



'India's Best Companies to Work For' – Study 2010
Making India a Great Place to Work



Great Place to Work® Institute is a pioneer in studying and recognizing best workplaces around the world.

For over 20 years and in 40 countries, Great Place to Work® Institute has been conducting studies to identify & understand the best workplaces. It is one of the most acclaimed organization studies worldwide, which has helped turn workplace environment into a powerful source of competitive strength - while creating collaborative, successful relationships among people at all levels in the organization. Each year, Great Place to Work® Institute produces the 'Best Companies' List in many geographies around the globe, prominent among which are the **Fortune's '100 Best Companies To Work For' in US** list, **'UK's Best Workplaces'** list and the **'100 Best Workplaces in European Union'** list published by **The Financial Times**.



Great Place to Work® Institute, India is an affiliate of the Great Place to Work® Institute, Inc.

It is committed in its effort to help organizations across all sectors achieve lasting improvements in their workplace relationships. Measurable business benefits and better corporate performance are the results of creating a great workplace.

In India, the Great Place to Work® Study is in its 7th year and is being conducted by Great Place to Work® Institute, India in partnership with The Economic Times. It is called 'India's Best Companies to Work For' – Study 2010 and the results will be published in The Economic Times, in a special supplement. The last Study, i.e. 'India's Best Companies to Work For' – Study 2009 was published in a special supplement of The Economic Times dated 10th June, 2009.



TRUST

Credibility



- Two Way Communication
- Manager's Competence
- Levels of Integrity

Respect



- Professional Support
- Collaboration
- Demonstrated Caring

Fairness



- Equity
- Impartiality
- Justice

PRIDE



- For the Job
- About My Team
- With the Organization

CAMARADERIE



- Individuality is Valued
- Welcoming Atmosphere
- Part of Something Larger

A Great Place to Work® is one where you:



Relationships are the key



Media Partner



Launched in 1961, The Economic Times (ET) is the most influential newspaper among the business and corporate elite in India and is by itself one of the big success stories of Indian business. With eleven editions across the country, it is the second largest circulated English Business Daily in the world and continues to lead in the Indian market.

ET has constantly endeavoured to empower its readers, thus the philosophy of 'The Power of Knowledge'. In the process it has transformed itself from being a traditional business paper to providing cutting edge business knowledge in all forms of delivery – print, multimedia, television and events.

Qualitative Advantages

- ▶ Enhanced Market Visibility
- ▶ Increased Employee Motivation
- ▶ Loyalty to the organization
- ▶ Business Stability
- ▶ Brand Value

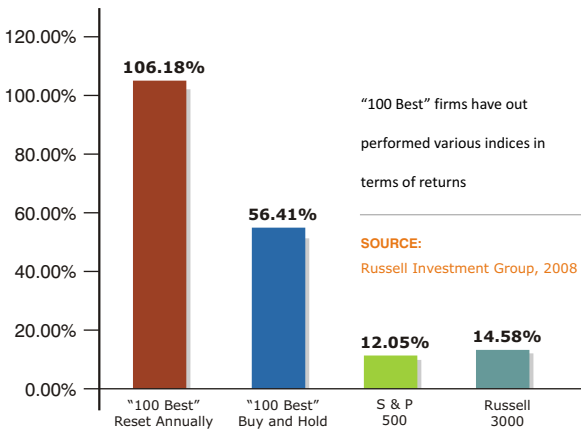
Quantitative Advantages

- ▶ Increased retention
- ▶ Enhanced Productivity
- ▶ Reduced Absenteeism
- ▶ Increased Employee Referrals

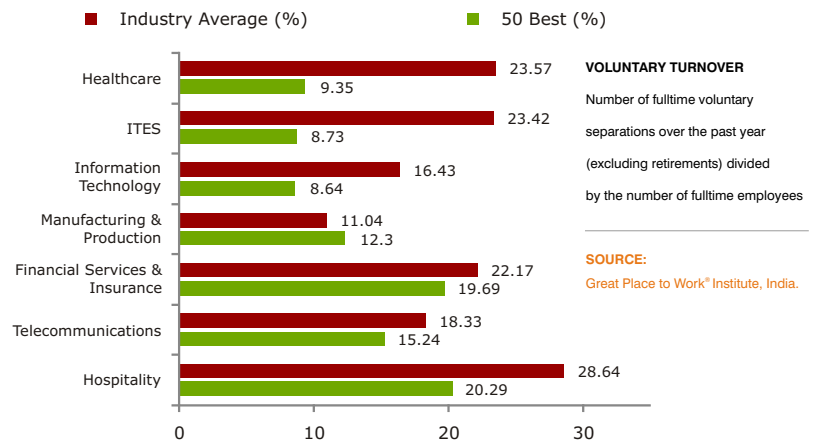


Benefits of being a Great Place to Work®

'Fortune 100' Best* vs. Stock Market 1998-2008 Cumulative Return



'India Best 50' vs. Industry Average*



'India's Best Companies to Work For' – Study 2010

- The objective of this study is to help organizations in India to transform themselves into Great Workplaces, by a process of discovering their strengths and areas of improvement through benchmarking against other organizations.
- The Study is into its 7th year in India
- Over 640 Organizations and 180,000 employees have taken this survey so far
- The 2010 list of 'India's Best Companies to Work For' will be published in a special supplement of The Economic Times
- The 2008 and 2009 Study results were published by The Economic Times and the four Studies before that were published by Businessworld
- The Study is followed by the declaration of the Best Companies list.

Methodology

The Study looks at a workplace from 2 lenses - Trust Index® and Culture Audit®

- Trust Index® is a questionnaire for employees, containing 60 statements & 2 open-ended questions, takes about 15 minutes to complete & carries 2/3rd weightage. This questionnaire is administered, preferably online, to a randomly chosen set of employees.
- Culture Audit® has two questionnaires for the Management, seeking both qualitative and quantitative data. While the quantitative data is used to study emerging trends, the qualitative data is analysed using a structured process & carries 1/3rd weightage.

Why Participate?

- 'India's Best Companies to Work For' list is very influential & powerful **media scorecard**. Organizations that make it to the list earn substantial positive recognition.
- Secure a competitive edge in recruiting **talented employees** and attract **clients & customers** that value doing business with great workplaces.
- Participation in the process allows you to gain unparalleled insight into the **strengths & areas of improvement** of your workplace practices.
- An invaluable input for your **HR Strategy** roadmap, for the coming financial year.
- Benchmark with not only the Best Workplaces but also others from your Industry / Business Sector.
- This Study encourages the participation of employees across all hierarchical levels including the blue collar workforce.
- Opportunity to be a part of a growing community committed to making India a the Great Place to Work®

Some of Our Publications



Confidentiality & Positive Recognition

- No data provided by participating companies is shared with anyone, other than the evaluators. However, only companies making it to the Best Companies list are named.
- No negative information disseminated about participating companies

Product/Services

To enable organizations to discover their strengths and areas of improvement through benchmarking against other organizations, the following reports are made available to the participating organizations:

Complimentary Reports

These reports are available to all participating Organizations at the end of the Study.

Percentile Report: In this report, the Percentile position of the Organization on all statements of Trust Index® is available to enable organizations to make a comparative assessment of their scores.

Report on Demographic Profile of the Top 50: This report details the various demographic trends of the companies that rank among the Top 50 in the Study.

'India's Best Companies to Work For' – Study 2010 Report, Highlights and Trends: This is a Report that gives the highlights, trends and the key learning from the Study.

Reports for Subscription (Priced)

Feedback Report: This report is available only to organizations that participate in 'India's Best Companies to Work For' – Study 2010. As a part of this report you get the following:

- The scores of your organization based on the employee responses, on all statements of the Trust Index®.
- Demographic scores of your organization segmented by role, gender, age, years of service, department, region and work status
- Benchmark scores of the Top 50 'India's Best Companies to Work For' – Study 2009

Priced – INR 15,000/-

This report can be availed of on completion of the employee survey in the organization, and participating organizations need not wait till the end of the Study.

Customized Benchmark Report: This report provides a thorough look at your employee comments and the organization's survey results in comparison to three benchmarks of your choice from the 'India's Best Companies to Work For' – Study 2010 List. As a part of this report you get the following:

- Employee comments and prominent themes emerging from them
- Key Drivers of Employee Engagement in your organization, based on statistical analysis
- Best People Practices around the Key Drivers
- Demographic profile of the 3 benchmarks of your choice

* A Benchmark is the aggregated scores of 5 or more organizations within a given category, viz. Industry category, comparable employee strength,

Priced – INR 40,000/-



Cultural Best Practices Report: This report showcases the best workplace practices of organizations that have featured in our studies in India, US and Europe including more than 300 practices, forms an invaluable part of the toolkit of any manager. As a part of this report you get the following:

- Best people practices of organizations that have featured in the 'Best Workplaces' lists in India as well as those that have featured in various National lists across the globe
- Case Studies of some of the organizations that have regularly featured in the Best Workplaces lists
- Blue print for action across all dimensions

Priced – INR 15,000/-

This report can be availed at any time.

Cultural Audit Analysis Report: This report gives a comprehensive analysis of the Culture Audit document submitted by the organization and compares and contrasts it with some of the Best Companies in the terms of the best people practices in each of the nine Practice Areas and gives deeper insights into focus areas.

Priced – INR 50,000/-

Add-on Services (Price on request)

Advisory Calls: In addition to the various reports, advisory calls over the phone and customized advisory sessions at your organization are available on request.

Action Planning Workshop: This is an add-on product to the Customized Benchmark Report. One of the Institute's consultants will design and facilitate this, on-site learning event, action-planning workshop to understand what is a Great Place to Work® and to assess your organization using the Great Place to Work® framework, to delve deeper into your Customized Benchmark Report results, to understand relevant 'Best Practices' of some of the Best Workplaces and to craft an action agenda to make your organization a Great Place to Work®. Choose either a coaching session, a facilitated discussion among senior leaders, or a small group presentation format.

Customized Presentation: This Presentation is an add-on product to the Customized Benchmark Report and gives a step by step comparative analysis of the survey results of the participant organization against those of the selected benchmarks, some relevant 'Best Practices' and recommendations. This is a comprehensive presentation to enable executives to present or share the survey results within the organization.



Awards & Publication

'India's Best Companies to Work For' – Study 2010

- Top 50 organisations will be featured in rank order, Next 50 organisations will be communicated individually about their ranking, however the same will not be published
- Industry-wise Best Workplaces in rank order for a maximum of 10 organizations, depending participation (One out of five organizations is likely to be recognized)
- Best Companies among Public Sector Enterprises
- Best Workplaces in organizations with more than 10,000 employees will be recognised in a separate category called 'Best Workplaces among large organizations'
- Top 50 'India's Best Companies to Work For' will be felicitated in a special Awards Ceremony
- The Economic Times will feature the Best Companies list in a Special Supplement

Special Category Awards

Among other awards, there will be awards in special categories viz.

- Excellence in Corporate Social Responsibility
- Innovative People Initiative in an economic downturn.
- Best Company for Women
- Best Company for Generation Y
- Best Company for Work / Life Balance
- Best Company for Leadership Development
- Unique Company Initiative / Programme

Eligibility

Organizations that fulfil the following criteria are eligible for participating in the 'India's Best Companies to Work For' – Study 2010

- Minimum 100 employees in the organization
- Minimum 2 years of operations in India
- A company is not eligible if it is going through a merger/acquisition that adds 25% or more to their employee population at any time for a period of one year from the date of survey.



Register Now

How to Register?

To participate in the 'India's Best Companies to Work For' – Study 2010 kindly fill out the Registration Form online by visiting <http://survey.greatplacetoworkindia.co.in/2010study/>

There is no participation fee*.

Time-lines

Registration – September 2009 onwards

Employee Surveys – October 2009 onwards (2 weeks window period)

Culture Audit – Simultaneous with the employee surveys

List Publication – June 2010

Awards Ceremony – June 2010

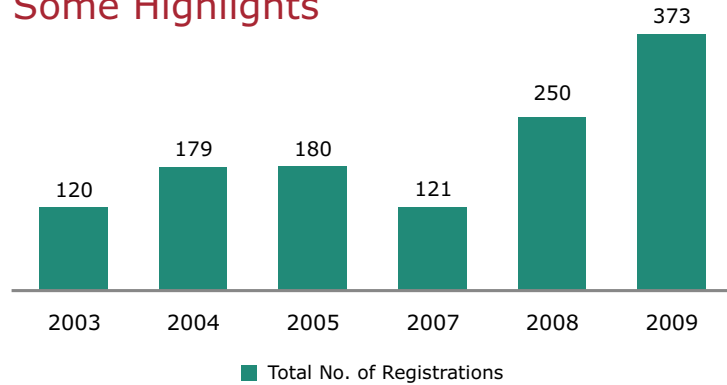
For more information, do write to us at aborate@greatplacetowork.in or greatplace@greatplacetowork.in.

You could also call us at +91-22-66105544 or +91-22-24328534 or 09920866406

*** A flat administrative cost of Rs. 15,000/- plus tax will be levied for a paper pencil survey.**

'India's Best Companies to Work For' – Study 2010 is now the largest study of its kind, in India

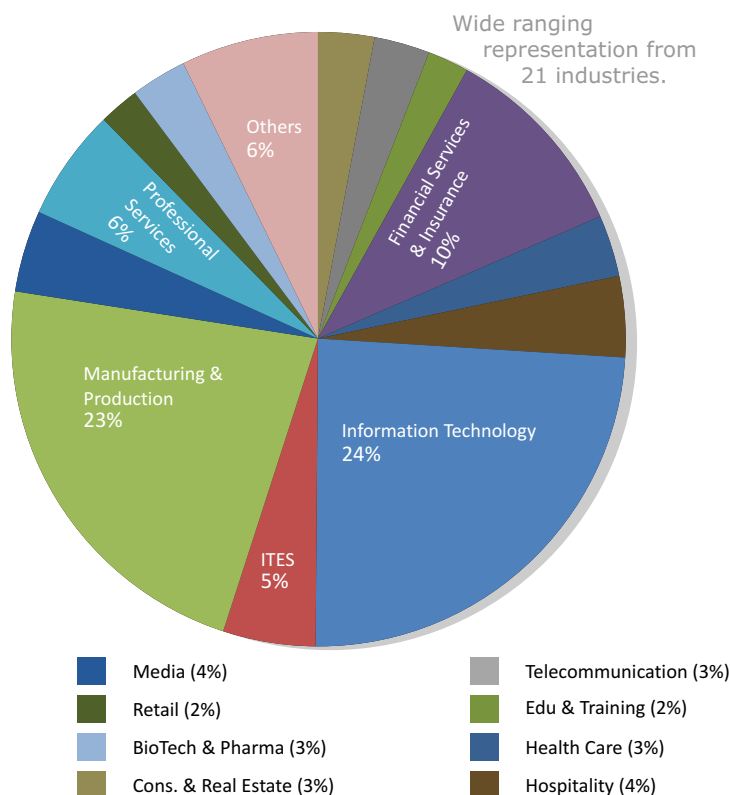
Some Highlights



Registrations

- Largest Workplace Study in India
- Total No. of Registrations - 373
- Total No. of employees participating – 50,000 +

Industry wise Distribution of Participating Companies



- | | |
|---|--|
| 1. RMSI Private Limited | Accenture Services Pvt Ltd |
| 2. Intel Technology India Pvt Ltd. | Acclaris Business Solutions Pvt Ltd |
| 3. Federal Express Corporation | Bajaj Capital Limited |
| 4. Aviva Life Insurance Co India Ltd | Dr. Reddy's Laboratories Ltd |
| 5. Google India Pvt. Ltd. | Ernst & Young Global Shared Services |
| 6. Qualcomm India Pvt Ltd | Eureka Forbes |
| 7. Marriott Hotels India Pvt. Ltd. | Hardcastle Restaurants Pvt. Ltd. |
| 8. American Express | Housing Development Finance Corporation Limited |
| 9. Network Appliance Systems (India) Private Limited (NetApp) | Infosys Technologies Ltd |
| 10. NTPC Limited | Intelenet Global Services |
| 11. Bharti Airtel Limited | InterGlobe Enterprises Ltd. |
| 12. Agilent Technologies | Intuit Technologies Services Pvt Ltd |
| 13. Classic Stripes Limited | JM Financial Consultants |
| 14. ITC Limited - Hotels Division | Kotak Mahindra Bank Limited |
| 15. Godrej Consumer Products Ltd. | LG Electronics India Pvt Ltd |
| 16. Hilti India Private Limited | Marico Limited |
| 17. Corbus India Pvt Ltd | Max New York Life Insurance Co. Ltd |
| 18. Tavant Technologies Pvt. Ltd. | Monsanto India Ltd |
| 19. MindTree Ltd | PayPal India Private Limited |
| 20. iNautix Technologies India Pvt Ltd | Quintiles India |
| 21. Sabre Travel Technologies Pvt. Ltd. | Tasty Bite Eatables Limited |
| 22. Johnson & Johnson Limited | Tata Consultancy Services Ltd. - BPO |
| 23. Silver Spark Apparels Ltd | The Oberoi Group |
| 24. Titan Industries Limited | ValueLabs |
| 25. Mando India Ltd | Visakhapatnam Steel Plant, Rashtriya Ispat Nigam Limited |



What our past participants are saying about us....

“MindTree has participated in the Great Place to Work study for 5 years now because it is a researched, independent and a consistent model to identify areas where we are doing well and the ones that need attention. The fact that this study is the largest in India and is administered across 40 plus countries, helps us get a sense on where we stand with respect to our articulated Vision of “being admired globally for our People practices”.

- Ashok Soota, Executive Chairman, Mindtree Ltd.

“The Great Places To Work Institute recognizes companies with outstanding human resources and workforce policies. “

- Taarek Hinedi, Managing Director – India, FedEx Express

“Intel India participates in the survey because two thirds of the scoring is based on employee feedback, very good transparency of process and integrity of GPTW Institute. It provides detailed benchmarking across a good cross-section of companies/industries and covers a broad spectrum of organization health areas that helps us drive work place improvement actions. “

- Praveen Vishakantaiah, President, Intel India

Other offerings of Great Place to Work® Institute

Some of our tools and consulting services are:

- **Trust Index® – Customised Employee Survey** which measures employees' perceptions of the quality of their workplace relationships
- **360° Trust Appraisal®** which evaluates the trust building attitudes and behaviors of individual managers
- **Trust Audit®** which involves a series of focus groups conducted onsite at the client organization
- **Internal Branding – Value Development and Deployment** which aims at institutionalizing the values of the Organization & the management
- **Employee Engagement / Employee Coaching initiatives** which aims at increasing engagement by enhancing the quality of leadership at various levels
- **Employer Brand Strategy** which aids organizations in positioning themselves as an employer of choice
- **Retainership Arrangement** to assist organizations in implementing employee-centric change agenda.

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