IncubXperts

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Why should growing SMB and mid-market organizations think about establishing a GCC now?

India already hosts over 2,100 GCCs employing 2.36 million professionals, with 100+ new GCCs added in the past year. New GCCs are also reaching strategic maturity in half the previous time, giving early movers a real advantage. Those who wait will hire in a tighter, costlier market.

The other reason to move now is talent. According to NASSCOM-Zinnov, India is the world's #1 AI hiring market, with 250,000+ AI and ML professionals — roughly 28% of all GCC AI talent globally.

GCCs are no longer the preserve of large global enterprises. Equal Opportunity exists for SMB and Mid-market organizations when they work with a partner that brings deep local market know-how. When done right, GCCs faciliate fully integrated teams that accelerate innovation, enable transformation, and improve operational efficiency to create long-term business value.

How can we design and operationalize an India GCC that accelerates growth, strengthens resilience, preserves strategic control, and delivers measurable business value early on?

There is no universal GCC operating model. The right model depends on the organization's strategic ambition, target capabilities, risk appetite, required speed, and long-term ownership goals.

When evaluating partners, the most important dimension is whether they specialize in SMB and mid-market realities, or whether you are being served a scaled-down enterprise playbook that neither addresses your organization's needs nor fits its culture.

Always begin with the business mandate, not with an entity structure or headcount plan. This helps move from strategy to operational reality, from selecting the location to building the team, establishing governance, and embedding security and compliance from the outset. The outcome is not simply a cost center, but a resilient India-based capability hub that supports innovation, scalability, and measurable business value.

What should SMB and mid-market organizations know about data security, compliance, and regulatory requirements before setting up a GCC in India?

Three things may catch first-time builders off guard.

First, India's compliance landscape is layered. The DPDP Act 2023, sector-specific requirements like RBI payment-data rules, cross-border transfer obligations, tax, and transfer pricing may all apply depending on the GCC's activities.

Second, compliance is an architecture and operating-model issue, not just a legal one. Early decisions about data access, storage, cross-border flows, retention, and incident response are costly to change later, so data classification, access controls, audit trails, and security processes should be designed before production work begins.

Third, SMBs must align Indian requirements with their home-country, customer, and industry obligations. The compliance model should clearly map responsibilities across the parent company, GCC, technology providers, and setup partner.

The key principle: compliance architecture must come before scale, before hiring at volume or moving sensitive work to India. ■

"Considering an India GCC? Reach out to engage@incubxperts.com to discuss how proven enterprise practices can be adapted to your organisation's priorities, scale, and investment capacity."