



The Rise of GCC: Building India as a Global Capability Hub

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✓ **3+ decades of GBS/ GCC Industry**

✓ **Building India as the GCC Hub**

✓ **Opportunities for CAs and Advisory Firms**

In Your OpinionWhy do Organizations Setup Global Capability Centers (GCC)?

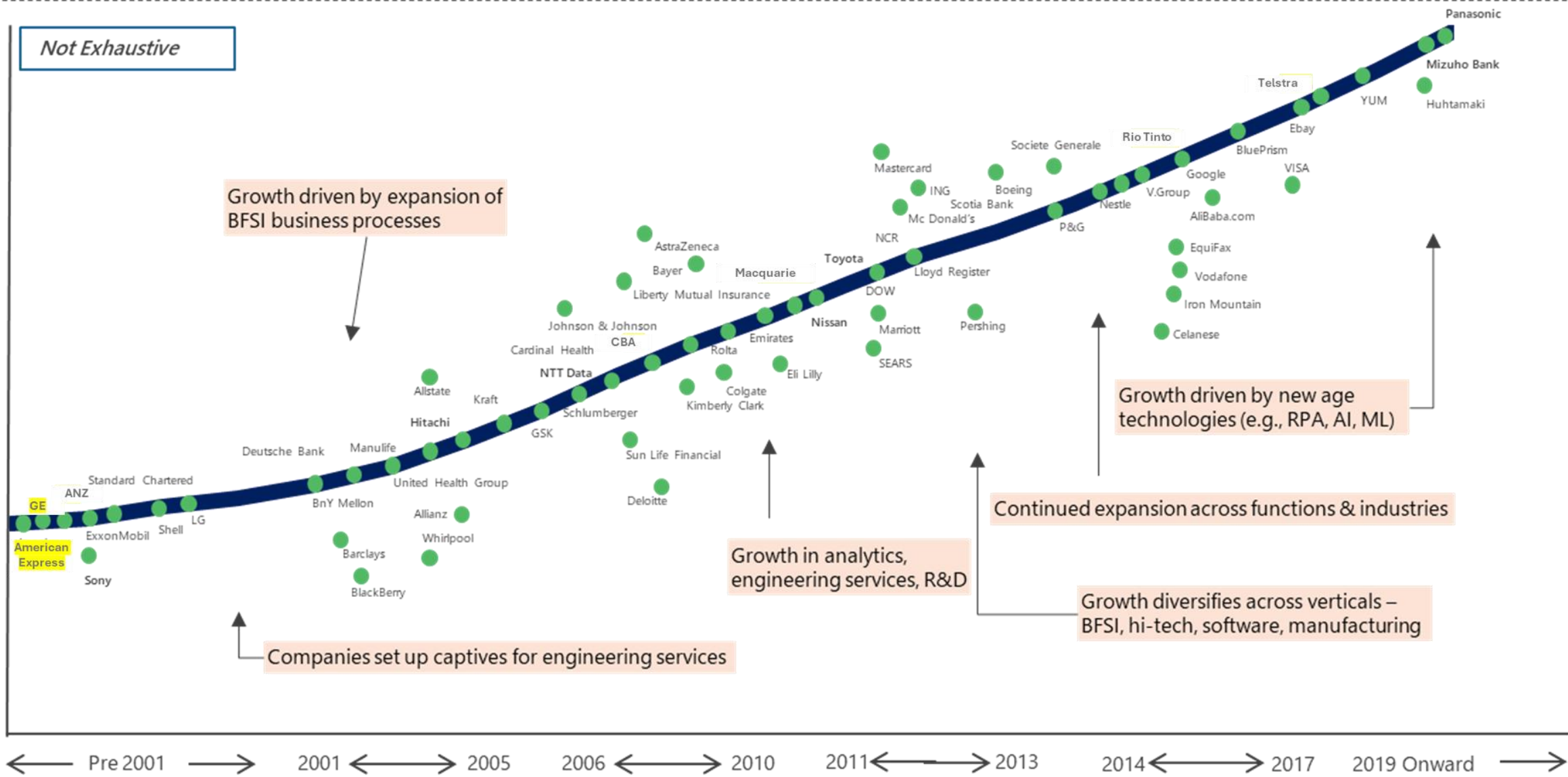
1. Consolidate & Offshore Transactional Work
2. Cost Optimization
3. Efficiencies & Enhanced Customer Experience
4. Access to Talent Pipeline & Specialized Skills
5. Innovation Continuum & Strategic Decision Making
6. Market Expansion & Competitive Edge

3+ Decades of GBS/ GCC Industry

- Started with Labour arbitrage and the Lower- end of transactions
- Journey: Engineering Services / Shared Services → Business Services → Global In-house Centers → Global Capability Center
- Most of us 'landed by accident'however built our Identity & Brand by Reinventing & Repositioning
- India leads globally with 1,900+ GCCs, employing over 2 million professionals.
- These centres now contribute USD 46 billion to India's economy – expected to cross USD 100 billion by 2030.

Cost → Talent → Value → Innovation

Evolution of the GCCs in India



Note: List is indicative and shows some companies that have set-up Global Shared Services Centers/ GSE/ GCCs

Source: Insights from Survey and Research Report, SSF Global

The background features a glowing blue digital globe with a network of lines and nodes. To the left, there is a vertical column of hexagonal icons containing symbols for a person, a Euro coin, a magnifying glass over a dollar sign, a line graph, a smartphone with a dollar sign, a person with a laptop, and a cloud. The text is centered over the globe in a bold, yellow font.

Building India

as the

GCC Hub

GCC

TWO Cs: Collaboration & Capability

Ecosystem

Enterprise

Inhouse

Technology

People

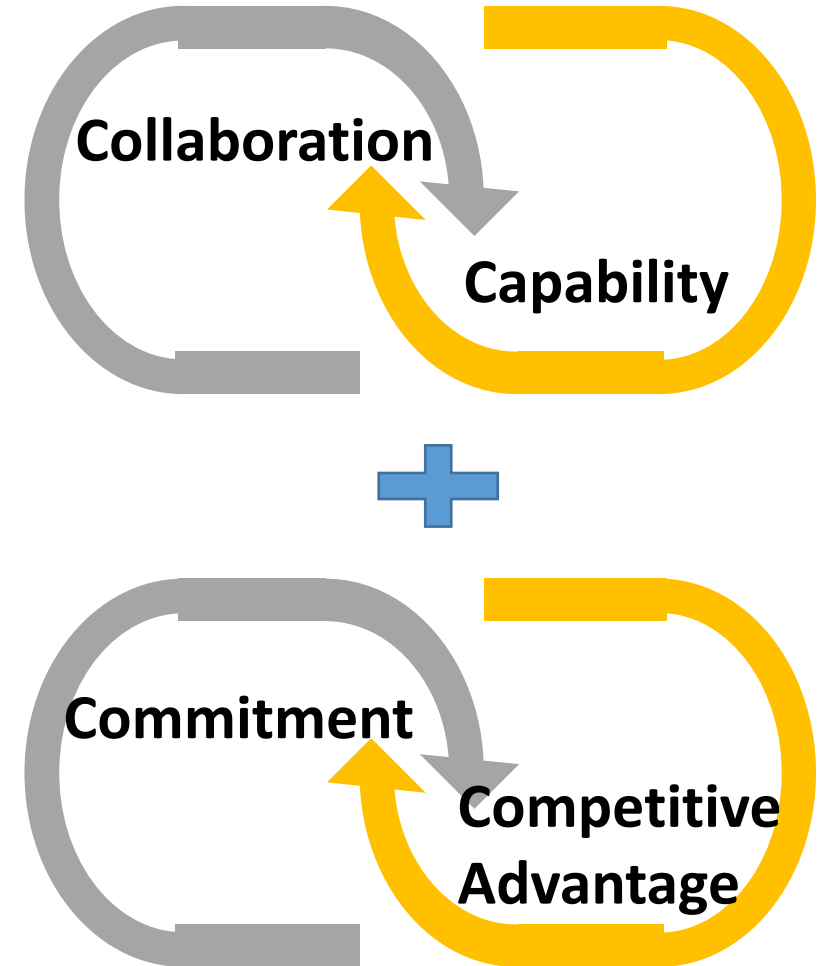
Business

Global Collaboration & Capability HUB

THE Strategic Asset



GCC Maturity Model from SSFGlobal



RISE™ to NextGen Enterprise Centre

Process Chain

Analytics

FP&A, Insights /Decision
Enabler

Reporting

Financial/
Management

Accounting

Revenue, Opex,
Mth/Qtr Close

Operational

AP, AR, Recs

Transaction to... Transformation

Value Chain

Transaction Processing

- Timeliness
- First Pass
- Accuracy

Functional Excellence

- Accounting Accuracy
- Control & Compliance
- Risk Mgmt.

Value Add Services

- Revenue Assurance
- Cost Reduction
- P&L and B/S Impact

Process Metrics to Business KPIs

Centre of Excellence (CoE) & Centre of Expertise (CoEx)

The Opportunity for CAs & Advisors

- ❖ 80,000+ CAs already embedded in the GCC landscape
- ❖ F&A - Role Model or Guinea Pigs
- ❖ Tier-2 cities are booming (About 25% of new ones)
- ❖ CAs and Advisory firms can lead the design, governance, and branding of these new-age Centres

However, requires **Mindsets Shift**

- ❖ Enterprise Mindset (Accounting to Commercial & Business)
- ❖ Disruption As Usual (DAU) Mindset (MD/ CM)
- ❖ Experience as a Service Mindset (Touchpoints to Journey)
- ❖ Entrepreneurial Mindset (Develop & Nurture Ecosystem)





"If you don't define your identity, it will be defined for you.

GCCs must lead their own narrative."

Thank You

Let's build not just Centres...Let's build bold, global brands.

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