Evolution from cost centers to innovation hubs


I ndia's GCCs are pivoting from cost–effective operational hubs to becoming sandboxes of digital innovation for global corporations. Tech giants such as Google, Accenture, Microsoft, and others have transformed GCCs into Centers of Excellence (CoEs).

Additionally, many GCCs are establishing dedicated innovation labs, accelerators, and incubation centers across Indian cities, especially Tier II cities such as Ahmedabad, Chandigarh, Coimbatore, Kochi, and Jaipur.

Indian GCCs are driving innovation by leveraging and upskilling employees in technologies like AI, cloud computing, and data analytics. Centers are now collaborating with teams across the globe to create groundbreaking solutions, products, and services.

Support from government schemes promoting innovation, startups, and digital infrastructure has provided talented engineers, data scientists, and technologists with the infrastructure and resources required to power a new wave of innovations.

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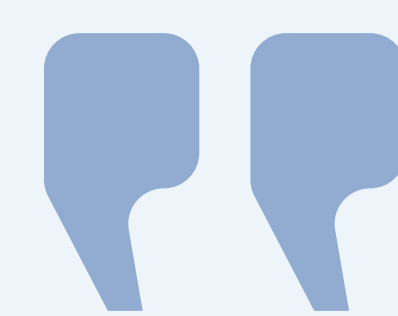
India offers a strategic trifecta of talent, innovation, and cost advantage, making it an ideal hub for building and scaling next-generation capabilities:

- A vast digital–ready talent pool, with over 65% of the population under 35, rapid advancements in AI, digital engineering, and data analytics.

- A competitive cost structure compared to other global markets.

- For GCC leaders looking to accelerate innovation, India is more than a delivery location; it's an innovation engine. It's about scaling smarter, faster, and more efficiently.

Rakesh Sancheti
Chief Growth Officer, Data & AI, Tredence