



randstad

Randstad
employer brand
research
2021

country report India.

human forward.



contents

- 1 introduction
- 2 employer attractiveness
- 3 switching behaviour
- 4 COVID-19 in focus
- 5 sector insights
- 6 top employers
- 7 methodology

introduction



what is the randstad employer brand research?

- a [representative employer brand research](#) based on perceptions of the general audience. Optimizing over 21 years of successful employer branding insights.
- an [independent survey](#) with over 190,000 respondents in 34 markets worldwide.
- a [reflection of employer attractiveness](#) for the market's 150 largest employers known by at least 10% of the population.
- [provides valuable insights](#) to help employers shape their employer brand.



the employer brand roadmap.



why employer branding matters.



companies are overpaying on salaries by 10% if they don't have a strong brand.

50%

of candidates say they wouldn't work for a company with a bad reputation - even with a pay increase.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce. As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent; candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

19%

of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.

52%

of candidates first seek out the company's website and social media to learn more about an employer.

#1

obstacle to candidates in the application process is not knowing what it's like to work at an organization.

1-2x

companies with a strong employer brand have faster time to hire.

76%

employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.

34 markets surveyed covering more than 80% of the global economy.



● markets surveyed

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Czech Republic
- France
- Germany
- Greece
- Hong Kong SAR
- Hungary
- India
- Italy
- Japan
- Kazakhstan
- Luxembourg
- Malaysia
- Mexico
- New Zealand
- Norway
- Poland
- Portugal
- Romania
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- The Netherlands
- UK
- Ukraine
- USA

worldwide

- over 190,000 respondents
- 6,493 companies surveyed

sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 - 44
- comprised of students, employed and unemployed workforce

country

- 3,616 respondents

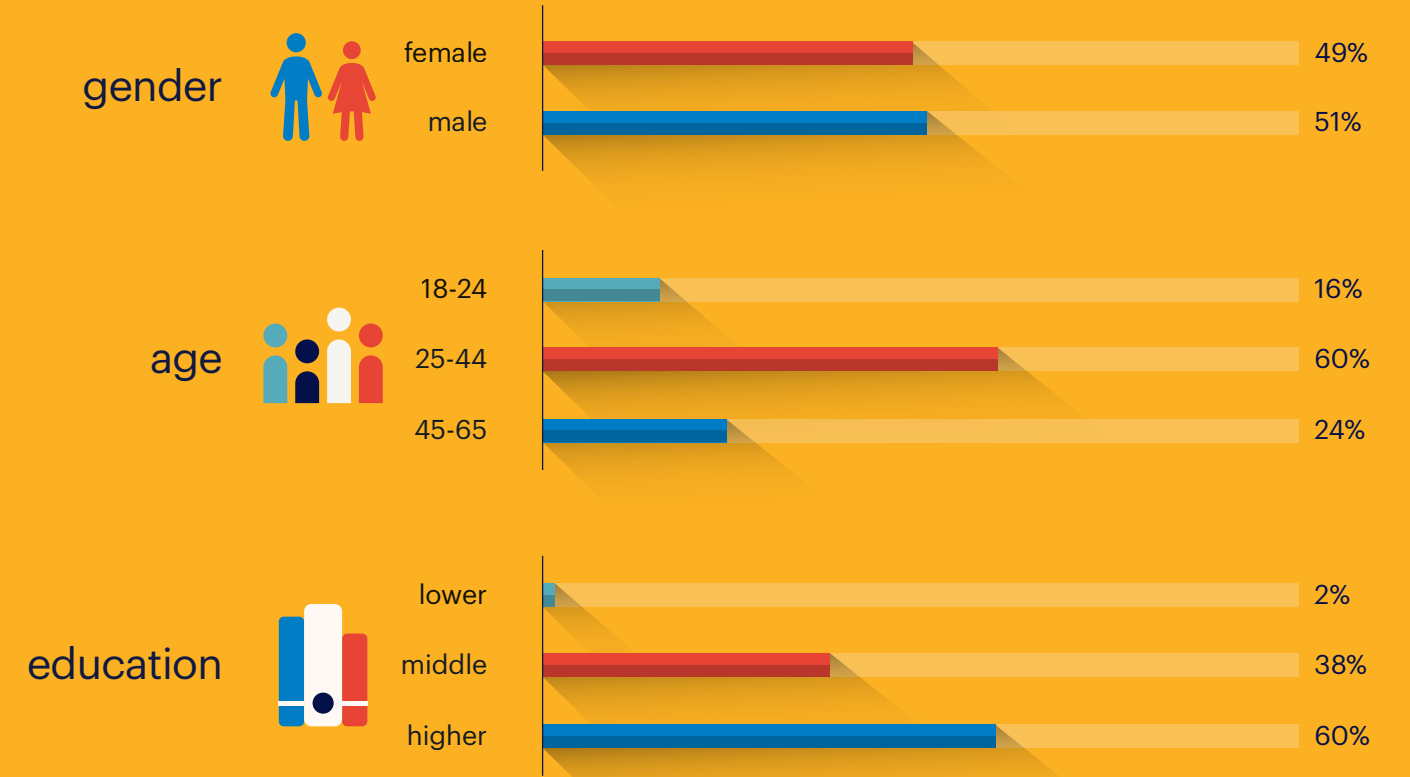
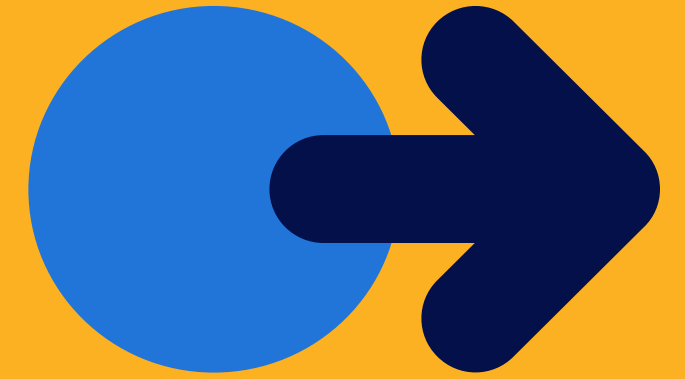
fieldwork

- online interviews
- january 2021

length of interview

- 16 minutes

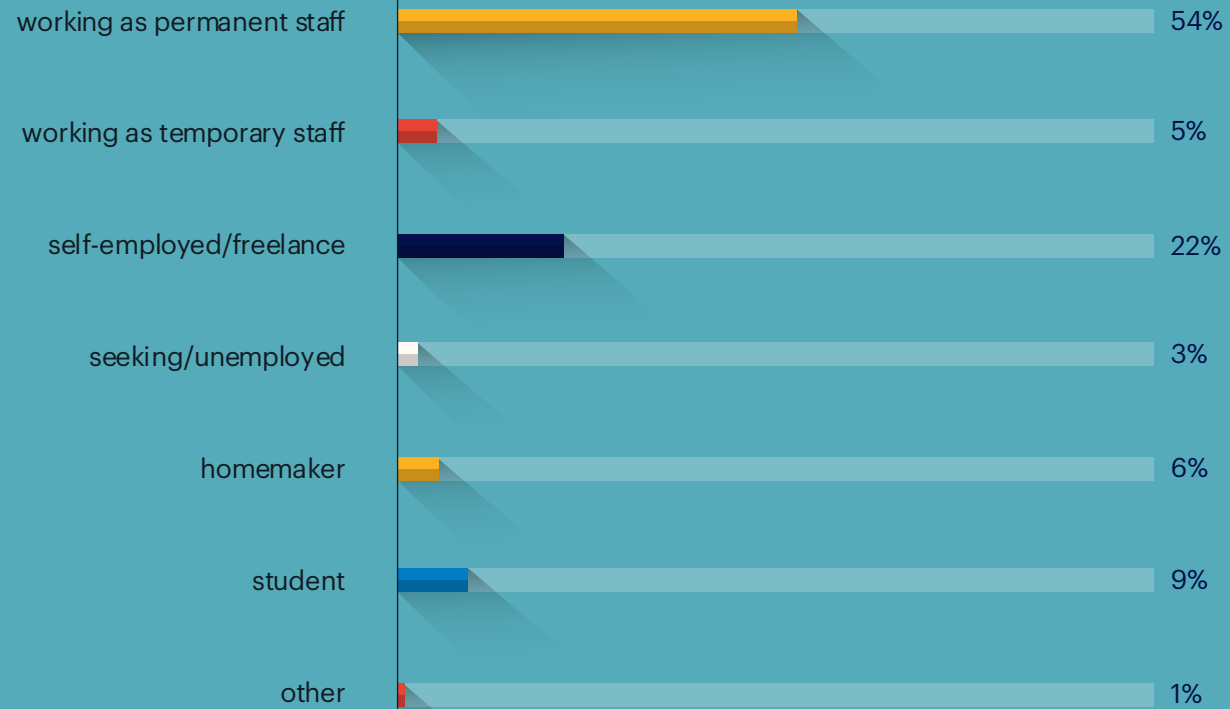
sample composition in India
socio-demographics,
employment status, region.



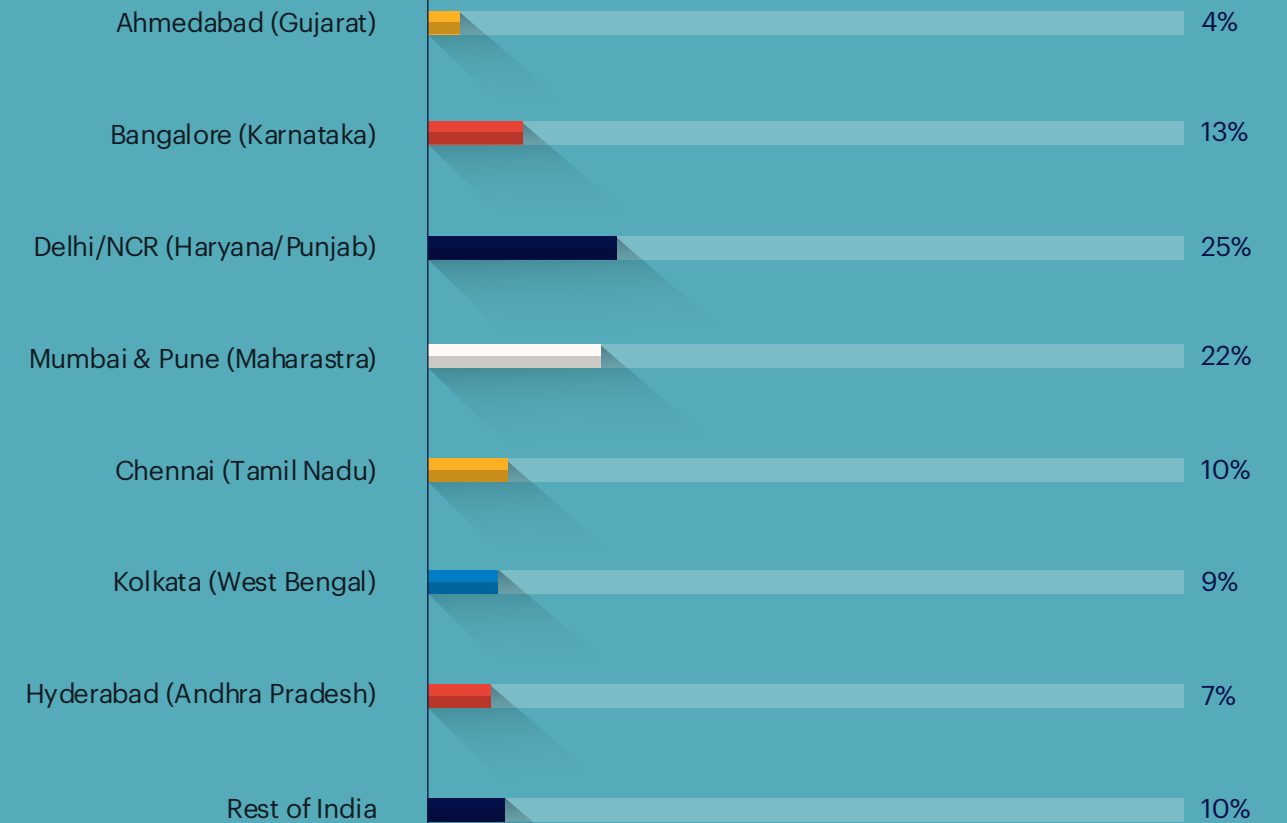
sample composition in India

socio-demographics, employment status, region.

employment status



region



India employer attractiveness.



evaluation of current employer

- 1 very good reputation
- 2 COVID-19 safe work environment
- 3 financially healthy
- 4 job security
- 5 work-life balance
- 6 pleasant work atmosphere
- 7 career progression
- 8 gives back to society
- 9 possibility to work remotely/
from home
- 10 attractive salary & benefits

perception of employer offer in India

what employees in India seek in an employer

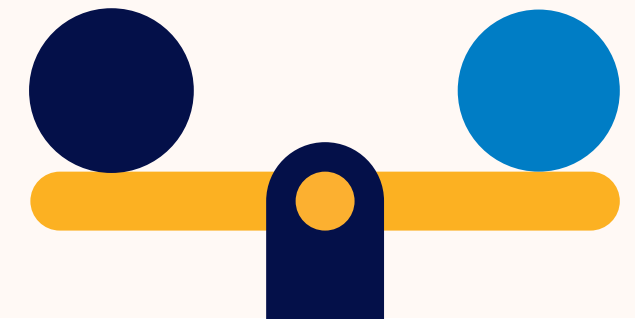
- 1 **work-life balance**
- 2 **attractive salary & benefits**
- 3 COVID-19 safe work environment
- 4 **job security**
- 5 very good reputation
- 6 financially healthy
- 7 career progression
- 8 possibility to work remotely/
from home
- 9 gives back to society
- 10 pleasant work atmosphere

what employers offer in India

- 1 financially healthy
- 2 very good reputation
- 3 COVID-19 safe work environment
- 4 **attractive salary & benefits**
- 5 career progression
- 6 pleasant work atmosphere
- 7 **job security**
- 8 **work-life balance**
- 9 gives back to society
- 10 possibility to work remotely/
from home

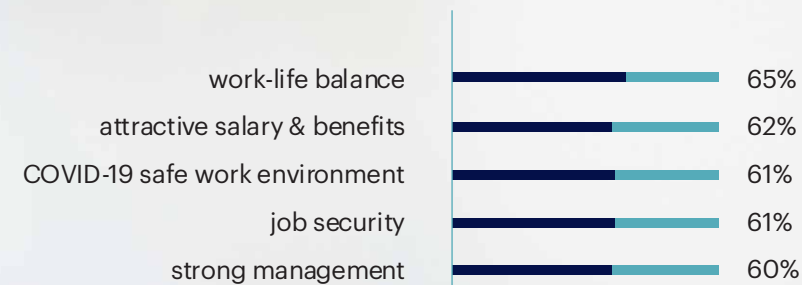
top gaps 3

- 1 **work-life balance**
- 2 **attractive salary & benefits**
- 3 **job security**

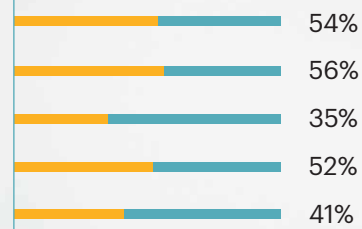


what potential employees want the 5 most important drivers when choosing an employer.

top 5 most important drivers



apac 2021



India top 5 drivers 2020

- 01 work-life balance
- 02 attractive salary & benefits
- 03 job security
- 04 financially healthy
- 05 strong management

India top 5 drivers 2019

- 01 attractive salary & benefits
- 02 work-life balance
- 03 job security
- 04 career progression
- 05 strong management

*when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were required to pick exactly 5 out of these 16.

what potential employees want when choosing an employer.



most important driver

work-life balance

Work-life balance is the most important driver, but all top 5 drivers do not differ much in importance to potential employees.

Work-life balance scores the highest among females and those aged between 25 and 54. This is also true for the #3 driver COVID-19 safe work environment.

Women, those aged 34 to 54 and the higher educated are more demanding overall as they point out on average 9 drivers to be important to them, as opposed to men and the 18-to-24-year-olds who point out 7 drivers or the lower educated who chose just 3 drivers on average.

employers' proposition

reputation, COVID-19 safe and financial health

Indian employees rate their own employers highest on very good reputation, having a COVID-19 safe work environment and financial health.

Employers are rated highest on good reputation by women and the higher educated, on financial health by those aged 35 to 54 and the higher educated and on having a COVID-19 safe work environment by the higher educated.

recommended employer focus

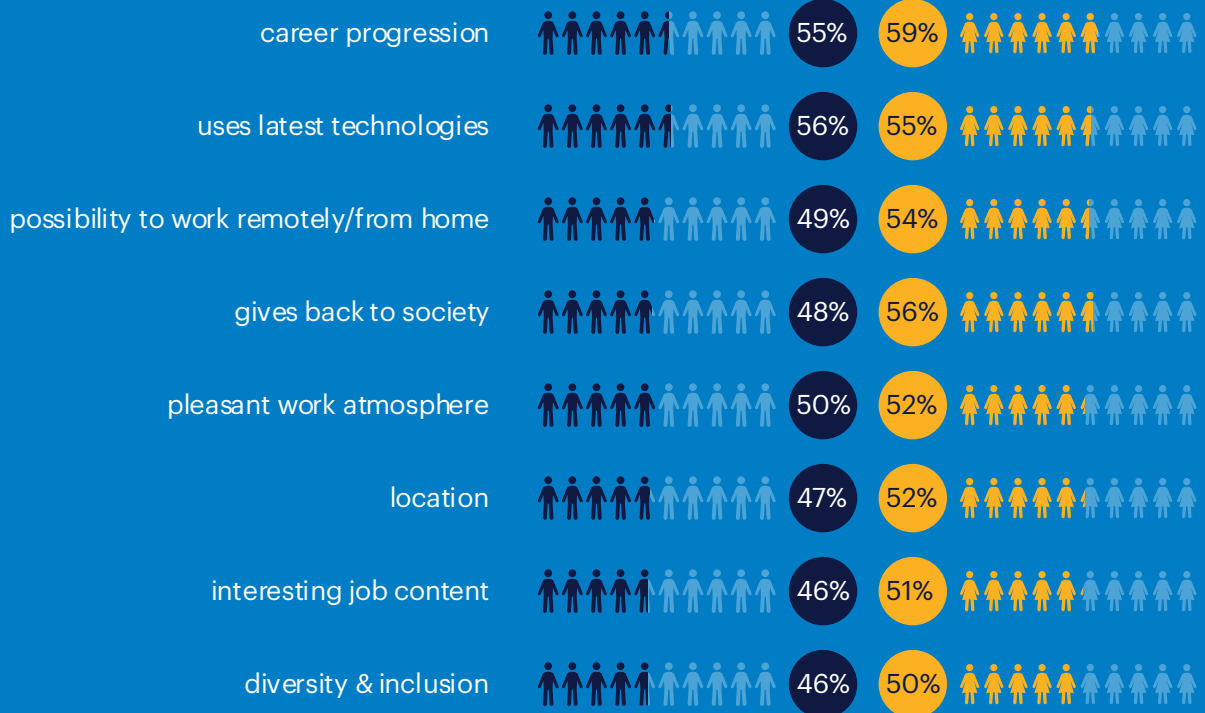
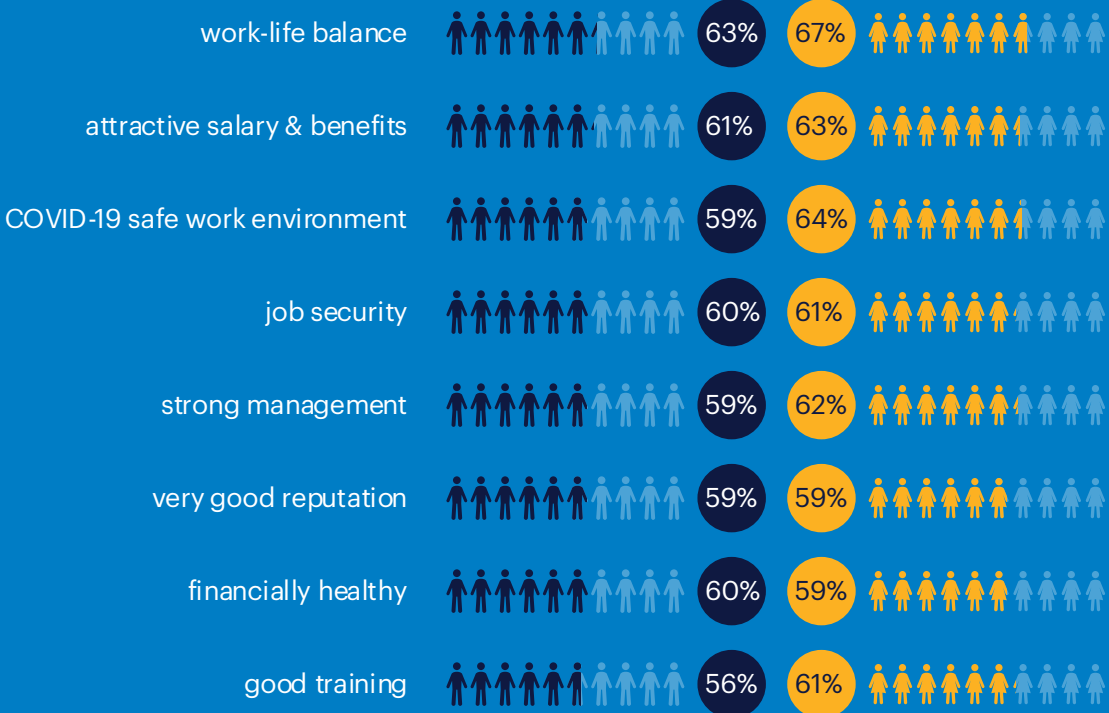
work-life balance

Employees rate work-life balance as the eighth driver offered by their employer, whereas it is the most important to them.

It is therefore recommended that the average employer in India pays more attention to employee work-life balance to enhance their attractiveness among prospective or current employees.

Attractive salary & benefits stands out as the driver that is second-highest important to employees, however, the average Indian employer receives the lowest rating on this driver by its own employees.

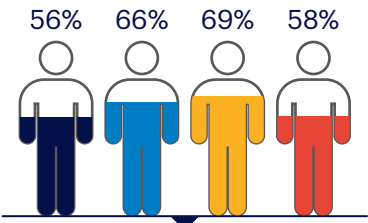
EVP driver importance by gender.



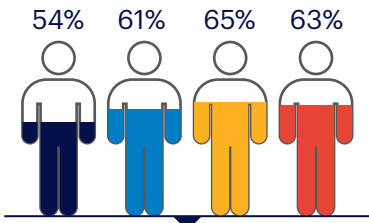
EVP driver importance by education.



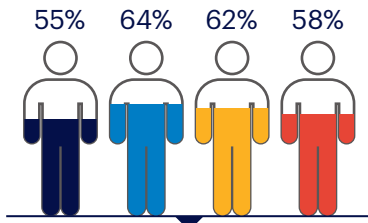
EVP driver importance by age.



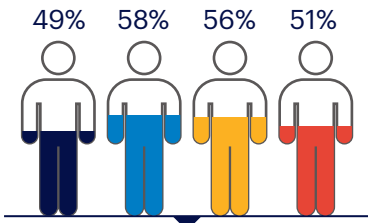
work-life balance



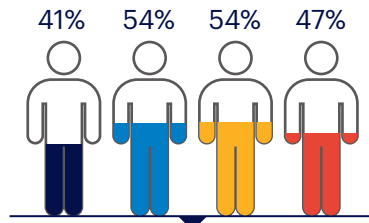
attractive salary & benefits



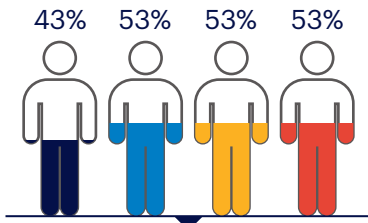
COVID-19 safe work environment



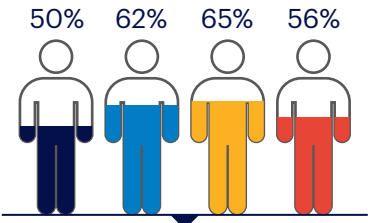
uses latest technologies



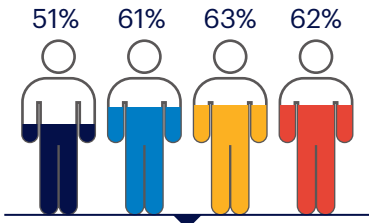
possibility to work remotely/from home



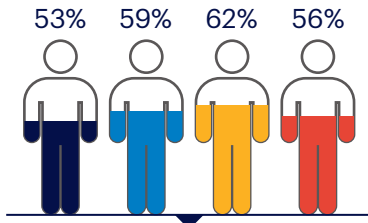
gives back to society



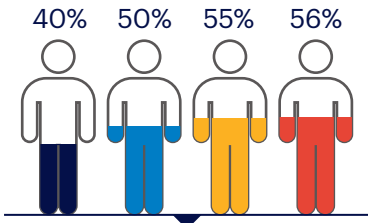
job security



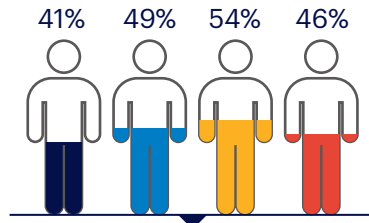
strong management



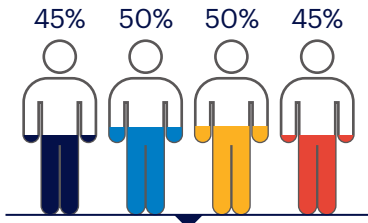
very good reputation



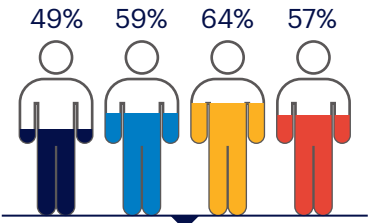
pleasant work atmosphere



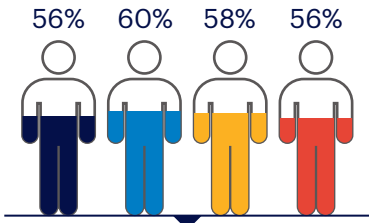
location



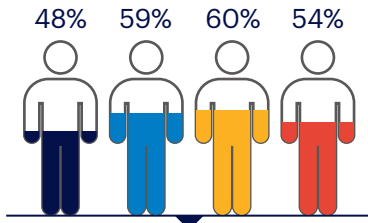
interesting job content



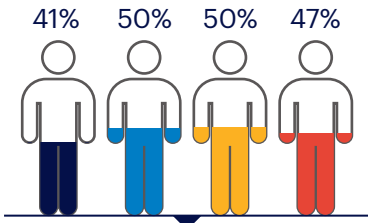
financially healthy



good training



career progression



diversity & inclusion



what do potential employees want

job collars in focus.

white-collar

66%

of white-collar employees consider attractive salary & benefits almost of equal importance to strong management and job security.

blue-collar

64%

of blue-collar workers consider a COVID-19 safe work environment the most important driver. This is different from the average employee who considers work-life balance the most important driver.

most important attributes



job-switching behavior in focus.



switching behavior finding another employer.

1 in 5 Indians changed employer

21% of
Indian
employees
changed their
employer in
the last half of
2020

those aged
25 to 34
and the lower
educated having
switched
employers most
often.

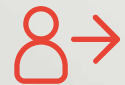
36% intend
to switch
employers in
the first half of
2021 and this is
more so for
those aged 25
to 34.

most important attributes switchers vs stayers.

switchers

2021

21%



2021

21%

changed employer in the past 6 months.

of those affected by COVID changed employer in the past 6 months.

stayers

2021

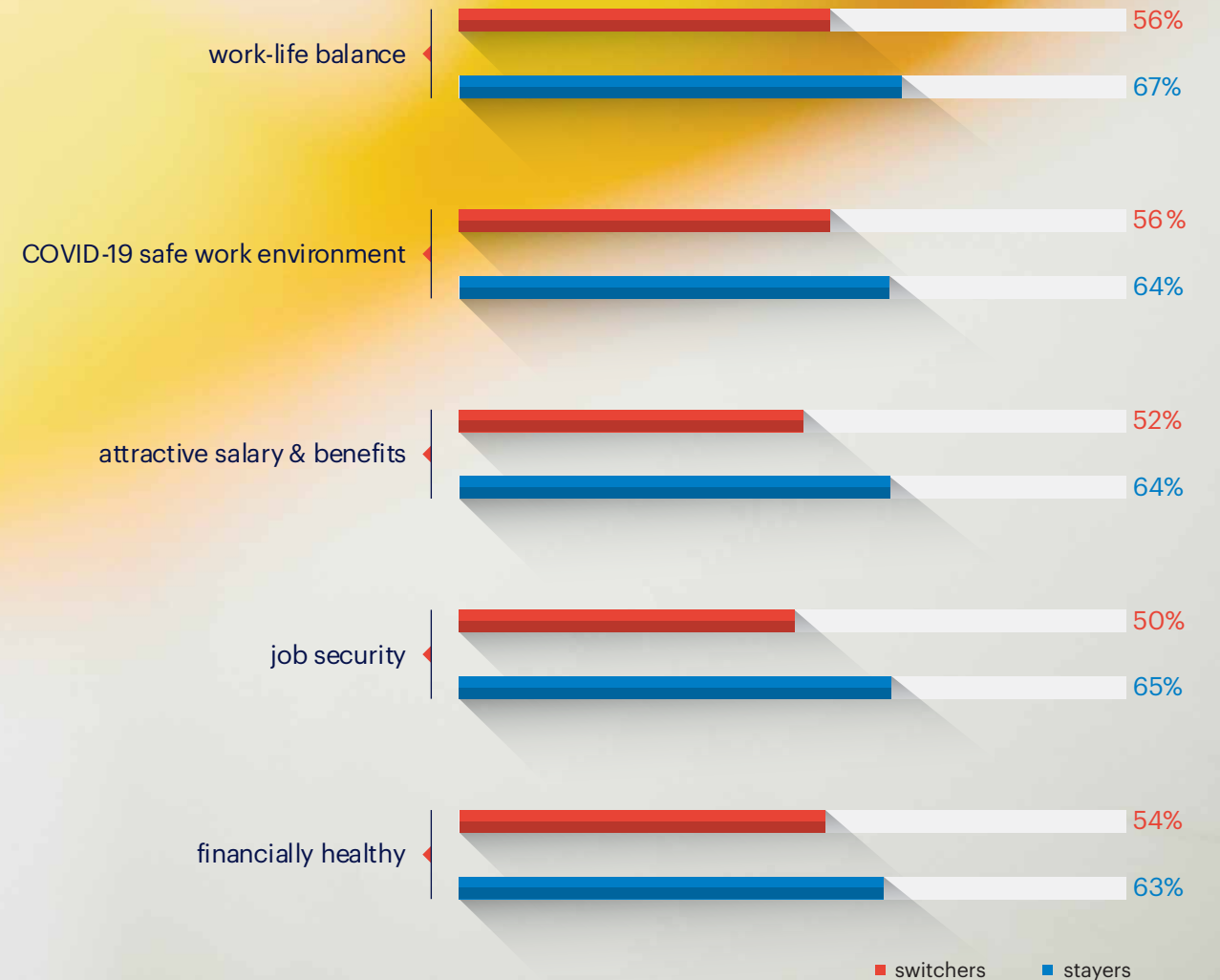
78%



stayed with their employer in the past 6 months.

* past 6 months = last half of 2020. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

most important attributes



job loss fear in 2021 intention to switch.



51%

of the employees who are afraid of losing their job, plan to change their job in the next 6 months.

28%

of the employees who are not afraid of losing their job, plan to change their job in the next 6 months.

* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

most important attributes



COVID-19 in focus.



COVID-19 and its impact on the labor market.



possibility for remote work fairly important

About half of the Indian employees (52%) are attracted by the possibility to work remotely.

Women, those aged 25 to 54 and the higher educated employees are more inclined to consider this driver more important.

Part-time workers incline to rank this driver less important when compared to the average workforce.

most employees (84%) started to work (more) remotely during COVID-19 pandemic

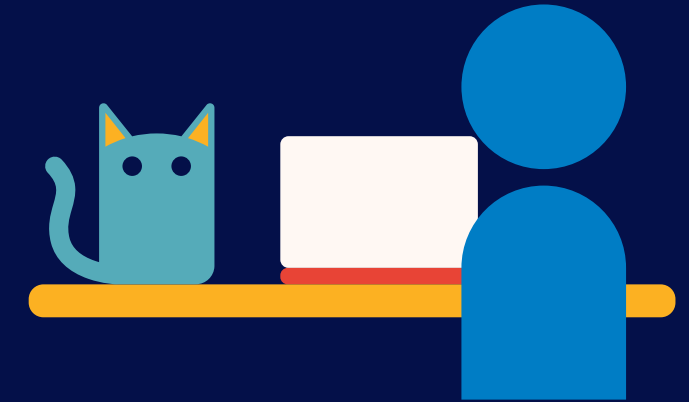
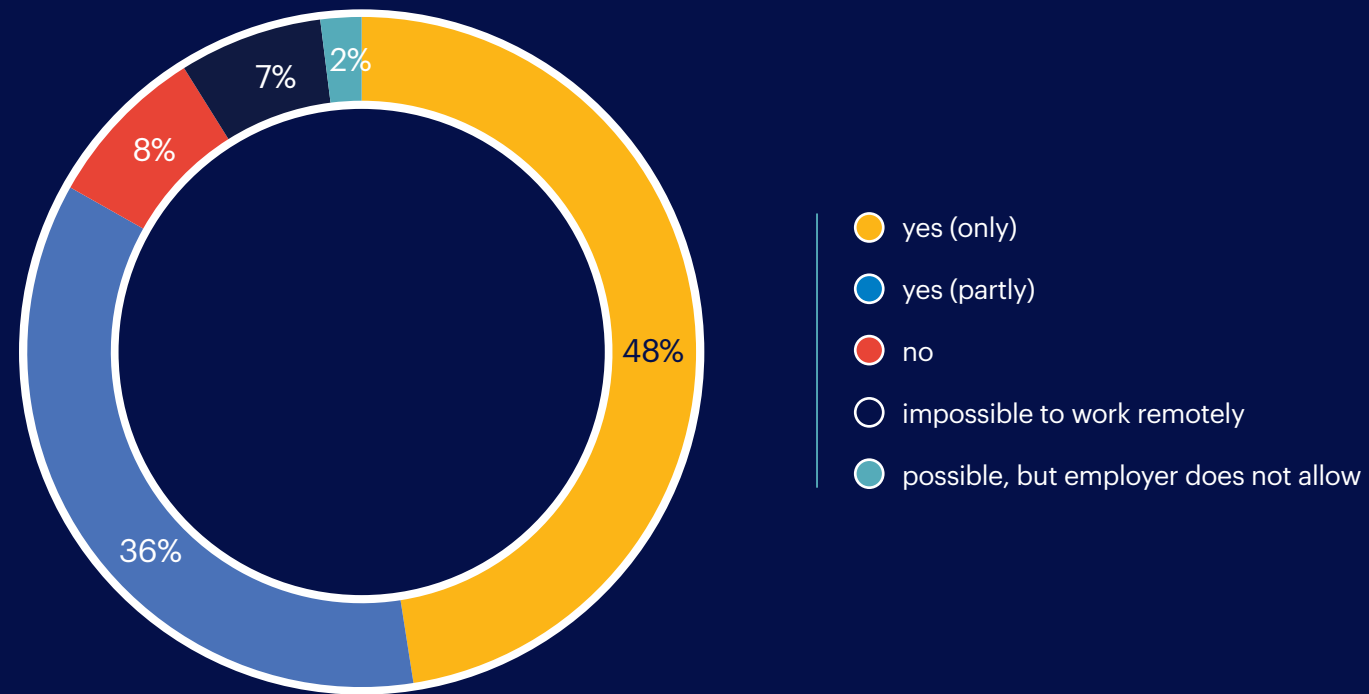
70% were involved in the decision to work remotely

29% of employees the decision was imposed on them by their employer and/or authorities.

Men, employees aged **25** years or older and the higher-educated employees continued to work as normal more often.

remote working due to COVID-19.

did you start working (more) remotely / from home due to the COVID-19 crisis?



India

36%

of the employees who said they worked remotely, do so out of their own decision.

Having an influence or not on the decision to work more remotely is higher among those aged 55 or older. There is no relation with gender and education.

Only 2% of employees who can work from home are not allowed to do so by their employer. Next to that, for 7% of employees, jobs are bound to the premises which makes working from home or elsewhere impossible.

apac

36%

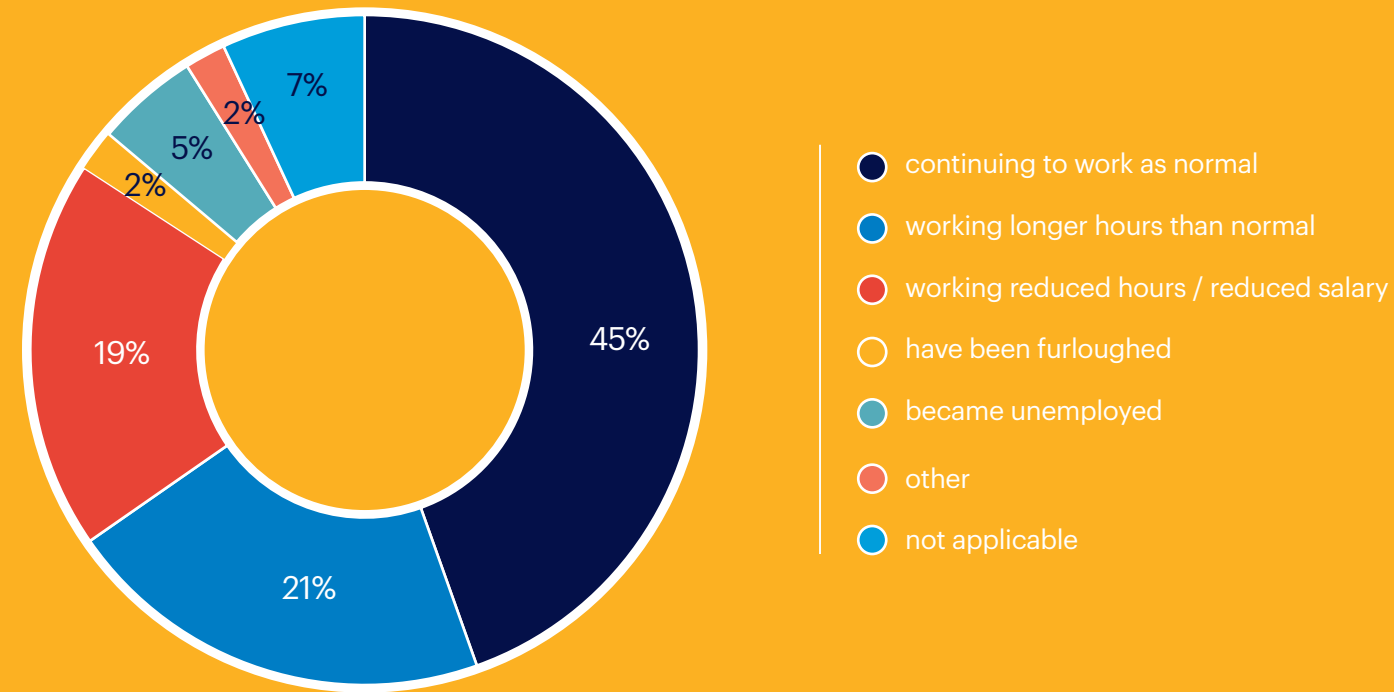
of the employees who said they worked remotely, do so out of their own decision.

When looking across APAC, we see more men (42%) and those 55 and older (49%) making their own decision to work remotely. Furthermore, 40% of APAC employees were obliged to work more remotely by their employer and / or the authorities.

A very little proportion of APAC employees who could work from home were not allowed to do so by their employer (4%). For 16% of APAC employees, working from home is impossible as their jobs are bound to the premises with this being most often the case for the lower-educated (49%).

employment situation changes due to COVID-19.

how COVID-19 changed one's employment situation



half of the employees saw their employment situation change

49% of employees were either furloughed, became unemployed, worked more or fewer hours than usual or for other reasons saw their employment situation change due to COVID-19.

A higher proportion of those who continued to work as normal are men and those aged 25 or older. The younger generation (24 or younger) became unemployed most often (10%).

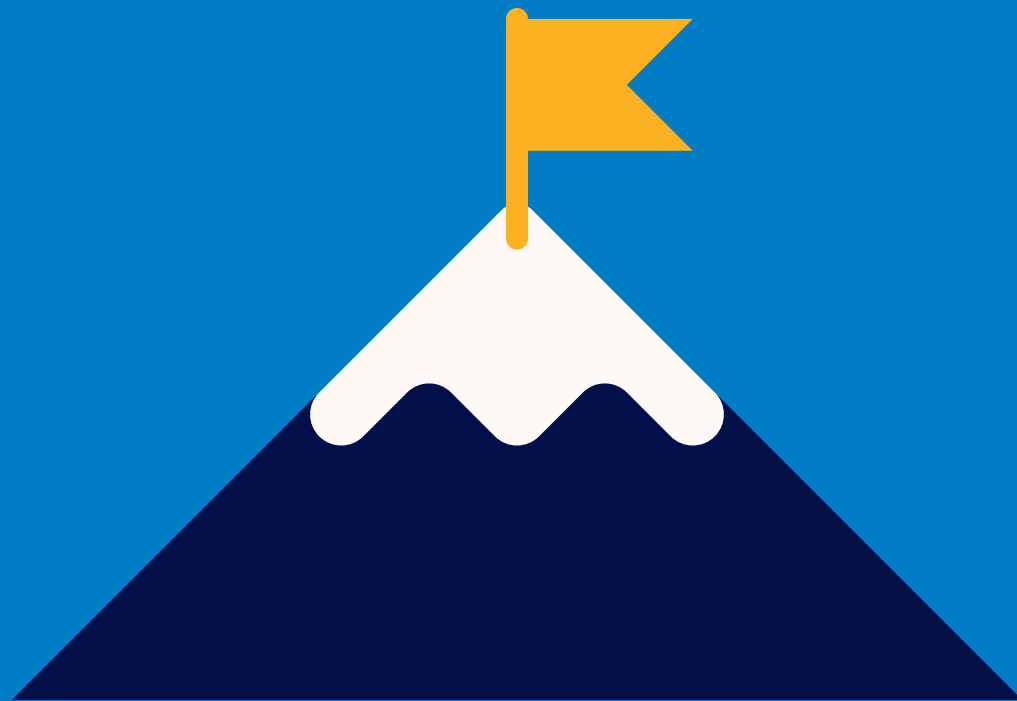
About half of the employees continued to work as normal. however, those aged 25 to 34 were more likely to work longer hours than normal (23%), whereas men were more likely to work reduced hours (21%).

apac

33%

have seen their employment situation change due to COVID-19.

intention to switch amongst those affected by COVID-19.



intenders

2021

36%

plan to change employer in
the next 6 months.

intenders

2021

42%

of those affected by
COVID-19 plan to change
their employer in the next
6 months.

If one's employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (42%) than those who just intend to change employers (36%).

The way Indian employers have supported their workforce and handled the pandemic has had a very positive impact on loyalty among employees. No less than 82% of employees now feel that they are more loyal as opposed to a mere 5% who feel less loyal to their employer. Female employees (86%) are more likely to have become more loyal than men were (79%). Those who were obliged to work from home were slightly less likely to say their loyalty increased (78%) when compared those who could play a role in the decision to work from home (84%).

* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.



job loss fear in 2021 due to COVID-19.

considerable fear of losing job

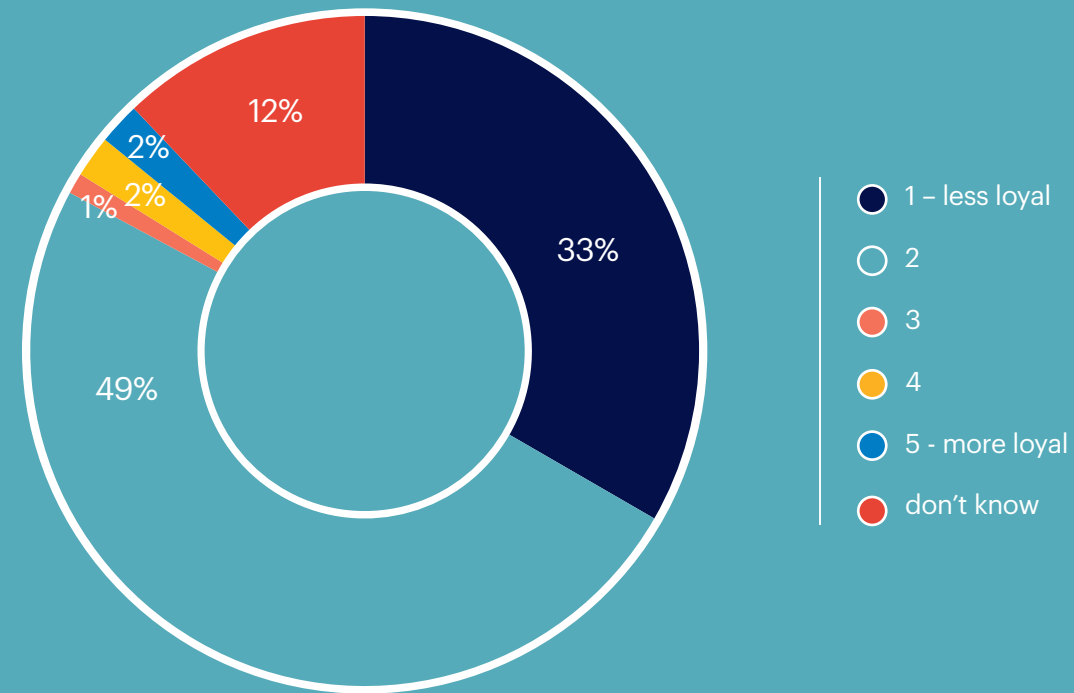
Even though the general feeling is one of job stability (41% were not afraid of losing their job), 1 in 3 Indians do worry that they will lose their job in 2021. There are no major differences when looking at the various socio-demographics.

less fear of losing job

People living the Ahmedabad (Gujarat) region are more often not worried at all of losing their job in 2021. The older generation (55-64 years old) are less worried.

loyalty towards employers during the pandemic.

loyalty to one's employer based on how well supported employees felt during the COVID-19 pandemic



works only remotely

84%

of the employees who only work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

works partly remotely

78%

of the employees who work partly from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

obliged to work remotely

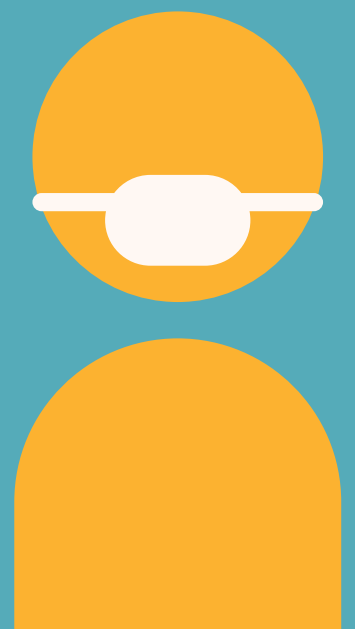
78%

of the employees who were obliged by their employer / authorities to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

own decision to work remotely

84%

of the employees who decided on their own to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.



additional support expected from employers during COVID-19



Gender

Male Female



Mental Wellness support



Child care help



Group Health Insurance



Health care
(e.g. doctor/medical person available at call in the office, nursing bay, or a medical room in the office etc.)



Workplace Safety Protocols



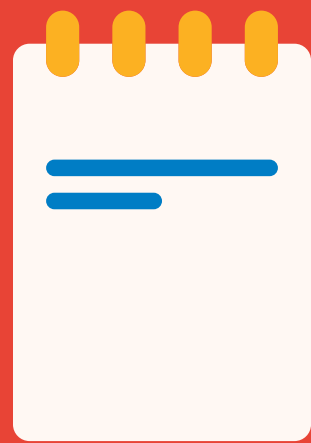
Age

18-24 25-34 35-54 55-64

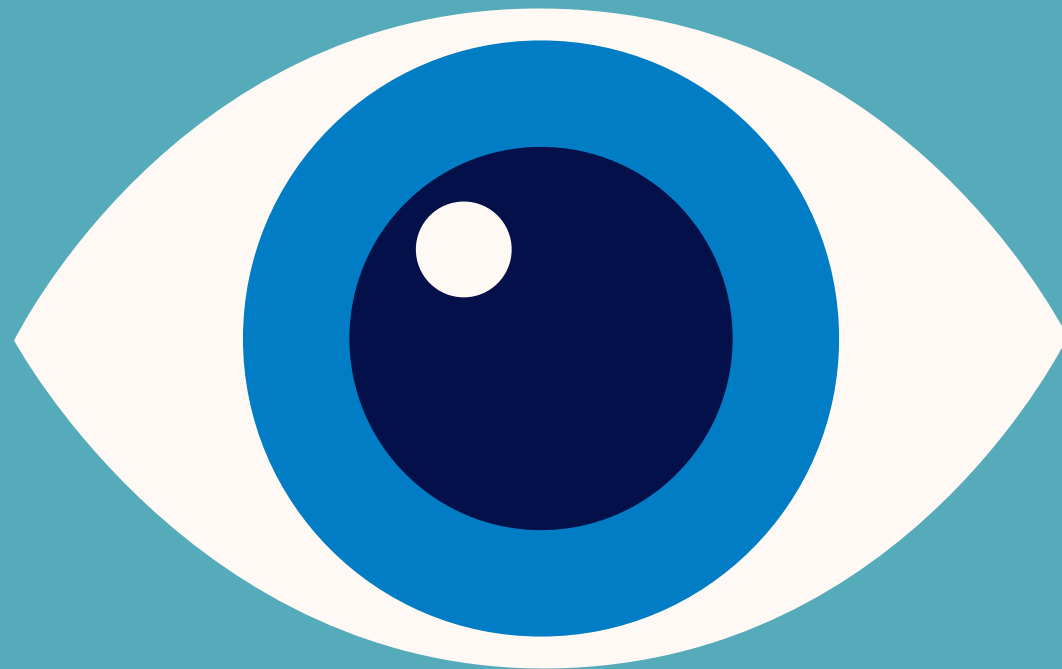


Education

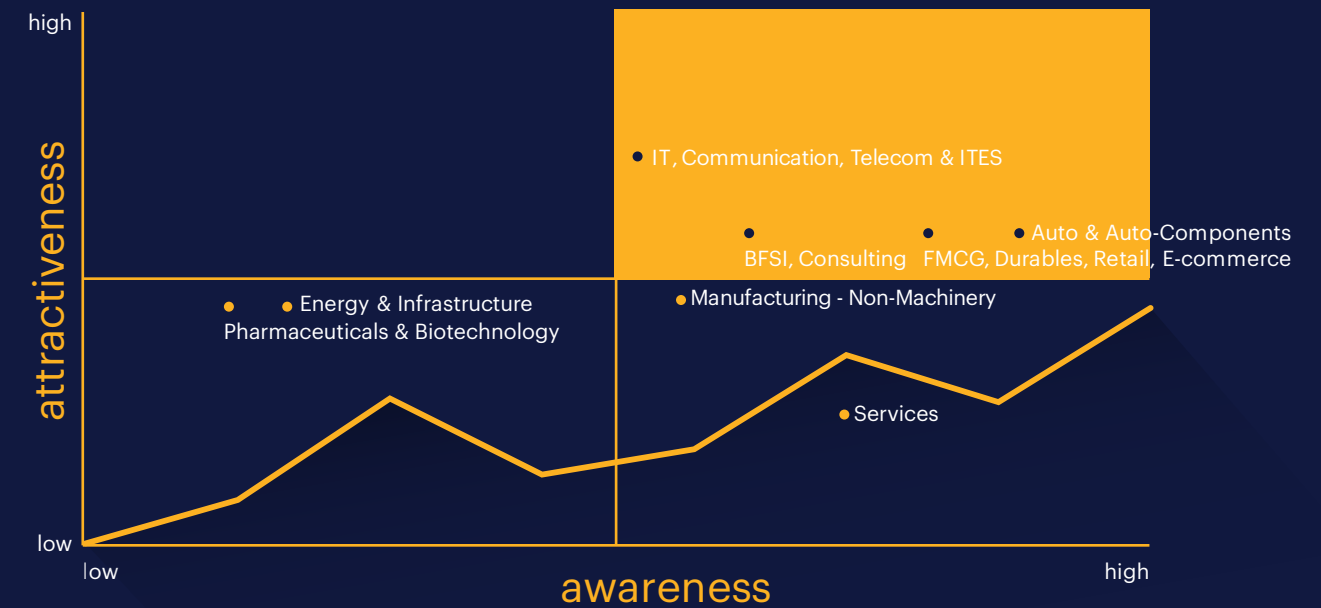
Lower Middle Higher



sector
insights.



top performing sectors in India by awareness and attractiveness.



high awareness

having a high awareness means that employers in the sector are widely known.

high attractiveness

a sector with high attractiveness contains more highly attractive companies than other sectors.

top
employers.



top employers to work for
in India.

top 10 employers 2021

- 01 Google India
- 02 Amazon
- 03 Microsoft
- 04 Infosys
- 05 Tata Steel
- 06 Dell Technologies Ltd
- 07 IBM
- 08 Tata Consultancy Services
- 09 Wipro
- 10 Sony

India's best performing companies by sector.



top 3 companies

sector

- 01 IT, telecom & ITES
- 02 FMCG, durables, retail, e-commerce
- 03 auto & auto-components
- 04 BFSI, consulting
- 05 energy & infrastructure
- 06 manufacturing - non-machinery
- 07 pharmaceuticals & biotechnology
- 08 services

1

- Google India
- Sony
- Mercedes-Benz
- HDFC Bank
- Tata Power Company
- Tata Steel
- GlaxoSmithKline
- Taj Group (Indian Hotels Company)

2

- Amazon
- Samsung India
- Tata Motors
- State Bank of India
- Larsen & Toubro
- BASF India
- Cipla
- Star TV India Limited

3

- Microsoft
- Nestle India
- Mahindra & Mahindra
- Deloitte India
- ONGC
- Aditya Birla Group
- Abbott India
- Thomson Reuters

India's top 3 EVP drivers of the top 5 companies.



top 5 companies

1. Google India
2. Amazon
3. Microsoft
4. Infosys
5. Tata Steel

1

financially healthy

financially healthy

financially healthy

financially healthy

financially healthy

2

very good reputation

very good reputation

very good reputation

very good reputation

very good reputation

3

attractive salary & benefits

career progression

attractive salary & benefits

career progression

job security

methodology.



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 20 years of experience with the Randstad Award. These factors determine the perception of the employer brand.

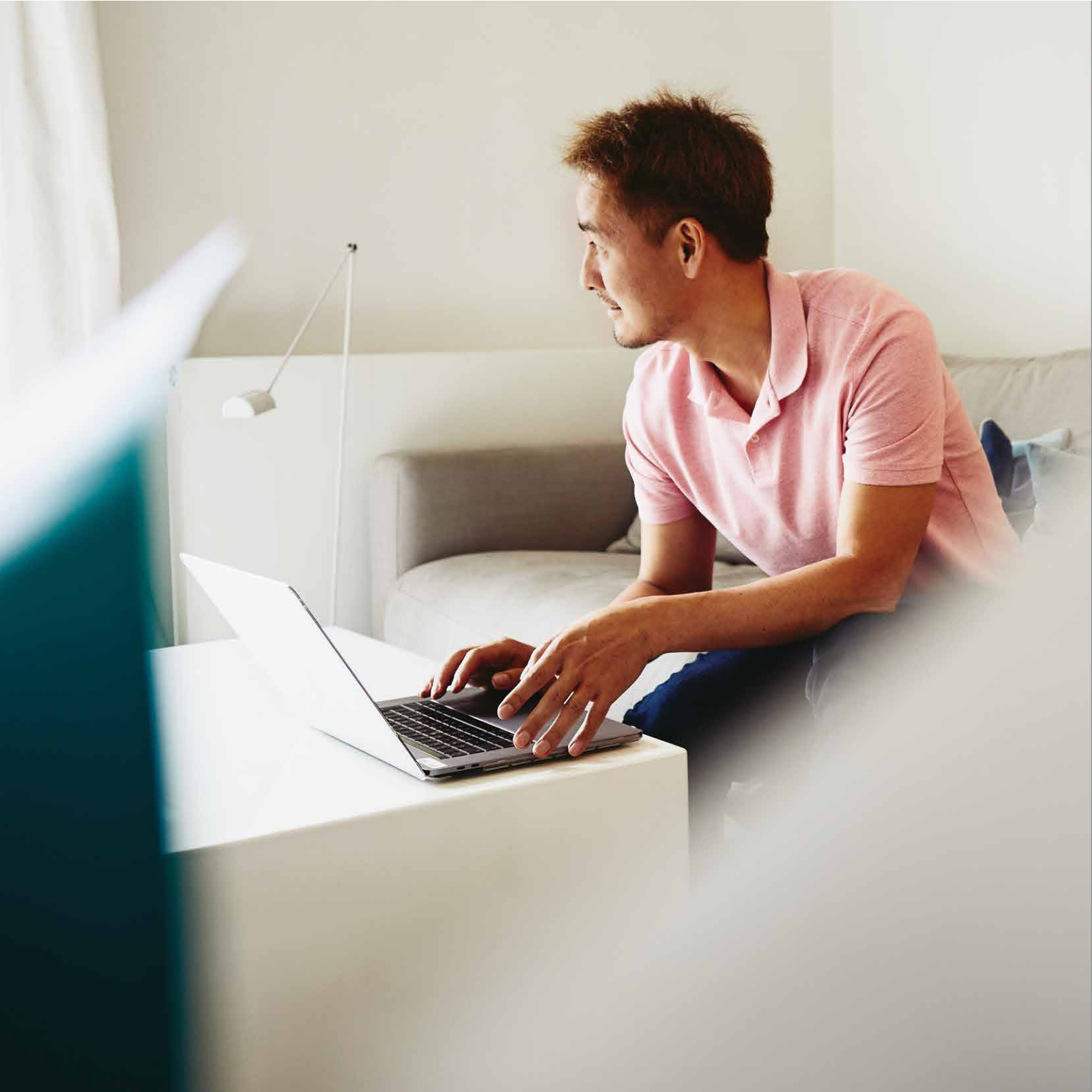
the key factors (in random order)

- financially healthy
- COVID-19 safe work environment
- very good reputation
- job security
- career progression
- gives back to society
- possibility to work remotely/from home
- pleasant work atmosphere
- work-life balance
- attractive salary & benefits

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

Randstad is the global leader in the HR services industry. We support people and organizations in realizing their true potential by combining the power of today's technology with our passion for people. We call it Human Forward. In 2020, we helped nearly two million candidates find a meaningful job with more than 236,000 clients. Furthermore, we trained close to 350,000 people. Randstad is active in 38 markets around the world and has a top-three position in almost half of these. In 2020, Randstad had on average 34,680 corporate employees and generated revenue of € 20.7 billion. Randstad was founded in 1960 and is headquartered in Diemen, the Netherlands. Randstad N.V. is listed on the NYSE Euronext.

For more information, see www.randstad.com

about Randstad India

Randstad India offers the broadest HR services portfolio ranging from Staffing, Search & Selection to Recruitment Process Outsourcing (RPO). The organization has a vast network of offices across the country to be within the reach of clients, candidates and flexi workers. The company, previously called Ma Foi is a leader in the HR services industry in India for more than 25 years and became part of Randstad through its global acquisition of Vedior in 2008. The Randstad Group is the global leader in the HR services industry, active in 38 countries across the globe. Randstad India continues to focus on developing customized and innovative HR services, leveraging on its unique strengths of geographical presence and end-to-end capability across all HR service functions.

For more information, see www.randstad.in

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.

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want to
know more?
write to us.

The country report containing the results for each country is available for public consumption. The full report can be downloaded from www.randstad.in

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