



Future of Work Survey 2025

**A study on future operating models and
ways of working**

August 2025



Foreword



Prashanth Nandella
President, HYSEA

The 2025 edition of the **GCCX...Hyderabad Summit** marks a significant milestone in the evolution of Hyderabad's technology ecosystem. As the global influence of global capability centres (GCCs) continues to expand, we believe Hyderabad is uniquely positioned to lead, not just in scale but also in vision. From digital innovation and talent leadership to AI integration and inclusive workplaces, the contours of the future of work are being shaped right here. HYSEA is proud to be at the heart of this transformation.

This report, developed in collaboration with PwC India, offers a strategic lens on how GCCs are evolving, and what it will take to lead in the next phase of global enterprise transformation.

It brings together insights from some of India's most forward-thinking GCCs, IT, and ITeS organisations, and provides meaningful perspectives on how work, workplaces, and workforces are being reimagined. The findings go beyond observation; they show what becomes possible when technology, talent, and leadership are aligned with purpose.

We see this report not just as a study, but as a platform for shared learning and meaningful action. The themes explored – from agility and AI readiness to employee sentiment and HR capability – reflect the real-time decisions that leaders are making to stay competitive, resilient and relevant.

As GCCs increase their global impact, insights like these will play a key role not only in shaping organisational outcomes, but also in strengthening the wider ecosystem.

We extend our sincere thanks to our member organisations, contributing leaders and knowledge partners for making this initiative possible.

At HYSEA, our mission is to 'Collaborate, Create and Catalyse'. We are confident that this effort will spark valuable dialogue, enable deeper benchmarking and foster impactful collaboration across the community.

Message from PwC



Dr. Vishalli Dongrie
Partner and Leader,
Workforce Consulting
PwC India

The future of work is not a distant ideal – it is being built now, in the choices and actions of HR and business leaders across every industry. We are proud to have partnered with HYSEA and 3AI on this study, which brings together data, insight, and experience to understand how GCCs, IT, and ITeS organisations in India are preparing for what's next. Across boardrooms and delivery floors, people strategy is fast becoming business strategy – and how organisations respond to this moment will shape their relevance in the years ahead.

This report sheds light on the key shifts defining that response – from evolving workforce models and GenAI adoption to employee sentiment, organisational agility and HR capability building. These themes reflect a real-time view of how HR is evolving, not only in function but also in impact. In the voices of HR leaders and practitioners, we see both conviction and challenge: a willingness to lead change, but also a need for stronger enablers, deeper alignment, and more consistent execution.

What emerges is an optimistic picture of organisations that are actively rewriting their own future. GCCs, in particular, are no longer just operational hubs – they are becoming centres of innovation, leadership and talent transformation. We believe insights like these are vital to helping organisations benchmark their progress, pressure-test their assumptions, and make informed, people-first decisions.

We remain committed to enabling human-led, tech-powered transformation – and to supporting India's GCC and technology ecosystem in becoming resilient, future-ready hubs of global excellence.



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About the Future of Work Survey 2025

Organisations are under constant pressure to adapt – and to do so with clarity, confidence and speed. This pressure is shaping how companies compete, how they evolve and how they lead in a time of accelerating change.

To better understand how global capability centres (GCCs) and IT/ITeS organisations are preparing for this shift, HYSEA, PwC India and 3AI partnered to launch the Future of Work Survey 2025. Through this study, we set out to collect real-world input from the ground – insights that reflect the reality of decisions being made inside HR teams and business units every day.

In all, 40 organisations responded to the survey. They represent a mix of years of operation in India and operating sizes. The survey followed a structured design, and the responses offered key insights: a grounded perspective on what's gaining traction, what's still evolving and where there's a need for more clarity or support.

We've grouped the insights into five key themes – each one based on the real priorities, questions and challenges that were voiced.

1. Technology and AI in the workplace

Artificial intelligence (AI) and automation are no longer a future-state conversation. Many teams are already testing or deploying generative AI (GenAI) and automation tools, especially in HR. But adoption isn't just about access to technology – it's shaped by ethical governance, skills and how well new tools integrate into daily work. This section looks at where momentum is building and what's holding it back.

2. Talent strategy and workforce models

The way organisations hire, deploy and manage talent is undergoing real change. What stood out here was how many firms are managing multi-generational workforces, balancing full-time roles with gig work or shifting towards hybrid workforce models. Internal mobility, workforce planning, employee value proposition (EVP), succession – each of these is being re-evaluated to match a workforce that is more diverse and more fluid than ever before.



3. Employee experience, DEI and mental health

As employees increasingly seek a sense of belonging, purpose and flexibility, organisations are fundamentally rethinking what the employee experience should look and feel like. This theme explores how firms are weaving diversity, equity and inclusion (DEI) into their everyday operations, maintaining a strong culture in hybrid setups and ensuring the mental wellbeing of their employees.

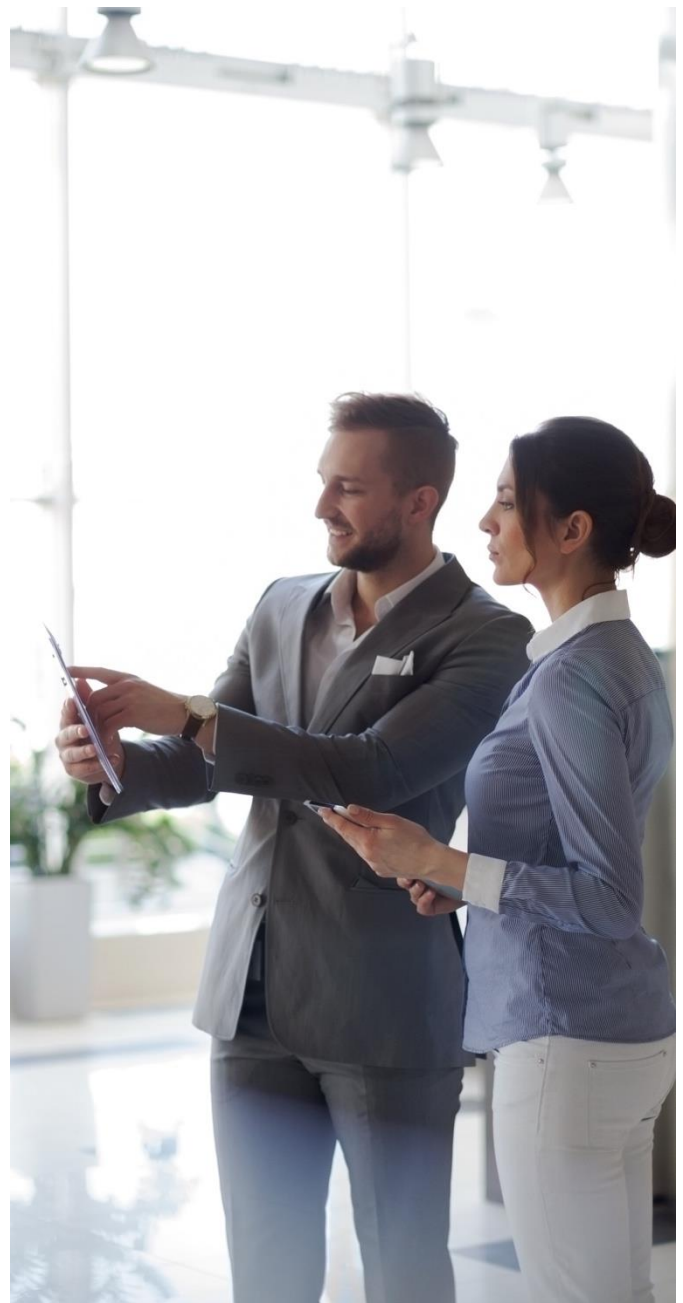
4. L&D for future skills

The way people build skills is changing – not just what they learn, but how and when. Companies are revisiting their learning strategies to drive continuous learning, skill-based pathways and ecosystem partnerships. In this theme, we explore how AI is disrupting the world of learning and how learning and development (L&D) is becoming more embedded in the regular flow of work.

5. Organisational agility and transformation

Agility is no longer just about structure. It's about how decisions are made, how teams are shaped and how leadership adapts in real time. This section looks at how organisations are working toward transformations, such as adoption of AI and GenAI. It also looks at how they are preparing HR to drive transformation from within and some of the challenges they are facing.

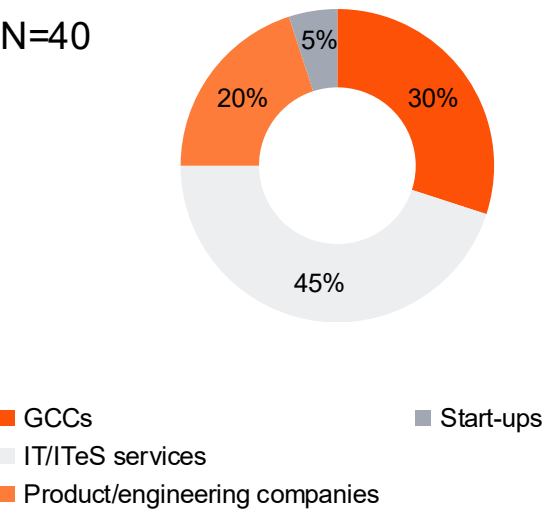
Together, these themes offer a real-world view of how organisations across India's tech landscape are approaching the future of work – not in theory, but through everyday choices. We hope these insights help leaders reflect on where they stand today and what they might need to enable what's next.



The insights in this report are based on inputs from over **40 organisations** across India’s GCC, IT/ITeS and product engineering landscape. The respondent mix spans a diverse set of company sizes, headquarter locations, maturity stages and functional domains. Below is a snapshot of how the survey participants are distributed across key demographic parameters.

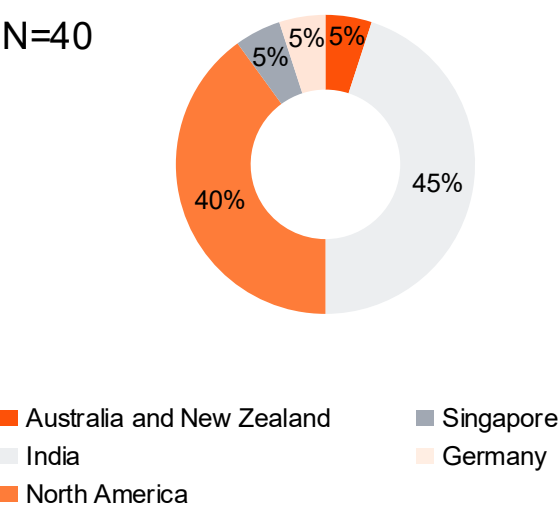
Respondents by organisation type

N=40



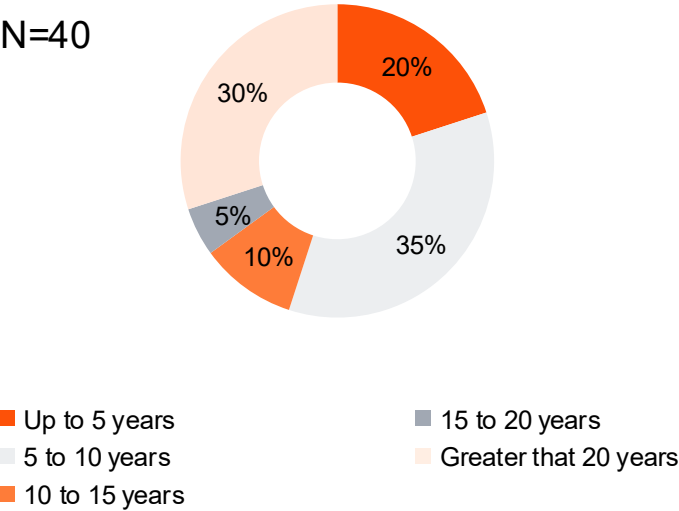
Respondents by HQ location

N=40



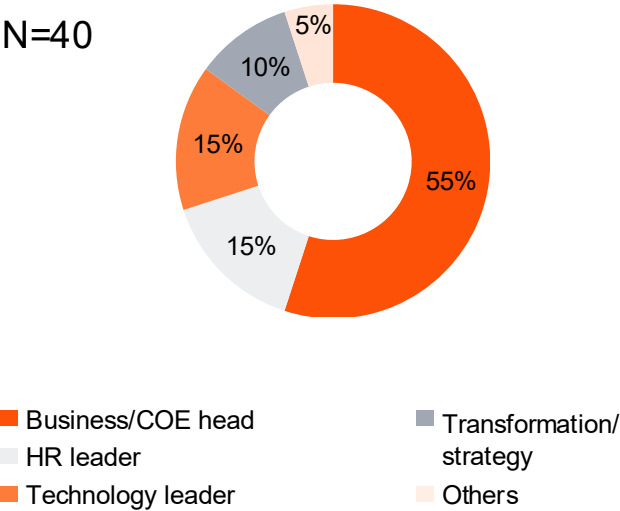
Duration of operations in India

N=40



Respondent role

N=40



02

Executive summary

As the world moves towards a digital future with a larger technological footprint across all aspects of our personal and professional lives, the maturity of technological solutions, such as those driven by GenAI and intelligent automation, is also rising. This shift is already reshaping HR functions, with 65% of respondents indicating that automation or GenAI has led to changes in HR team structures or roles to better align with updated service delivery models featuring more technological interfaces.

Even as technology itself is evolving, its maturity has not been uniform across all HR processes. Some processes within HR have seen higher adoption of technological solutions compared to others, giving them a head start in the race to build smart, technology-driven systems.

Hybrid work models are reshaping conventional norms on talent engagement. The 'hybrid – flexible days' model, adopted by 45% of the organisations we surveyed, emerged as the most popular model. The growing adoption of GenAI and intelligent automation solutions marks the dawn of an era where employees are offered personalised experiences. These experiences are specially designed for their specific personas, which helps them adapt to changes to their roles with time and excel at what they do.

GenAI and intelligent automation solutions have also unlocked alternative ways of working which can enable higher participation of diverse people at different life stages. Leading organisations have seen employee participation grow to unprecedented levels as a result of these tools. In fact, 60% of respondents agree that technological transformation of workplaces has made them more inclusive than ever before.



These technological solutions have had a significant impact on all stages of the employee lifecycle – right from talent attraction and retention to talent development and employee experience enhancement. L&D strategies are pivoting towards microlearning to align with the workforce's preference for instant gratification and personalisation. While personalisation has significantly improved the efficacy of learning interventions, organisations believe that some gaps persist in terms of technological adoption for leadership development interventions. Nevertheless, they are hopeful that these solutions will help bridge such gaps in the near future by creating a robust L&D ecosystem. In fact, 65% of respondents are confident that their current L&D strategy effectively addresses the needs for future skills, with larger organisations expressing even greater confidence in their approach.

In summary, emerging technological solutions are driving the future readiness of organisations in the digital era. GenAI and intelligent automation may be leveraged to drive agility while offering personalised experiences. Organisations need to be resilient with respect to technological changes while also being vigilant about use of technology by implementing proper governance frameworks. HR would play a pivotal role in crafting skill-centered people strategies which ensure relevance of talent and availability of the right skill sets. Our survey revealed that 50% of respondents believe their organisation is agile enough to respond to evolving business and talent needs, highlighting the growing readiness to adopt adaptive, skill-focused HR strategies.



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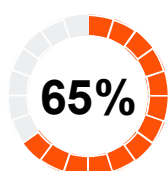
Theme 1: Technology and AI in HR

Introduction

GenAI and automation are driving a rapid transformation of the HR service delivery model. This transformation is reshaping core processes from recruitment to service delivery. As AI maturity increases, this technology-driven transformation offers an opportunity for greater efficiency with enriching predictive insights, personalised experiences for all stakeholders, and insight-driven people decisions. For the effective use of AI in HR, organisations require robust governance, ethical safeguards and process re-engineering.

This theme examines how organisations are integrating AI and digital platforms into their HR workflows to incorporate agility, enhance the employee experience, and enable a data-driven workforce strategy.

Key findings from the survey



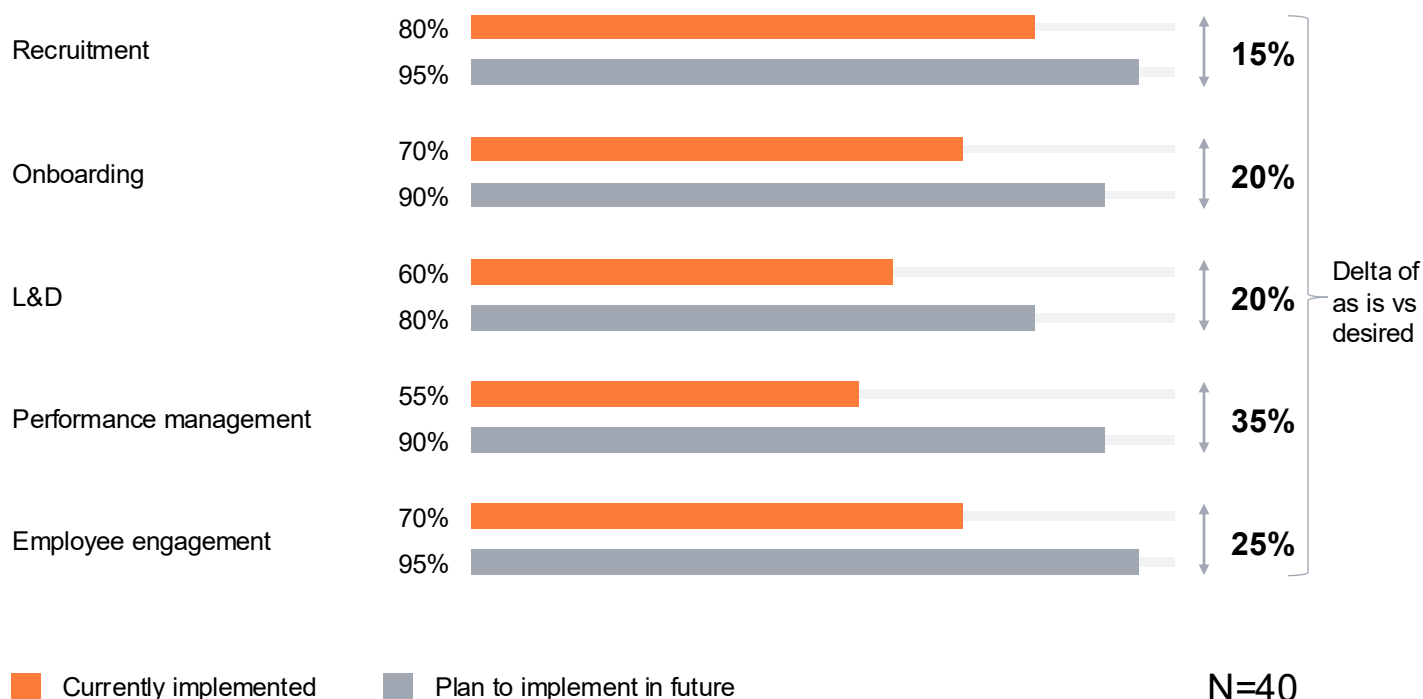
of respondents feel that automation or GenAI has led to changes in HR team structures or roles to align with the updated HR service delivery model with higher technological interface

While automation tools have been adopted for various HR processes, the rate of adoption varies across organisations. Our study took a closer look at the top automation tools used widely by organisations.

Currently, digital onboarding systems and learning experience platforms are the most commonly used tools as the focus is on delivering a personalised experience to employees. The adoption of robotic process automation (RPA) and HR analytics is also rapidly increasing as the role of HR becomes more strategic, with the function driving data-based business decisions and focusing on adding strategic value while automating all routine and transactional tasks.



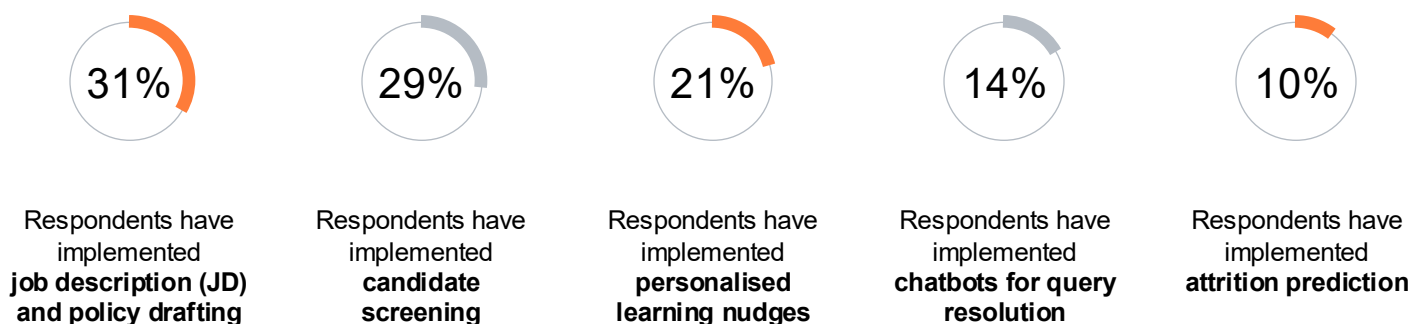
Comparison of current and future technology adoption across the HR function



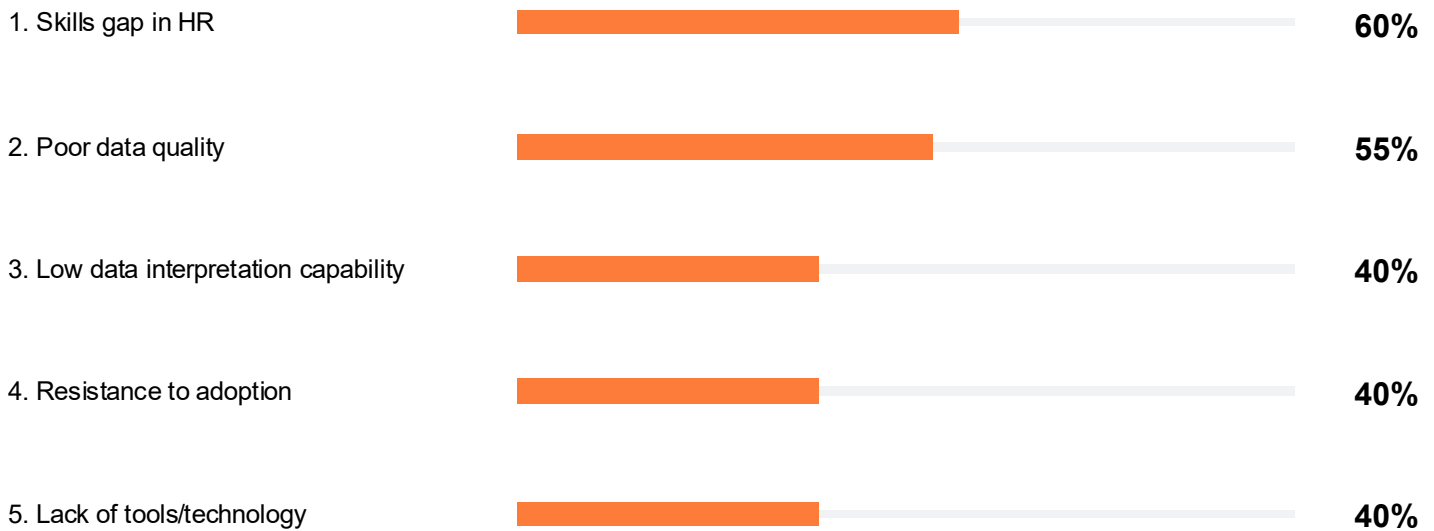
While AI and automation tools are extensively deployed across the above HR functions, recruitment, onboarding and employee engagement emerge as clear frontrunners with maximum adoption of GenAI and automation solutions.

The highest gaps in terms of technology adoption were observed in the areas of performance management and employee engagement, which continue to be focus areas for leading organisations globally. With respect to performance management, organisations are moving towards real-time performance monitoring, digital performance scorecard generation and gamification of performance scores. On the other hand, digital tools that focus on employee mental wellbeing and personalisation of the employee experience are gaining traction as employee engagement initiatives. Further, organisations are also implementing conversational AI chatbots that are able to check the pulse of and support employees at various stages of their career as well as engage in meaningful career conversations.

AI/GenAI use cases in HR



Key barriers to effective use of technology



While organisations are increasingly implementing technological solutions, they continue to face headwinds such as limited analytical skills within the existing workforce, poor quality of data, and limited availability of adequate tools and technology for building analytical models.



Rajesh Ojha, Partner and Leader, GCC Market Segment

Technological interventions are disrupting the skills landscape faster than ever. Embracing them with agility is key for organisations to thrive.



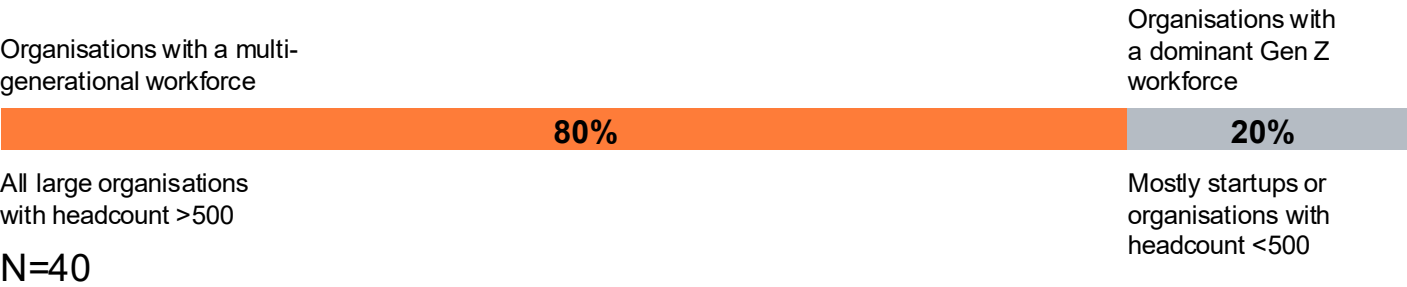
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Theme 2: Talent strategy and workforce models

Workforce models are evolving, and traditional talent strategies are being redefined to meet the expectations of a more empowered and diverse employee base. The dynamic at the workplace has shifted – it’s no longer driven purely by top-down decisions, but shaped by employees who want flexibility, purpose and experiences that feel relevant to them.

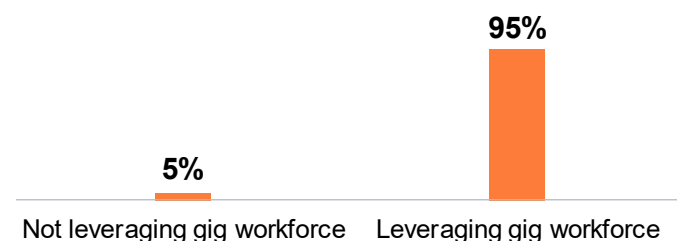
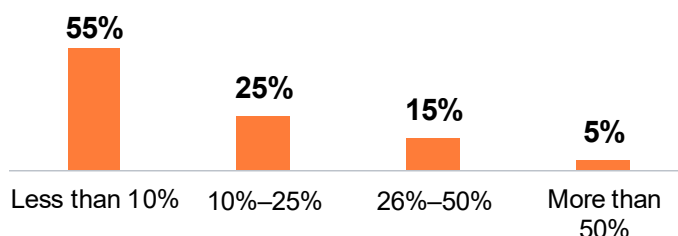
This shift is pushing organisations to rethink how they engage talent. They’re moving beyond outdated approaches to tackle real challenges like disengagement and attrition, and to build a stronger employer brand. At the centre of this evolution is a growing need to engage a multigenerational workforce – one where each group brings its own expectations, motivations and sense of value.

Today’s workplace is a blend of generations, from Gen Z newcomers to experienced baby boomers. This creates a complex but incredibly valuable knowledge, experience and learning dynamic.



For Gen Z-led startups, the real challenge isn’t launching – it’s scaling with sustainability. Success depends on flexible, inclusive policies that support Gen Z today and adapt to a multigenerational workforce tomorrow. Smart communication and thoughtful culture building are key to bridging generational gaps and driving long-term growth.

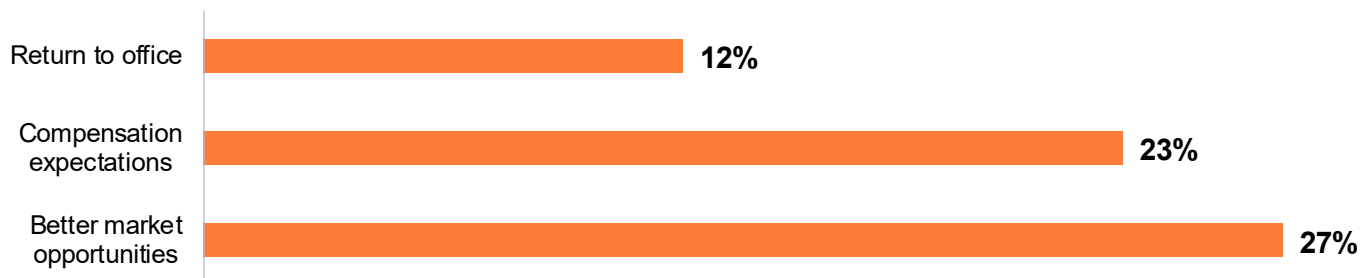
The gig economy has become a key part of today’s workforce models. Organisations are adopting a ‘build, borrow, buy’ talent approach – tapping into gig workers for project-based roles, niche expertise, and added flexibility. Powered by digital platforms, this model delivers speed, efficiency and agility – helping businesses scale talent as needed while keeping costs and complexity in check.

Adoption of gig workforce across organisations**Extent of gig workforce utilisation**

N=40

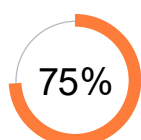
While 95% of companies now engage gig workers, we observed that 55% limit this talent pool to less than 10% of their overall workforce. This indicates that gig talent is primarily being utilised for targeted short-term projects rather than integrated as a foundational element of the organisation. The approach reflects a cautious strategy – leveraging the flexibility and speed of gig work while maintaining tight control over core business operations.

Retaining top talent is no longer a one-size-fits-all challenge. In today's workforce – comprising both gig workers and permanent employees – organisations must address attrition on multiple fronts. For full-time employees, the focus should be on fostering a sense of purpose, offering meaningful work, and providing clear pathways for growth and development. To succeed, companies must tailor their workforce models to meet the distinct needs of each talent segment, balancing flexibility with long-term engagement strategies.

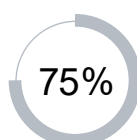
Top drivers of attrition

What's driving employees to explore opportunities elsewhere? While traditional factors remain dominant –better market opportunities (27%) and inadequate compensation (23%) – a new trend is emerging. Return-to-office mandates (12%) have surfaced as a significant driver of attrition.

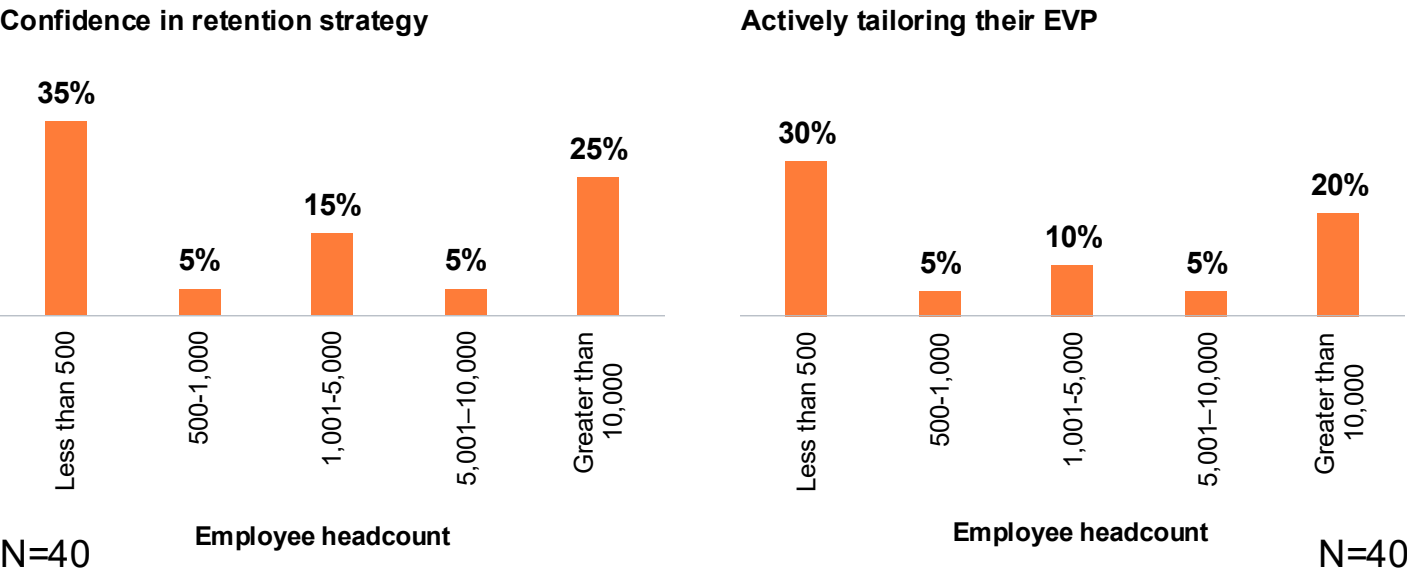
This isn't a marginal concern. Our data shows that rigid return-to-office policies are now a major factor in turnover, underscoring a critical shift: flexibility is no longer a perk – it's a core expectation in today's workforce.



of respondents believe that their organisation has an effective retention strategy



of respondents believe that their organisation's EVP is tailored to different workforce segments



Note: The above charts include only the respondents who agree that their organisation has an effective retention strategy and that its EVP is tailored to different workforce segments, respectively.

Analysis of retention confidence by company size reveals that organisations with fewer than 500 employees (35%) and those with more than 10,000 employees (25%) report the highest confidence in their retention strategies. Similarly, these two groups also lead in actively tailoring their EVP (30% and 20%, respectively). Mid-sized organisations show significantly lower levels across both metrics.



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Vishalli Dongrie

Partner and Leader, Workforce Consulting

There has been an unprecedented focus among leading organisations on offering personalised experiences to attract, engage and retain their diverse multi-generational workforces. Technology is at the core of this shift.



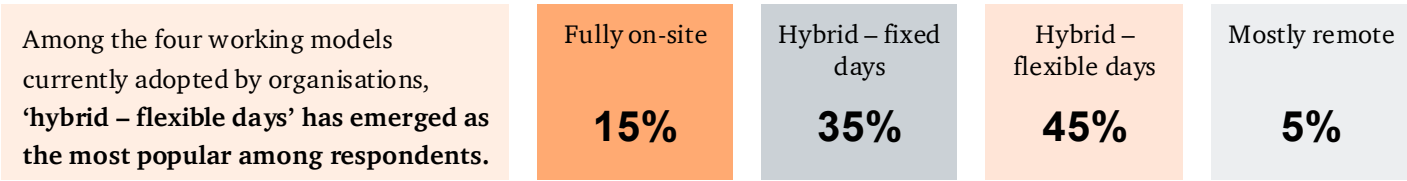
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Theme 3: Employee experience, DEI and mental health

Introduction

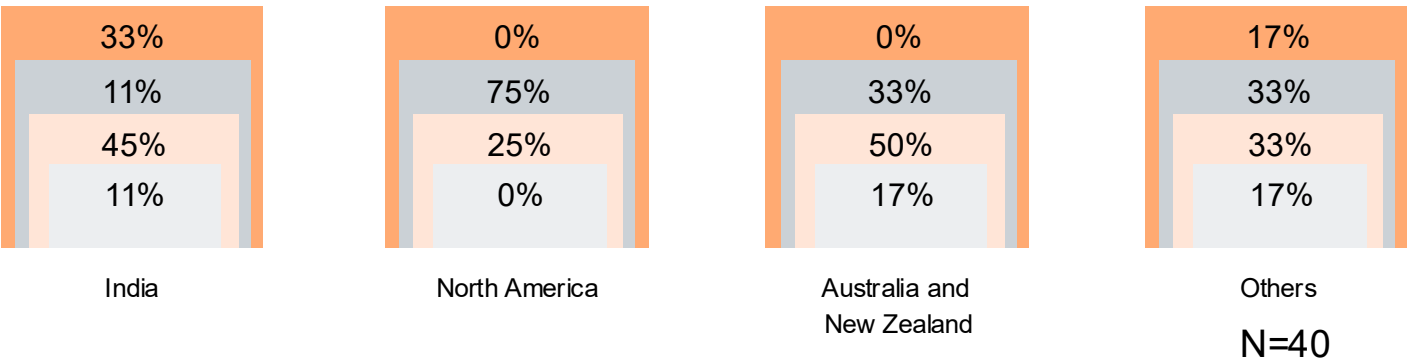
Since employees, customers and investors are increasingly demanding that the organisations they do business with also uphold values related to equity and inclusion, many organisations are investing in DEI programmes at an unprecedented rate. By doing so, they hope to not only drive higher engagement with these stakeholders but also enhance financial performance and enable innovation.¹ This section explores how employee experience, DEI and mental health strategies are evolving to create a future-ready business environment.

Key findings from the survey



Here, ‘fully on-site’ refers to working in the office. ‘Hybrid – fixed days’ refers to a set schedule where employees work from the office on some days and remotely on others. The ‘hybrid – flexible days’ model allows employees to choose when and where they work, as per agreed-upon guidelines. In ‘mostly remote’, a significant portion of a job can be performed remotely, often with some in-office requirements.

HQ-wise adoption of working models

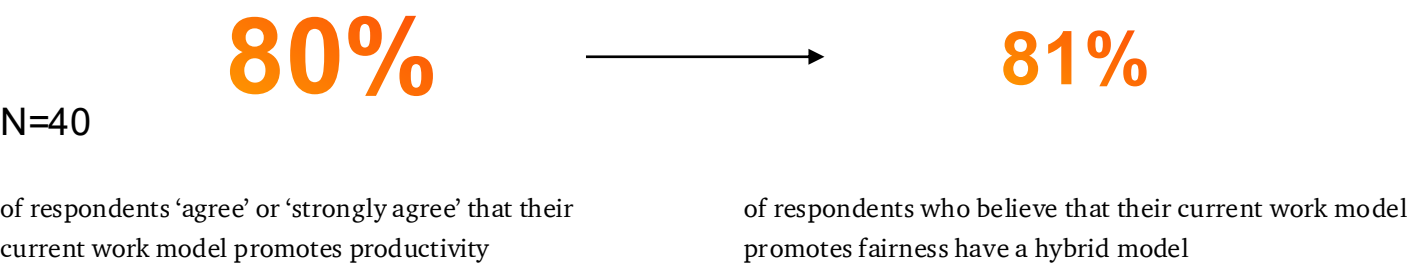


The figure illustrates which model is prevalent geography-wise among respondents. While 33% of Indian organisations still follow the on-site model, it is the least popular choice in North America, Australia and New Zealand.

‘Hybrid – flexible days’ is the most popular choice in every geography except North America, where ‘hybrid – fixed days’ ranks highest. Some of the reasons for this popularity could be employee preference, retention, agile ways of working, project-based work and productivity monitoring.

1. This observation is based on findings from PwC’s Global Diversity, Equity & Inclusion Survey.

From a sector-wise perspective, GCCs have adopted a hybrid working model. IT/ITes are largely hybrid, while some are working on an off-site model. Product engineering companies are mostly on hybrid working models, while some are working on a ‘mostly remote’ model. Further, start-ups largely work remotely during the planning and strategy phase, but switch to a hybrid model once they are more established.

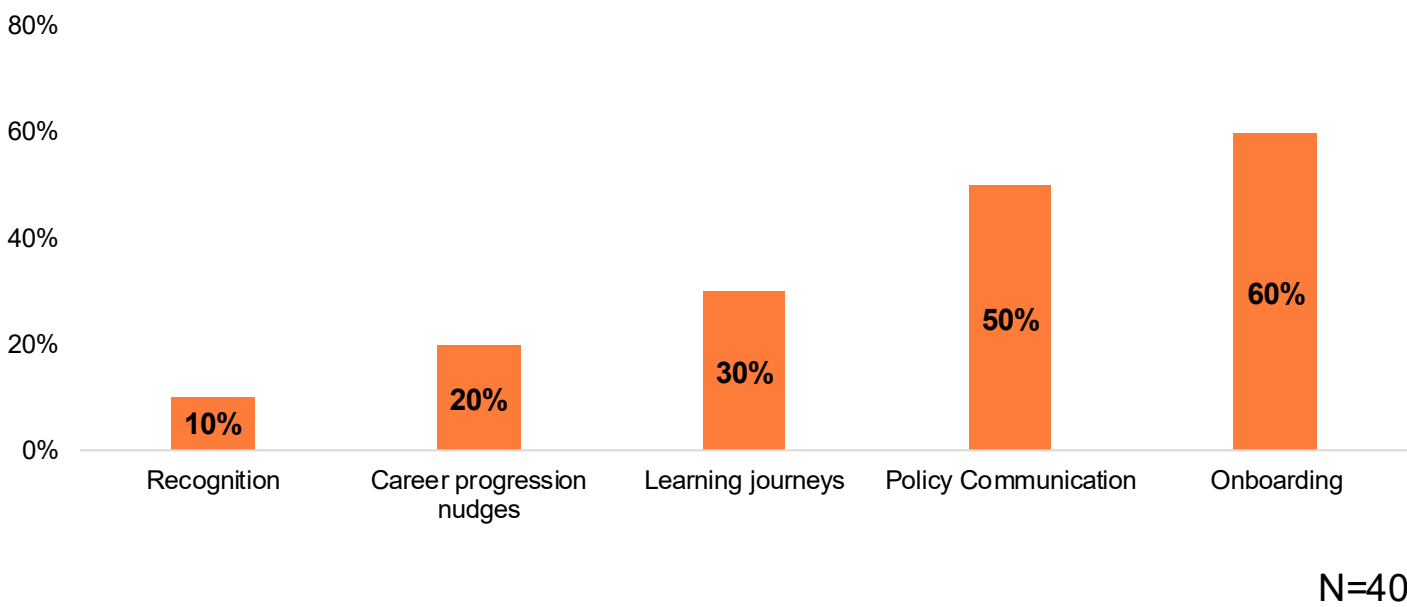


This indicates that hybrid and flexible arrangements are perceived as equitable, inclusive and performance -driven. It also reflects the growing belief among employees that opportunities, visibility and access to resources are not limited by physical presence.

Though the precise number of fixed or flexible days will vary, companies need to experiment and adapt for successful implementation of the hybrid model.²

While hybrid models are witnessing increased adoption, it becomes important for organisations to work on employee experience, DEI and mental health to create a culture of belongingness.

Aspects of the employee journey that have been personalised by organisations using AI/GenAI

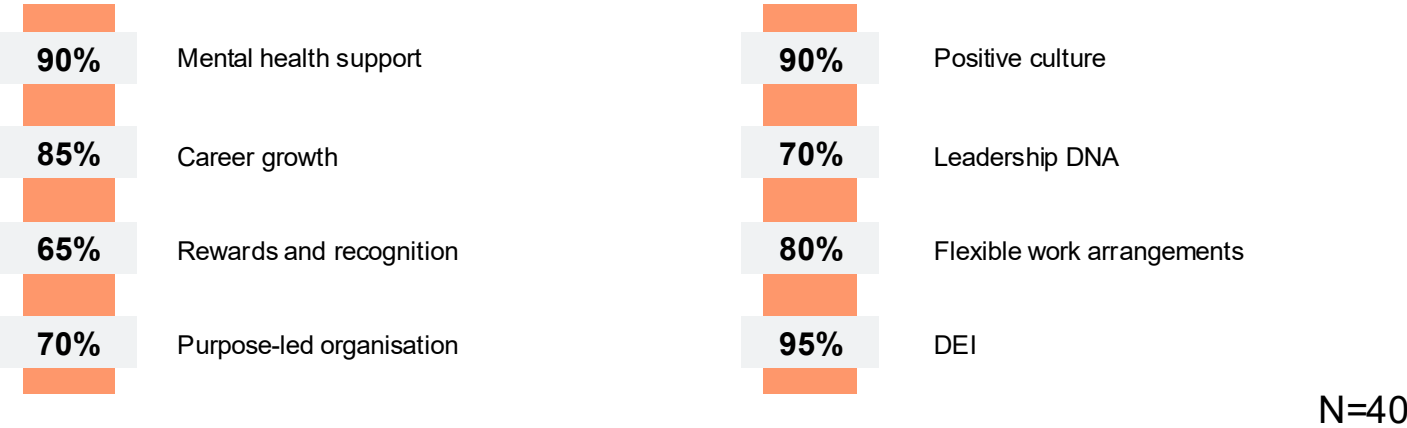


2. PwC’s Global Workforce Hopes and Fears 2022

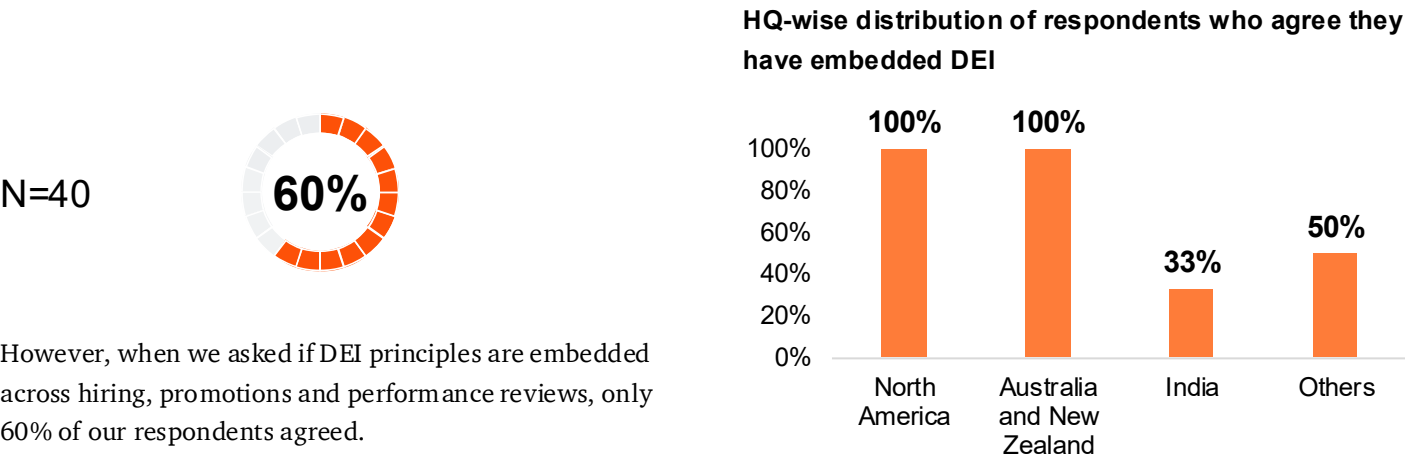
Many organisations are using AI/GenAI primarily for onboarding as it helps in creating a personalised and standardised journey for employees. This makes it a helpful and scalable tool at the time of joining.

AI is witnessing increased adoption for personalisation of the employee journey, helping in creating a better employee experience. With the rise of hybrid models, organisations are finding various ways of improving the employee experience.

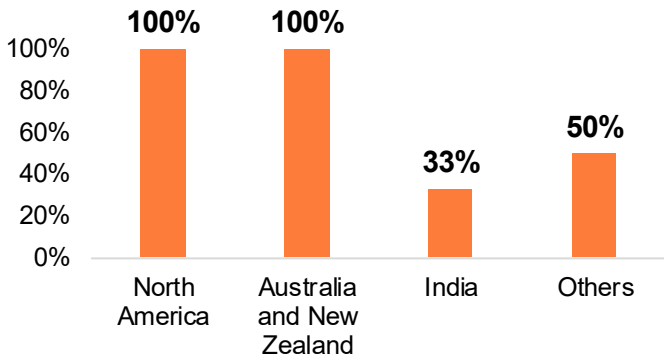
Elements that are considered important in driving better employee experience in organisations (agree and strongly agree)



DEI is considered the most important aspect in enhancing the employee experience. It is becoming a key consideration in major employee journey decisions such as recruitment and promotions.



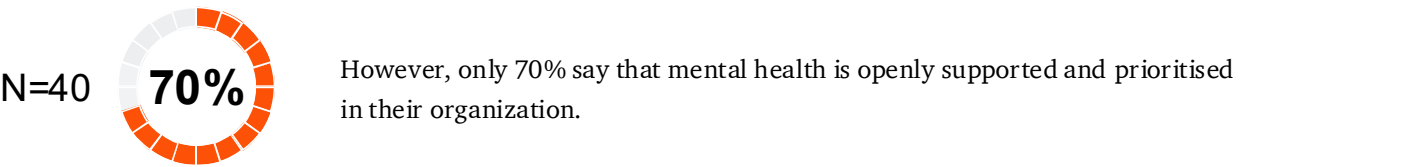
HQ-wise distribution of respondents who agree they have embedded DEI



North America and Australia and New Zealand are the frontrunners when it comes to embedding DEI across multiple employee decisions. However, in India, there appears to be a significant lack in efforts to create a more inclusive environment for workers, with only 33% respondents stating that they embed DEI across employee decisions.

Indian organisations need to focus on drafting and adopting enhanced DEI practices with measurable metrics to create a better working experience for their employees.

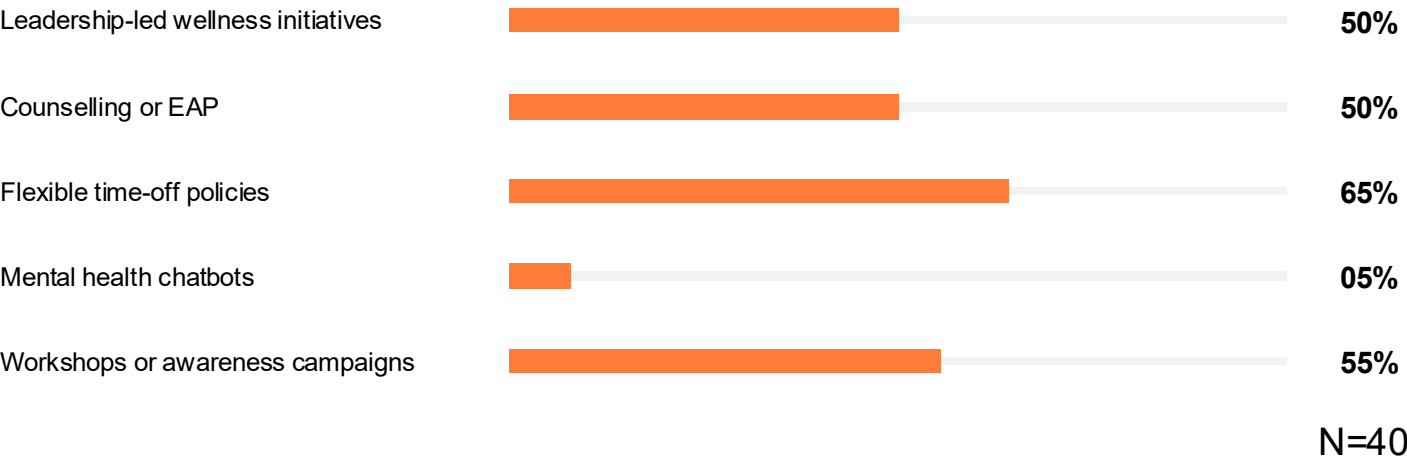
Another important theme is mental health of employees. With increasing awareness around physical and mental health, organisations are prioritising the mental health and well-being of employees. As noted earlier, 90% of respondents agree that mental health support helps in delivering a better customer experience.



Mental health receives greater emphasis in mature, global organisations (especially those in North America and Australia and New Zealand, along with a few large Indian firms) due to stronger HR frameworks, leadership advocacy and employee well-being mandates. Larger firms also have dedicated resources for employee assistance programmes (EAPs) and awareness programmes. In contrast, younger or smaller Indian firms may still be evolving their support structures beyond basic compliance.

Our research suggests that investment in mental health initiatives is rising gradually as awareness increases.

Wellness and mental health programmes that are currently active in the respondents’ organisations



Overall, efforts are reactive and awareness-focused, with few companies embedding proactive, continuous mental well-being strategies. With international organisations have taken the lead in implementing DEI and mental health initiatives, India is also making strides in transforming the employee experience at the workplace.



Dheeraj Gangrade, Partner and Deputy Advisory Leader

Technological solutions are reinventing workplaces, making them inclusive innovation hubs that drive productivity while ensuring employee wellbeing.

06

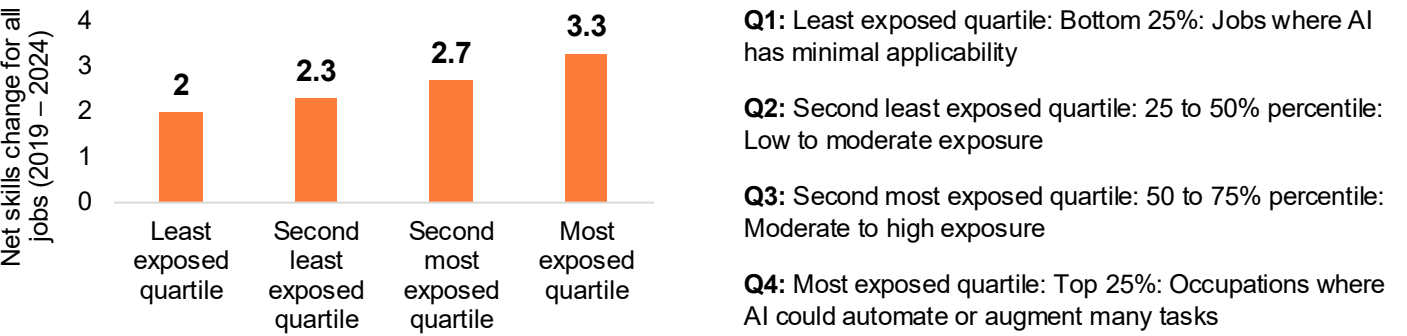
Theme 4: L&D for future skills

Introduction

Given the growing impact of AI on the workplace, there is a pressing need to equip the workforce with the necessary skills so that they can make the most of AI-based solutions.³ Thus, organisations must pivot from static learning programmes to agile, personalised development ecosystems. This section explores how learning strategies are evolving to ensure that employees possess the necessary skills that can make them future-ready.

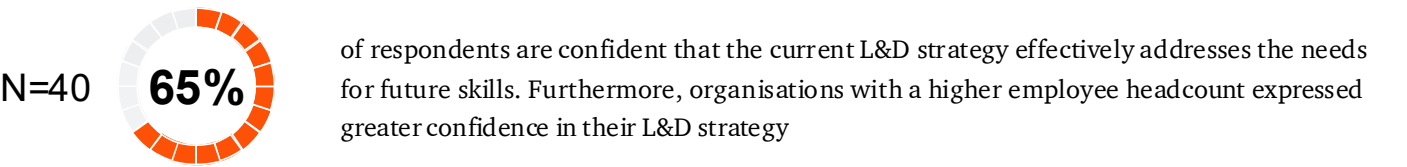
Key findings of the survey

Skills sought by employers are changing 66% faster in occupations most exposed to AI vs occupations least exposed to AI

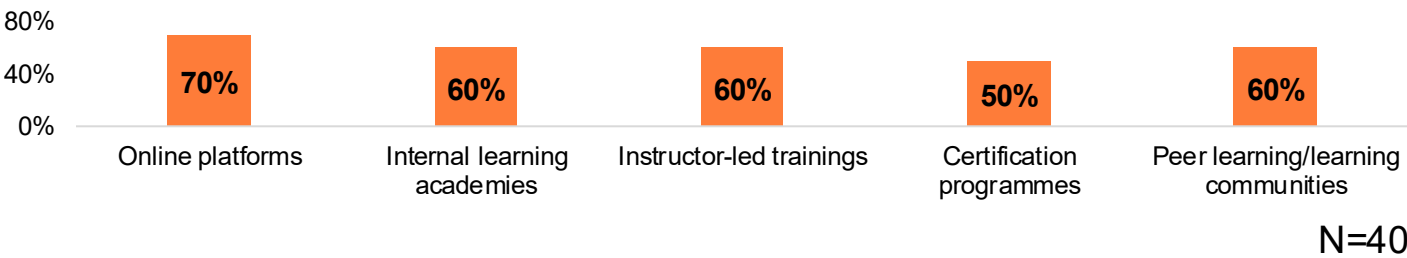


Source: PwC analysis, Lightcast data, Felten et al, Net skill change is the rate at which skills listed in ads for particular jobs change. Data filtered to remove highest net skill change outliers (greater than 20), occupations with AI Occupations exposure value of 0, and occupations with net skill change of 0.

Given the impact of AI on jobs and the need for closing the skill gap, the survey explored the confidence organisations have in their current L&D strategy.

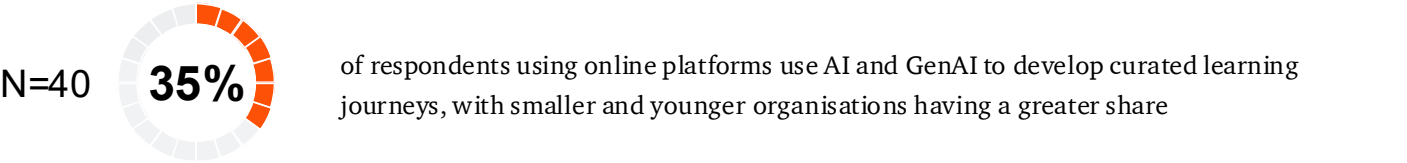


The survey also explored the learning formats which organisations use and discovered that organisations with larger headcounts reported slightly more diversified learning formats.



3. PwC, The Fearless Future: 2025 Global AI Jobs Barometer

While the increasing influence of AI could lead to skill gaps among employees, it could also strengthen the learning journey to close that skill gap.



While a large share of our respondents reported confidence in their learning strategy (65%), few (35%) are using AI and GenAI for their L&D operations. This emphasises the need for organisations to explore how they can leverage AI and GenAI for L&D, in order to reduce the skills gap in a world where AI is impacting how we work.

AI touchpoints at each stage of learning management

Assessment	Enablement	Engagement	Enrichment
• AI-based skill scanner: Self-assessment tool powered by GenAI to measure literacy levels, language comprehension and tool familiarity. • Role-to-skill mapping AI: Dynamically maps current roles to expected data and analysis/GenAI capabilities and maturity levels across personas. • AI persona profiler: Captures role, learning goals, digital proficiency and preferences to build a custom learner profile.	• Adaptive pathway generator: Learner journeys adjust in real time based on assessment results, skill progression and role. • Content recommender: AI engine suggests specific courses, formats or levels based on learner profile, attention span and past performance. • AI assistant for queries: Responds to questions about course content, assignments or platform usage in real time.	• AI-powered knowledge check: Periodic quizzes with auto-feedback which are adjusted to the learner’s learning pace and difficulty. • Simulated decision scenarios: AI-generated role-play situations and problem-solving tasks. • AI coach check-ins: Periodic nudges to gauge confidence, stress, motivation and offer support. • Sentiment-based survey analysis: Learner feedback is analysed for emotional tone and issue detection.	• Dynamic skills passport: Real-time dashboard showing what has been learnt, skill deltas, certifications and behavioural application. • Personalised milestone dashboard: AI visualises learner progression against their personalised goals and deadlines. • Nudge for real-world application: After course completion, the AI-backed tool nudges the learner. Once the user acts on the nudges, AI logs use cases for manager feedback concept application.



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Vishalli Dongrie, Partner and Leader, Workforce Consulting

A continuously evolving learning strategy will be key to driving and sustaining a competitive edge in a world disrupted by technological evolution.

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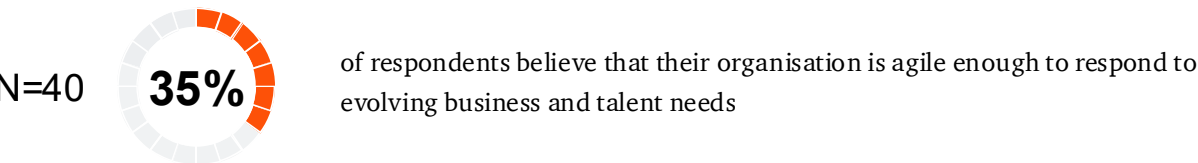
Theme 5: Organisational agility and transformation

Introduction

Organisations need to be agile in order to transform their processes and adapt swiftly to the dynamic market needs. From flatter structures and skill-based roles to integrated change programmes and compliance readiness, HR is at the centre of enabling transformation. This section examines how HR ensures organisational agility and transformation, thereby enabling enterprises to become more resilient and responsive to the evolving business landscape.

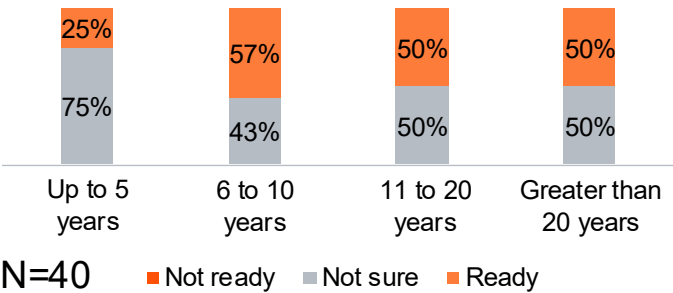
Key findings of the survey

Since AI and GenAI could play a critical role in organisational transformation, the survey explored how prepared respondents were to respond to changing business and talent needs.



Despite varying degrees of readiness, respondents demonstrated their willingness to adapt to change and none expressed a lack of agility with respect to organisational transformation.

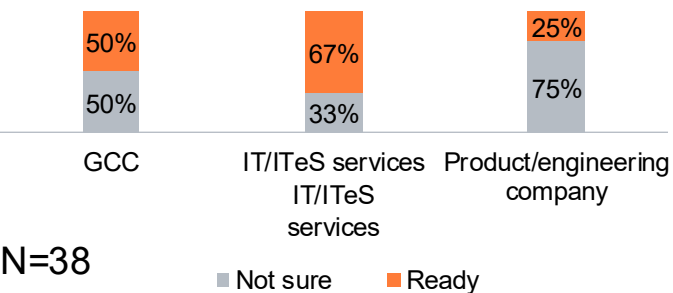
Agility by organisational age



However, younger firms show lower degrees of confidence in their agility to manage transformation. This could be due to lack of process maturity or limited exposure to large-scale change.

Other respondents indicated a slightly higher level of confidence in their agility to face change which could be a result of having scaled foundational hurdles in the past as compared to younger firms.

Sector-wise categorisation of organisational readiness

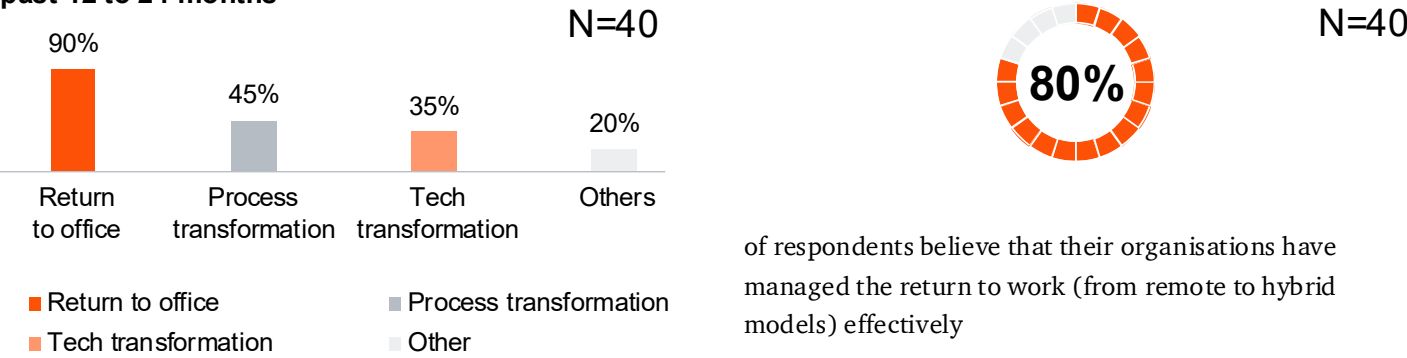


IT/ITeS firms are more optimistic about tackling future challenges, possibly due to stronger change management and transformation programmes.

Product engineering firms lag behind in organisational readiness, potentially due to more rigid development cycles and specialised talent dependencies.

When asked if their organisations had undertaken any transformation in the past 12 to 24 months, 90% of respondents selected it was ‘return to office’. The shift back to physical or hybrid work was a major operational reset and most organisations believed they handled it well.

Transformation projects implemented in the past 12 to 24 months



When asked about which transformation projects they anticipate to undertake in the next 12 to 24 months, AI and GenAI-led transformations emerged as the most popular response for over 90% organisations. The respondents also highlighted some of the key barriers to the implementation of AI and GenAI in HR and business functions:

Lack of skills and awareness (60%)

Many organisations lack the internal expertise or awareness needed to identify, deploy and manage GenAI use cases effectively.

Data privacy and governance (35%)

Concerns around data integrity, bias and ethical usage make leaders cautious about scaling GenAI without strong safeguards.

Change management and trust (55%)

Adoption is slow due to hesitation around changing ways of working coupled with uncertainty about AI-generated outcomes.

Implementation and adoption barriers (35%)

Challenges around integrating tools into workflows and ensuring consistent usage remain significant obstacles.

Organisations are clear about the foundational work needed to scale GenAI responsibly and sustainably.

Based on their self-assessment (confidence in their agility to manage transformation), 50% of respondents believe their organisations are agile. However, the rest remain unsure. At an operational level, firms have demonstrated the ability to manage structured change, as seen in the return-to-office transition. However, when it comes to more complex, evolving initiatives like GenAI, the challenge is not intent but readiness. Organisations are willing to adopt innovative technological solutions like GenAI, but scaling such solutions calls for investments in skills, trust and governance to move from experimentation to enterprise-wide adoption.



Rajesh Dhuddu, Partner and Emerging Tech Leader

GenAI and AI transformations are important, but the unique challenges they pose need careful consideration for successful implementation.

About HYSEA

Hyderabad Software Enterprises Association is established in 1991, is a unique non-profit organization that strives to bring together the various IT/ITeS, GCC and Startup Organizations in Telangana under one umbrella to network, share knowledge and work closely with the Government and other industry stakeholders to expand into new areas of business, social development and economic prosperity of the state. With our wide Industry membership base, we represent 90% of the Telangana IT Industry in terms of Revenue and Workforce..

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About GCCX... Hyderabad

The GCCX platform is a pioneering initiative spotlighting India's thriving GCC ecosystem. With three successful editions in Bangalore, the 2025 Hyderabad edition marks a bold expansion bringing together the best of national thought leadership and regional industry depth. HYSEA, established in 1991, proudly represents Telangana's IT industry, and 3AI brings unmatched expertise in AI and analytics leadership. This collaboration represents the convergence of AI-driven transformation and the strategic evolution of GCCs in India.

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Data Classification: DC0 (Public)

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AP/July 2025 - M&C 47371