

Marsh Global Capability Centre (GCC) Practice

Empowering People Leaders for future-ready GCCs in India

At Marsh, we are committed to empowering HR and TR leaders to navigate the complexities of risk, talent, and benefits strategy in India. With extensive expertise in the GCC landscape, we offer tailored insurance risk management solutions that assist organizations in establishing and growing their GCCs, ensuring they are well-equipped to succeed in a competitive market.

As a trusted partner for GCCs in India, we collaborate with leading organizations to develop and deliver comprehensive insurance solutions, all supported by in-depth market insights. Marsh is the largest broker in the country, engaging with over 7,000 clients and placing +\$2 billion in premiums annually.

Market Insights: The GCC Growth Story



Growth of GCCs in India: Projections indicate that by 2026, the number of GCCs in India could reach 2,000, with a market size of \$73 billion and an estimated workforce of 3 million. By 2030, this figure is expected to rise to 2,400 GCCs, with the market size soaring to \$110 billion and a workforce of 3.5 million.* This remarkable growth is driven by several factors, including a vast and skilled talent pool, cost efficiency, technological advancements, and supportive government policies. **At Marsh, we manage the health and benefits insurance portfolio for 30% of GCCs.**

Evolving Benefits Landscape



GCCs in India are on way to building sustainable & strategic People Practices! GCCs are increasingly focusing on providing comprehensive insurance benefits along with flexibility, preventive care and holistic wellbeing to attract and retain top talent. A comprehensive insurance benefits strategy is essential for aligning benefits with employee needs today and tomorrow.

Key Employee Benefits Trends in GCCs



Elevated Core Benefits:

67% of GCCs have enhanced their sum insured along with 51% sponsoring parental insurance cover, reflecting a commitment to robust risk management and employee well-being.*



Flexible/Hyper-personalized Benefits:

The traditional one-size-fits-all approach is being replaced by hyper-personalized offerings that cater to individual employee needs and preferences. Marsh has witnessed a staggering 300% growth with 30% of GCC clients now providing such options.*



Outpatient Benefits/Comprehensive Preventive Care:

1 out of 2 organizations are offering OPD insurance, with rising inclusions such as doctor consultations, prescribed diagnostics, pharmacy services, vaccination coverage, and annual health checks.*



Integrated Benefits Technology Platform:

The rise of centralized technology platforms is revolutionizing how employees view their total rewards. 77% of GCC clients are interested in investing in integrated benefits technology platforms for seamless accessibility and management of benefits.*



Mental Health Wellbeing:

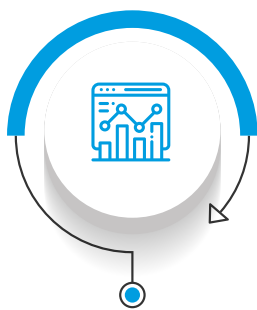
Recognizing that employee well-being extends beyond physical health, GCCs are increasingly implementing comprehensive holistic wellness, reflecting a growing commitment to addressing mental health as a critical component of overall employee wellness.



Diversity, Equity, and Inclusion (DE&I):

GCCs are enhancing their DE&I initiatives to foster a purpose-driven culture that resonates with newer generations of employees. These efforts go beyond mere compliance; they are foundational to creating future-ready workplaces.

Our Solutions: Partnering with GCCs from Set Up to Scale Journey



Benefits Benchmarking and Program analytics

- Detailed Benefits and Claims benchmarking across GCC Industry and market to assess client benefit position against peers
- Detailed assessment of portfolio and insights drawn on utilization, trends etc.



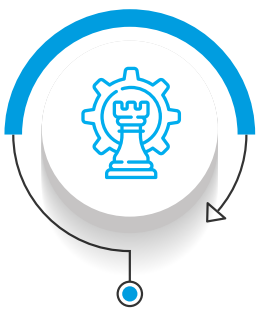
Wellbeing Solutions

- We offer holistic wellbeing solutions based on your employee needs and health risks
- Partner in Health & Wellbeing initiatives for your employees and co-own programs from an advisory and execution perspective.



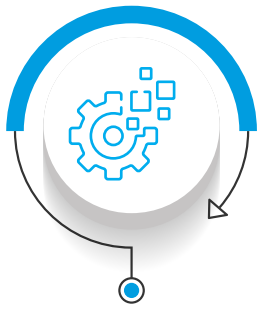
Benefits Communication

- Be-spoke Employee engagement with effective communication tools and programs
- Communication strategy & materials for change management & employee sessions
- Bespoke communication to support HR goals



Expert Design and Implementation assistance for Benefits

- Insurance plan design recommendations tailored to the various phases of GCCs from setup to scale and maturity enhancing your employee value proposition
- Flexible benefit program strategy and implementation
- Propose plan designs based on market trends, data and renewal objectives
- Dedicated Pre placement , placement , post placement support



Benefits Technology Platform

- Integrated Health & Benefits Technology offering consumer grade experience to your employees
- Total Rewards Statement
- Benefits Manager
- Reimbursement Manager



Risk Management beyond Employee Benefits

- Cyber, Data Privacy
- Property Construction and Risk Engineering
- Liability Exposures and Limits

Interactive call to action

Want to know more? Reach out to your Marsh Relationship Manager.

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