



# 14<sup>th</sup> ANNUAL **GCC** CONCLAVE

Building GCC as the Strategic Asset for Enterprise Growth



August 21 & 22, 2025



ITC Kakatiya, Hyderabad

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## GCCs are not mere centres but Global Capability & Collaboration Hubs India solidifies its position as a Strategic Hub for Global Innovation & Talent

**Hyderabad, India | 21-22 August 2025: SSF Global Celebrates its 14<sup>th</sup> Annual GCC Conclave 2025 in Hyderabad** at ITC Kakatiya. The conclave concluded after two days of thought leadership, strategic dialogues and recognition of excellence, bringing together more than 100 leaders from **Global Capability Centers (GCCs)** and **Global Business Services (GBS)**. With the theme “*Building GCCs as Strategic Assets for Enterprise Growth*,” the conclave spotlighted India’s growing role in the global economy and the transformation of GCCs into engines of innovation and enterprise value.

### Vision of the Government of Telangana, Pioneering Leadership and Strategic Foundations

The 14<sup>th</sup> Annual GCC Conclave launched with the ceremonial lamp lighting and auspicious prayer sung by the famous vocal Carnatic music duo – Dr



**TK Saroja and Dr TK Sujatha**, by the **Chief Guest – Hon’ble Governor of Telangana, Shri Jishnu Dev Varma Garu** along with **Rakesh Sinha**, founder & CEO of SSF Global & Quintes Global; **Anand Maheshwari**, Founder Director & CCO of Quintes Global; **Sri Atluri**, President & CEO of one of the Conclave Industry Partners, QEF; **Shri BVR Mohan Reddy**, Founder Chairman & Board Member – Cyient and Founder Director, T-Hub; and **Shri J A Chowdary**, Former Special Chief Secretary & IT Advisor to Chief Minister of Andhra Pradesh and Founder, International Startup Foundation.

**L to R: Sri Atluri, Shri J. A. Chowdary, Hon’ble Governor of Telangana, Shri Jishnu Dev Varma Garu, Rakesh Sinha, Anand Maheshwari, Shri BVR Mohan Reddy**



**L to R: Sri Atluri, Rakesh Sinha, Hon’ble Governor of Telangana, Shri Jishnu Dev Varma Garu, Shri BVR Mohan Reddy, Anand Maheshwari**



**L to R: Sri Atluri, Rakesh Sinha, Hon’ble Governor of Telangana, Ashish Sehdev, Shri Jishnu Dev Varma Garu, Shri BVR Mohan Reddy, Anand Maheshwari**

Following the lamp lighting and inaugural ceremony, two landmark publications were unveiled by the Hon’ble Governor of Telangana along with the distinguished leaders present on stage:

- SSF Global’s Coffee Table Book: “Capability Catalysts – Redefining the GCC Landscape”,** recognizes India’s most outstanding pure-play GCC accelerators and highly impactful AI innovators who are reshaping the global services ecosystem.



- Industry research report titled **“Strategic by Architecture, Transformative by Outcomes – Systems of Execution and the GCC Opportunity”**, jointly prepared by **SSF Global and Everest Group** provides deep insights into how GCCs can evolve into **enterprise-wide enablers of automation, service delivery optimization, and global workflow transformation**. Following its release, a copy of this report was also presented to **Ashish Sehdev, a senior leader of Everest Group**, as a token of appreciation.

The release of these two publications at the very outset of the conclave was deeply symbolic, **one honoring the trailblazers who are at the helm of transforming the GCC landscape, and the other charting the path for the industry's next phase of enterprise-wide impact**. Together, they set the tone for the conclave, reflecting both recognition of excellence and a vision for the future of Global India.



**Inaugural Address by Hon'ble Governor of Telangana, Shri Jishnu Dev Varma Garu**

In his address, the **Honourable Governor** applauded Rakesh Sinha and the SSF Global team for their pivotal role in convening this GCC community and catalyzing dialogue that is shaping the next leap of the GCC ecosystem for driving digital transformation and creating new benchmarks of impact. The **Honourable Governor** spoke of their vision in shaping the future of enterprise innovation, positioning India as a global hub of talent and technology and contributing meaningfully to both the state's progress and the nation's growth story.

The key highlight of Day One was the **felicitation of Shri J A Chowdary**. From establishing the Software Technology Parks of India across Bangalore, Hyderabad, and Chennai, to spearheading HITEC City and Cyberabad, Shri Chowdary's vision transformed Hyderabad into a global tech powerhouse. Over the decades, his leadership has shaped India's IT exports, startup ecosystem, and digital future. It is in recognition of this extraordinary legacy that SSF Global, had the privilege of felicitating **Shri J A Chowdary** as a *“Visionary and Pioneering Architect of the Indian Tech Ecosystem.”* The honor was conferred upon him by the Honorable Governor of Telangana. In his remarks, Shri J A Chowdary emphasized how creativity and vision remain central to India's IT journey.



**L to R: Sri Atluri, Rakesh Sinha, Hon'ble Governor of Telangana, Shri Jishnu Dev Varma Garu Shri J. A. Chowdary, Shri BVR Mohan Reddy and Anand Maheshwari**



**L to R: Guest of Honour, Shri Sanjay Kumar, IAS, Special Chief Secretary for ITE&C (Information Technology, Electronics & Communications) and Industries & Commerce Departments, Government of Telangana with senior leaders of SSF Global – Founder & CEO, Rakesh Sinha; SVP, Abhinav Goel; VP, Pallavi Jayaswal**

Joining as the **Guest of Honour** on day one, **Shri Sanjay Kumar, IAS, Special Chief Secretary for ITE&C (Information Technology, Electronics & Communications) and Industries & Commerce Departments, Government of Telangana**, spoke of the state's deep commitment to nurturing the GCC and technology ecosystem in Hyderabad, positioning it among the world's fastest-growing hubs for enterprise capability centers. He spoke with conviction about Telangana's vision to build an environment where global enterprises can thrive – powered by progressive policy, an innovation-first mindset, and a talent base ready to shape the future of digital transformation.”

The tone of the GCC conclave was further elevated by a fireside chat between **Shri BVR Mohan Reddy** (Founder Chairman & Board Member – Cyient and Founder Director of T-Hub) and **Rakesh Sinha** (Founder & CEO, SSF Global and Quintes Global). The session, “India’s Growing Significance: Major Hubs for Tech & Innovation GCCs,” established how GCCs are rapidly becoming value creators for global enterprises.



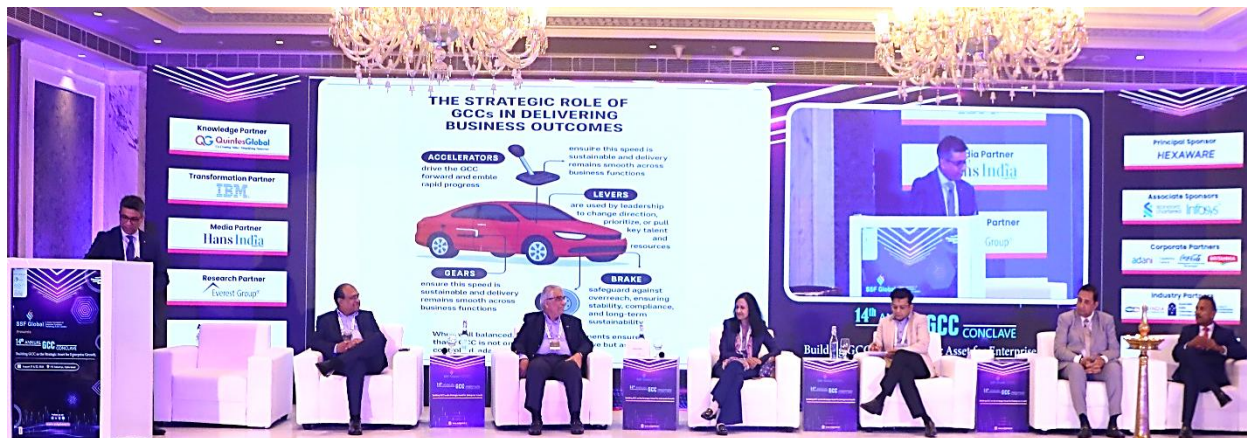
Rakesh Sinha, in conversation with Shri BVR Mohan Reddy



Joining as the **Guest of Honour on Day Two, Shri M. Dana Kishore, IAS, Principal Secretary to Governor (FAC), Telangana**, reaffirmed the Government’s strong support for the GCC community. His presence at the conclave carried immense significance, reflecting the state’s recognition of GCCs as engines of innovation, employment, and enterprise transformation. By lending the Government’s voice to the dialogue, he reinforced Hyderabad’s position not only as one of the fastest-growing hubs for capability centres, but also as a model ecosystem where policy, industry, and talent converge to shape the future of global services.”

Shri M. Dana Kishore, honoured by Rakesh Sinha, Founder & CEO, SSF Global; & Seshadri Vangala, Group CEO, IFIN Global Group

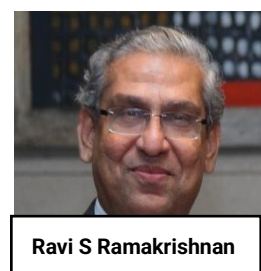
## Leadership and Governance in GCCs



L to R: Abhinav Goel, Ananth Rao Rudravaram, Chirag Buch, Geetha Ramamoorthi, Ramit Gupta, Dr Sanjeev Rastogi, Sri Atluri

Expert panels delved into the **strategic role of GCCs in delivering business outcomes**, starting with “**Insights from Experts**” on – **The Strategic Role of GCCs in Delivering Business Outcomes – What are the Accelerators, Gears, Levers & the Brake!** – With leaders including **Ananth Rao Rudravaram, Chirag Buch, Geetha Ramamoorthi, Ramit Gupta, Dr Sanjeev Rastogi, and Sri Atluri**, with Abhinav Goel as the session moderator, debating the accelerators and brakes for transformation.

**Ravi S. Ramakrishnan, Founder SSF Global & Executive Chairman RvaluE Group**, brought a masterclass on the “**Ingredients to make GCCs Strategic Assets for Enterprise Growth**.” He shared **7 ingredients** while highlighting how the GCCs are the Strategic Assets and how they drive Enterprise Growth. He recommended to redefine the GCC as Global Capability & Collaboration Hub.



Ravi S Ramakrishnan



## Technology, Innovation, and Global Ecosystem Perspectives

Day Two opened with **Nikita Chopra**, CEO of the Australia India Chamber of Commerce (AICC), who emphasized how international partnerships can strengthen India's GCC ecosystem. She remarked that global collaboration, whether in talent, innovation, or capability development, is key to positioning GCCs as strategic growth engines. She spotlighted Australia's growing engagement with India's GCC ecosystem.



**Nikita Chopra**



A quick focused session by **Dr Sanjeev Rastogi**, CEO of Adani Group GCC was truly exciting; he shared the transformational journey of GCC at Adani Group which cuts across 11 major businesses ranging from Ports to Airports, to Power to cements to media....and 20+ business units.



**Dr Sanjeev Rastogi**

Day two then deep-dived into discussions on technology adoption and global collaboration. **Damian Jordan's** session focused on the perspective on leveraging the combined power of **Cloud, Data, and AI platforms** for GCC success.



**Damian Jordan**



**L to R: Abhinav Goel, Rakesh Sinha, Jaideep Agarwal, Dr. Subramani Ramakrishnan, Anjali Singh, John Dawber**

The next that came up was an extremely impactful session of **business storytelling & experiential insights** by the CXOs of some of the leading GBS & GCCs – Anjali Singh, John Dawber, Jaideep Agarwal and Dr. Subramani Ramakrishnan, showcasing how innovation journeys are delivering measurable business impact. The

participants engaged with the speakers their own case examples, success stories and failures, resulting in a very robust exchange of innovative ideas and actionable takeaways.

This year's conclave witnessed the unveiling of the Research Report, ***"Strategic by Architecture, Transformative by Outcomes – Systems of Execution and the GCC Opportunity"***, prepared by Everest Group in partnership with SSF Global. The report was briefly discussed by **Bharath M. Sundaram** and **Abhinav Goel**, when they highlighted how **AI adoption has moved from hype to real-world business outcomes**. They further mentioned that the report explores how GCC can become enterprise by becoming enablers of automation strategy, service, delivery optimisation, and global workflow transformation, providing a roadmap for GCC to operationalise autonomy at scale as well as emphasizing the strategic shifts needed-from tool deployment to execution redesign, from point solutions to process, orchestra, and isolated capability to enterprise impact.



Parallel sessions created deep engagements – Leadership RoundTables, Fireside Chats and workshops provided actionable takeaways:

**Track 1A:** Co-creating Together – Leadership Workshop on the topic – ***"Creating AI 'Centre of Expertise' for Long-term Value Impact"*** with several heads of GBS & GCCs and Tech Experts.



**Workshop Leaders:** Kenneth K Vamshi, Kamal Sharma, Sudhir Dasamantharao, Sankar Narayan, Ajay Wadhwa, Divesh Singla, Gunian Dhawan, N Santhosh Murthy, Harish Kumar Chukka Bhasker, and Workshop Facilitator, Vinayak Sastri

**Track 1B:** Fireside Chat on the topic – ***"Thriving in the New World – Redefining Career Path & Culture"*** with **Abhinav Goel, Ankur Razdan, Wolfgang Jastrowski, Balasubramanian Sankaranarayanan. Vineet Dwivedi**, Global Head Alcon GCC moderated this session.



**L to R:** Anand Maheshwari (RoundTable Chair), Ritesh Chhabra, Geetha Ramamoorthi, Senon, Vivek Sheel Mehta, Pankaj Goyal, Vinika Yadav, Sandeep Prakash, Kiran Shetty, Tarun Aahi, Anandi Krishnan, Anand Chandrashaker, Venkat Kumar S

**Track 1C:** Besides the chats and workshops, the conclave also witnessed the closed-door brainstorming RoundTable sessions for serious and 'out-of-the-box-thinking' to solve for some major challenges faced by the GCC and GBS leaders today.



One such Leadership RoundTable was – Focused Deliberations on the topic: **“Power of Collaboration as a Springboard for Fast-tracking the Value Impact – Develop & leverage the Ecosystem - Academia, Startups, Specialized skills, GCC Enablers, Govt. & Industry Forums”** Chaired by **Anand Maheshwari**, Founder Director & CCO of Quintes Global, this Leadership RoundTable was attended by 20 senior GBS & GCC Leaders (By Invitation Only) during the conclave.



**Track 2A:** Success Stories on the theme of **“Delivering Business Impact through Data & Analytics powered by Emerging Tech”** were shared by **Mukta Arora, Sandeep Prakash, Sankar Narayan, Tarun Aahi. Atul Pratap**, Founder FnShift Solutions, moderated this session.



L to R: Mukta Arora, Sandeep Prakash, Sankar Narayan, Tarun Aahi, Atul Pratap

**Track 2B:** Leadership Workshop on the topic – **“Co-creating Together: Leadership Workshop Playbook for AI Adoption & Continuous Innovation in GCCs driving Enterprise Transformation”** along with speakers & experts, **Kaustubh Deshpande, Sunil Modi, and Pawan Sachdeva**. The workshop was facilitated by **Bharath M Sundaram** from Everest Group.



L to R: Bharath M Sundaram, Pawan Sachdeva, Kaustubh Deshpande, Sunil Modi

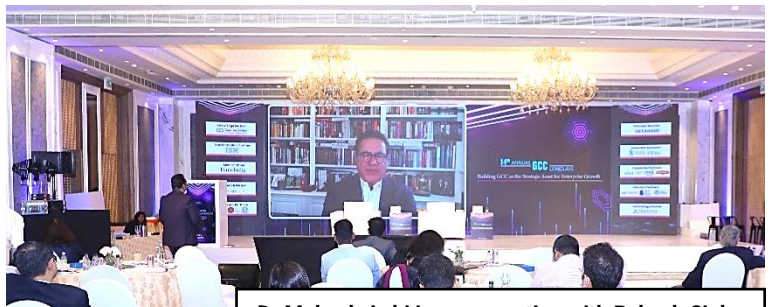




**Track 2C:** The **CXO Strategy Room** chaired by **Rakesh Sinha**, was on the topic – **“Most Impactful Brainpower Together”**- where senior leaders debated on the outlook to have for the next 12-18 months”

This most powerful closed-door brainstorming was held by leaders: **Vineet Dwivedi, Dr Subramani Ramakrishnan, Jaideep Agarwal, Damian Jordan, John Dawber, Ajay Wadhwa, Anjali Singh, Sreedevi Hegde, Sudeep Mishra, and Urs-Ulrich Katzenstein.**

Day Two concluded with **Dr Mukesh Aghi, President of USISPF**, in conversation with **Rakesh Sinha**, where he reflected on the **global relevance of India's GCCs** and their contribution to shaping enterprise competitiveness worldwide. Together they exchanged thoughts on intricacies of **US-India relations** and the **evolving role of GCCs** in strengthening economic ties.



Dr Mukesh Aghi in conversation with Rakesh Sinha

### **Powerful Perspectives on Leadership: Lessons from Stories and Real Life**

Beyond strategy and technology, the Conclave carved out space for conversations on leadership, adaptability, and human resilience. Adding a powerful historical and experiential lens, **Captain Raghu Raman** delivered his special session on **“Selling the Wheel,”** weaving together stories from history, the armed forces, and personal leadership experiences. His talk explored how influence, trust, and storytelling shape organizational transformation.



Captain Raghu Raman



Rakesh Sinha Presenting a Memento to Ashish Vidyarthi



Leadership development took center stage as actor and motivational speaker **Ashish Vidyarthi** inspired participants in his session **“Evolve to Thrive – Own the Unknown.”** Renowned actor and leadership coach **Ashish Vidyarthi** conducted two engaging sessions across the two days – **“Evolve to Thrive – Own the Unknown”** and **“Sit Down Ashish.”** Drawing on anecdotes from everyday life, he urged leaders to embrace uncertainty and transform challenges into growth opportunities. On day two, he blended humour with leadership lessons on resilience, adaptability, and transformation.

Together, these sessions reminded participants that leadership wisdom often comes not from management playbooks, but from **real-world experiences, human stories, and history itself** – making the lessons instantly relatable for GCC leaders navigating today’s complexities.

### **Celebrating Excellence: 14<sup>th</sup> Annual GCC Awards & Recognition**

The Conclave culminated in the **14<sup>th</sup> Annual GCC Excellence Awards**, celebrating 19 leaders and organizations that exemplify innovation, impact, and leadership.

#### **Leadership Awards**

1. **VISIONARY AND PIONEERING ARCHITECT OF INDIAN TECH ECOSYSTEM**

**Shri J A Chowdary:** *For Creativity, Vision & Leading the Mission of IT Ecosystem in India, Delivering Value and Impact to Industry, Business and Society*

2. **ACHIEVER IN GLOBAL INDIA – MOST IMPACTFUL GCC & ENTERPRISE SERVICES LEADER**

**Dr Sanjeev Rastogi:** *In Recognition of Stellar contribution in a Transformational, Strategic Leadership and Operations role in Global India, delivering Value and Business Impact*



**Dr Sanjeev Rastogi**



**Shri J A Chowdary**

3. **ACHIEVER IN GLOBAL INDIA – HIGHLY INFLUENTIAL GCC & ENTERPRISE SERVICES LEADER**

**Geetha Ramamoorthi:** *In Recognition of Stellar contribution in a Strategic & Business Leadership role in Global India, delivering Value and Business Impact*



**Geetha Ramamoorthi**



**4. ACHIEVER IN GLOBAL INDIA –  
HIGHLY INFLUENTIAL GCC & ENTERPRISE  
SERVICES LEADER**

**Jaideep Agarwal:** In Recognition of Stellar contribution in a Transformational, Strategic Leadership and Operations role in Global India, delivering Value and Business Impact

**Organization Awards**

**1. Adani Group Capability Centre –  
OUTSTANDING GCC OF THE YEAR –  
INDIA**



**2. Ericsson Global Business Services –  
OUTSTANDING GCC OF THE YEAR –  
INTERNATIONAL**

**3. Harman International India – DELIVERING  
BUSINESS IMPACT THROUGH  
EFFECTIVE EMERGING TECH-POWERED  
TRANSFORMATION**





4. **Bharti Airtel** – DELIVERING BUSINESS IMPACT  
THROUGH EFFECTIVE EMERGING TECH-  
POWERED TRANSFORMATION



5. **Hindustan Coca Cola Beverages** –  
DELIVERING BUSINESS IMPACT  
THROUGH INNOVATION &  
EXCELLENCE IN SERVICES

6. **Hitachi Energy Technology Services** –  
DELIVERING BUSINESS IMPACT THROUGH  
INNOVATION & EXCELLENCE IN SERVICES

7. **Jindal Steel** – DELIVERING BUSINESS IMPACT  
THROUGH EXEMPLARY CUSTOMER  
EXPERIENCE MANAGEMENT



8. **UPS India Technology Centre** – DELIVERING  
BUSINESS IMPACT THROUGH INNOVATIVE  
PEOPLE PRACTICES







9. **Astellas Pharma** — In Recognition of  
SUCCESSFUL LAUNCH OF MULTI-FUNCTION  
GLOBAL CAPABILITY CENTRE IN INDIA



10. **Fourth Square** — In Recognition of  
SUCCESSFUL LAUNCH OF MULTI-FUNCTION  
GLOBAL CAPABILITY CENTRE IN INDIA

### Special Recognitions:

1. **Tata Steel Business Delivery Centre** — In  
Recognition of SUCCESSFUL ADOPTION OF  
THE AGENTIC AI INITIATIVES



2. **Alcon Global Services** — In Recognition of  
SUCCESSFUL DEPLOYMENT OF HIGH-END VALUE  
CHAIN SERVICES AND CAPABILITY  
AUGMENTATION

3. **ABB Business Services** — In  
Recognition of LEADING EFFECTIVE  
DEPLOYMENT OF SUSTAINABILITY  
& HEALTH SAFETY ENVIRONMENT  
INITIATIVES

4. **PAR Technology** — In Recognition of  
DELIVERING BUSINESS IMPACT  
AND BECOMING AN INNOVATION &  
TALENT HUB



5. **British Council** — In Recognition of SUCCESSFUL IMPLEMENTATION OF HYBRID GBS (IN-HOUSE &  
OUTSOURCED PARTNER) DELIVERING EFFICIENCIES AND EFFECTIVE OPERATIONS



## Leadership Remarks

*"The 14<sup>th</sup> Annual GCC Conclave is a testament to the India becoming a GCC Capital in the World and Hyderabad is a major hub. GCCs are now the nerve centers of innovation, analytics, product development, and emerging technologies. Collaboration across the Government, Academia, Industry Forums, Social Organizations and the Corporates will define the next phase of growth of GCCs in India." – said **Rakesh Sinha** (Founder & CEO of SSF Global and Quintes Global).*

## Acknowledgements

- ❖ **14<sup>th</sup> Annual Conclave Advisory Board:** SSF Global warmly acknowledges and appreciates time taken out to provide best suitable inputs by the 14<sup>th</sup> Annual Conclave Advisory Board members comprising **Sanjay Gupta**, Chief Architect, SSF Global; **Dr Sanjeev Rastogi**, CEO–GCC, Adani Group; **Sri Atluri**, President & CEO, QEF; **Dr Patricia Connolly**, CEO, SMC Squared, a part of Hexaware; **Ramit Gupta**, Sr Partner & VP, IBM Consulting; **Geetha Ramamoorthi**, Managing Director– India, KBR Inc.; **Seshadri Vangala**, Group CEO, IFIN Global Group; **Bharath M Sundaram**, VP, GBS/GCC Advisory, Everest Group; **Sudhir Banerjee**, Former SVP & Country Head GBS, Teva Pharmaceutical; **Atul Pratap**, Founder, FnShift Solutions; **Anand Chandrashaker**, Head – GCC Services, Infosys BPM; and **Santosh Kumar Yamsani**, Co-Founder & COO, QEF.
- ❖ **14<sup>th</sup> Annual GCC Excellence Awards & Recognition Jury Panel:** SSF Global is enormously thankful to all the Jury Panel Members: [V V Ranganathan \(Jury Chair\)](#), [Ram S Ramasundar](#), [Chandrasekar Thyagarajan](#), [S Y Siddiqui](#), [Urs-Ulrich Katzenstein](#), [Raghav Rao](#), [Rohit Gupta](#), [Daniel Wocial](#), [Geeta Malhotra](#), and [Sudhir Banerjee](#)
- ❖ **Sponsors & Partners:** SSF Global is immensely grateful to all the partners and sponsors who made the 14<sup>th</sup> Annual GCC Conclave a grand success. A very warm Thank You to [Quintes Global](#), our **Knowledge Partner**; [Hexaware Technologies](#), our **Principal Sponsor**; our **Industry Partners**, [Australia India Chambers of Commerce \(AICC\)](#), [Quality Engineering Foundation \(QEF\)](#), and [US-India Strategic Partnership Forum \(USISPF\)](#); our **Corporate Sponsors**, [Hindustan Coca-Cola Beverages \(HCCB\)](#), [Adani GCC](#), and [Britannia](#); [IBM Consulting](#), our **Transformation Partner**; our **Associates Sponsors**, [Infosys BPM](#) and [Standard Chartered Bank](#); [Everest Group](#), our **Research Partner**; [Hans India](#), our **Media Partner**; our **Academic Partners**, [Vedica Scholars](#), [Osmania University](#) and [Sri Indu Institute of Engineering & Technology](#); and our **Technology Partner**, [Muniwar Technologies](#).

## About SSF Global

**SSF Global** is a community-driven platform enabling GCC and GBS leaders to co-create playbooks for enterprise value. With initiatives spanning leadership forums, roundtables, and research partnerships, SSF Global is committed to accelerating innovation, customer impact, and sustainable growth across industries.

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