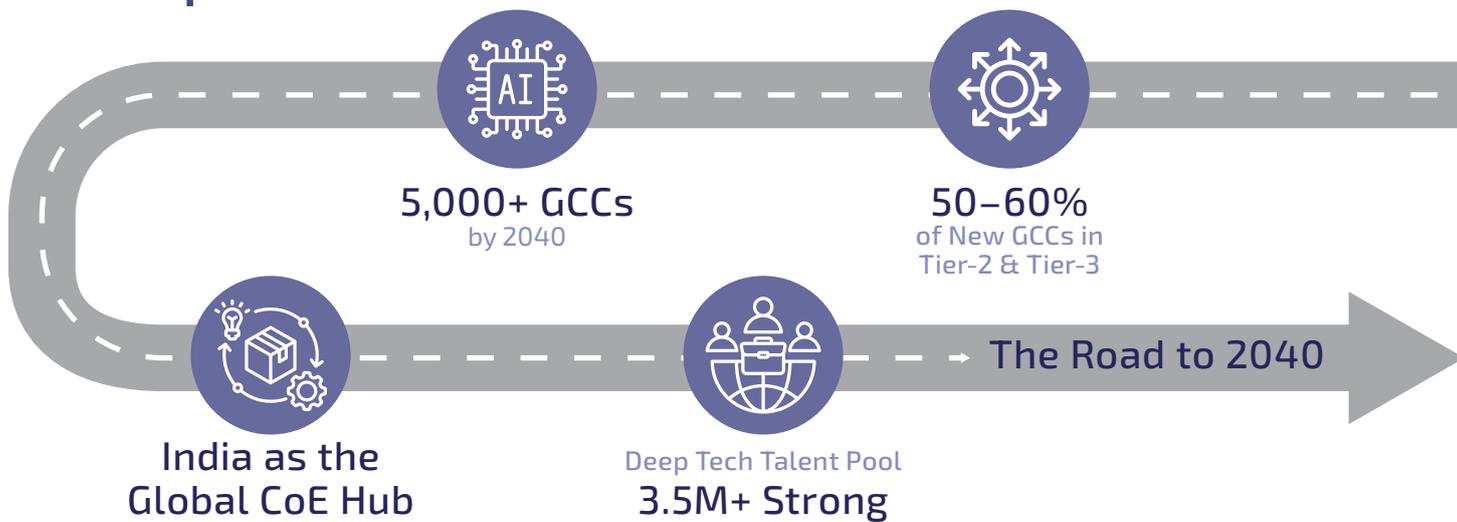
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Talent Transformation



India Becomes The World's GCC Capital



GCCs by Investment and Size



GCCs opened in Tier 2-3



GCCs recently opened



By 2026, Indias GCCs will graduate from cost arbitrage to value ownership. They will build products, run platforms, and take global accountability for outcomes rather than execute instructions. AI and cloud skills will become core economic infrastructure, tier two cities will power the talent engine, and Gulf capital will accelerate scale. This is not an expansion of back offices but a redefinition of how the world builds technology and how India participates in it.



Kartik Narayan, CEO, Apna Jobs

Policy Tailwinds



State Policy Outcomes

25–40% faster setup time in incentive zones

Lease approvals reduced from 90–120 days to 30–45 days in many parks

50+ new IT & GCC parks announced across India since FY21

10+ states offering capital subsidies for R&D + deep-tech centers



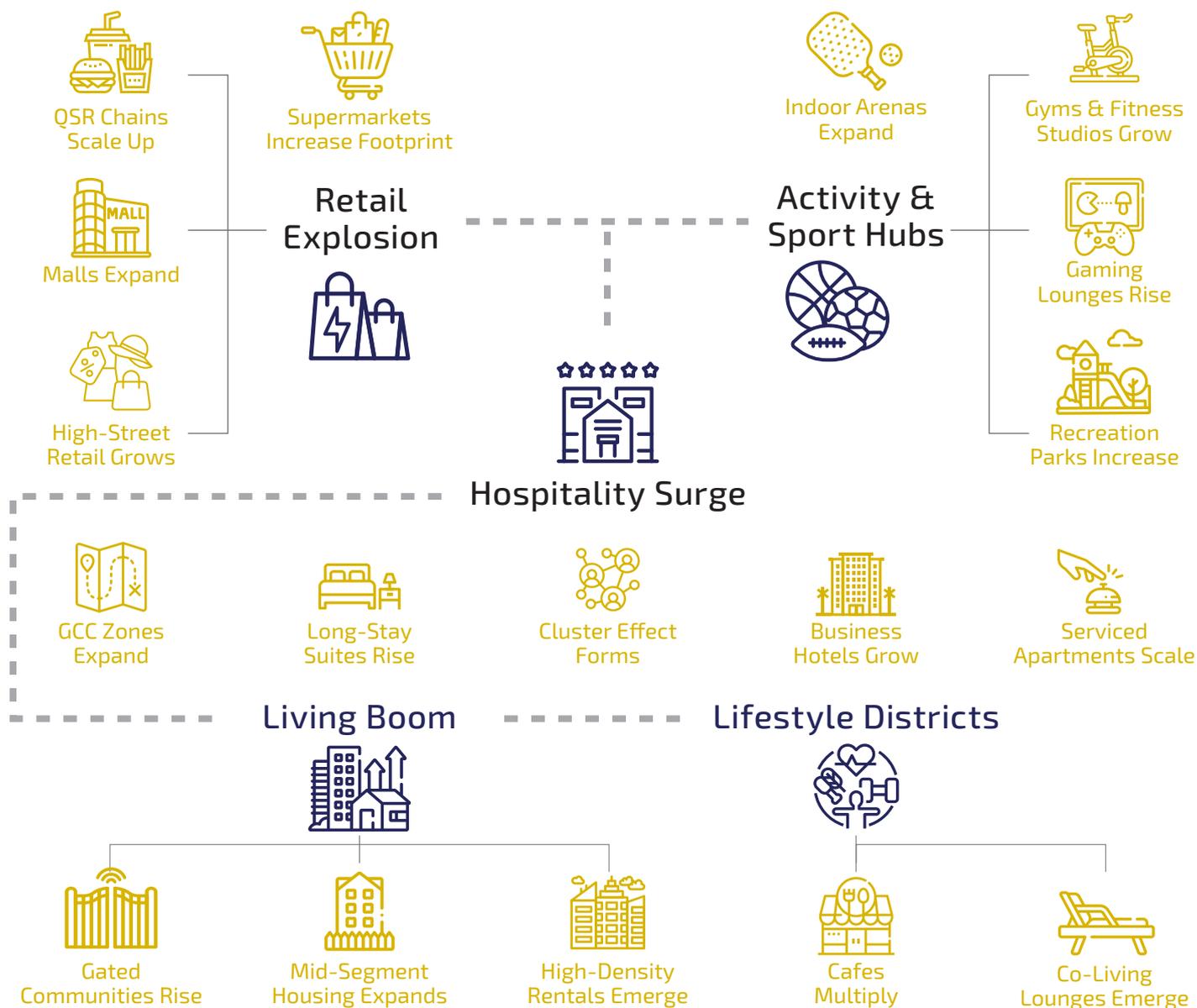
Special Economic Incentive Snapshot

Up to 50% power tariff reimbursement in some tech corridors

Capex subsidies up to 20–30% for large GCC infra investments

Tax benefits for IT/ESDM clusters expanding into Tier-2 cities

The Tier-2 Ecosystem Effect



Who We Are

SGA PR is a strategic reputation and business communications consultancy, partnering with leadership teams to solve growth, credibility, and market-defining challenges through communications.

We work with leading corporates, new-economy companies, global enterprises, and industry bodies across technology, fintech, digital infrastructure, pharmaceuticals, renewable energy, mobility, and policy-led sectors. Our mandate goes beyond visibility — we focus on building trust, shaping influence, and enabling long-term business outcomes.

SGA PR's approach integrates data-led insights, narrative architecture, thought leadership, and targeted media engagement to address complex business moments such as market entry, scale-up phases, regulatory shifts, leadership transitions, and reputation-critical inflection points.

Our leadership team works closely with CXOs and founders as an extension of their strategic function — aligning communications with growth priorities, investor confidence, ecosystem positioning, and policy narratives. This includes advisory across India's fastest-evolving sectors, such as fintech infrastructure and Global Capability Centres (GCCs).

At SGA PR, communications is not an output — it is a strategic lever for business growth and reputation resilience.



SGA PR
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