

# SimplyBiz GCC

**Fuelling Global Growth with Flexible GCC Solutions**

**Hyderabad | NCR | Bengaluru | Mumbai**

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[www.simplybiz.in](http://www.simplybiz.in)





India has emerged as a premier destination for Global Capability Centers (GCCs), boasting a vast pool of skilled professionals and advanced technological infrastructure.

India is being considered as "The GCC Capital of the World" hosting over 2975+ GCC Units (largest in the world.)

According to Zinnov, approximately 23% of Global 2000 MNCs have their presence in India as GCC.

And 6500+ Global Roles are housed in Indian GCCs which will cross 30K+ over the next six years.



1700+ GCC employing over 1.9+ Mn Talent



\$ 64.6 Bn+ Indian GCC Revenue



120K+ AI Professionals working across GCC



World's highest youth population



Third Largest Startup Ecosystem



\$ 70.95 Bn+ FDI inflow in 2023-24



117 Unicorns (Only behind US & China)



\$ 151 Bn+ raised funding since 2014



7.6% GDP growth rate in 2023-24





# Talent Pool

India offers a vast talent pool with over 60% of population aged between 15-64 people, making it one of the youngest workforces globally.

Each year, more than 1.5 million engineers graduate from Indian universities, alongside over 2.6 million STEM graduates, providing a steady stream of skilled professionals.

## Notable GCCs in India



**Talent Pool (Software Engineering + AI/ML): 3.7 Mn+**

**460K+ GCC Talent Pool with New-age Tech Skills**

**5.4 Mn+ Digitally skilled workforce**

**416K AI Professionals available in India**

**52.25% Overall employability youth rate**

**7.5% GDP contribution by IT Industry**

**IT Industry has 57% share in global outsourcing**

**IT Industry has 38% share in total exports of India**





# Global Capability Centres



- Centralized hubs established by multinational corporations
- Perform key business operations for global or regional offices
- Handle activities like Research & Development, Shared Services (Accounting, Finance), and IT & Technology Services

## The Challenges for SMBs in Setting Up GCCs

- High capital expenditures
- Complex regulatory hurdles
- Operational challenges and resource constraints



# The Solution

We provide comprehensive solutions for establishing and managing Global Capability Centers (GCCs) in India for overseas businesses. Our flexible engagement models include Build-Operate-Transfer (BOT) and Pay-As-You-Go options tailored to specific needs.

With robust execution capabilities, supported by a network of affiliate partners and an experienced advisory board, we ensure seamless operations and superior customer deliverables.

Leveraging our experience in serving over 150 clients from diverse global locations like the USA, Singapore, Germany, Australia, Norway, UK, UAE, Japan, Malaysia, Philippines, and Russia, we are uniquely positioned to offer unparalleled GCC services that drive efficiency and business growth.

**Know more →**

[www.simplybiz.in](http://www.simplybiz.in)







# Why GCC?



- Minimal to No-Capex
- Scalable & Flexible
- Large Talent Pool
- Growth Enabler
- Strong Digital infra

- Cost-Efficient
- Global Expansion
- Time zone advantage
- Proven GCC ecosystem
- Favourable demographics



# Business Functions

GCCs in India: Optimize these key business functions for global excellence

Information Technology (IT) Services

Research and Development (R&D)

Finance and Accounting

Supply Chain Management

Customer Support and Contact Centers

Marketing and Sales Support

Analytics and Data Science

Engineering and Design Services

Digital Transformation and Innovation

Governance & Risk Management



# What can we Offer

## TalentBridge

Connecting you with top talent by managing recruitment, sourcing, interviewing, onboarding, and offering Employer on Record services, ensuring you have the right people to advance your business.

**Talent Acquisition & Management**

## InfraHUB

Offering essential infrastructure support, including laptops, servers, cybersecurity, IT support, and workspace setup, ensuring your operations use reliable, cutting-edge technology solutions.

**Infrastructure Support**

## BizShield

Offering entity setup, accounting, bookkeeping, taxation, payroll, and compliance, freeing you from administrative tasks so you can concentrate on growth and innovation.

**Operational Support**





# Our offerings are Ideal For



## Overseas Funded Companies

Tailored for funded companies, primarily those in the Seed to Series A stages looking to establish a global presence and capitalize on strategic expansion opportunities.



## Growth Stage Companies

Businesses experiencing rapid growth, scaling operations, and requiring robust solutions to support their expanding needs in new markets.



## Companies expanding to India

Assist SMBs aiming to sell their products or services in the Indian market by providing seamless integration, compliance, and operational support to ensure successful market entry and growth.



# Roles

## Client

### Productivity:

- Work processes
- Performance metrics
- Project management
- Product training
- Quality oversight

### Profit:

- Strategic planning
- Revenue generation
- Business development
- Pricing
- Investments

## SimplyBiz

### People:

- Recruiting, Sourcing & Onboarding of Talent.
- Payroll & HR management

### Infrastructure:

- Office space/ Workstations
- IT infrastructure & Support
- Maintenance & Security

### Operational:

- Corporate Compliance
- Bookkeeping & Accounting
- Legal (Contract drafting)
- Statutory filings
- Government liaison





TechHub

# Setup & Infra

1

## Office Space

Provide flexible, co-working, or dedicated office spaces as per the client's requirements, with fully-equipped workstations.

2

## Remote/Hybrid Work Setup

Solutions for setting up remote or hybrid work environments, including providing virtual offices and collaboration tools.

3

## IT Infrastructure:

Supply and manage hardware (laptops, desktops), servers, cloud solutions, VPNs, data centers, and cybersecurity protocols.

4

## Tech Support & Maintenance

Ongoing IT support, troubleshooting, maintenance, and software management to ensure smooth operations.

5

## Cybersecurity & Data Protection:

Implement and manage robust data security measures to protect business information and ensure GDPR compliance (for businesses handling EU data).



TalentBridge

# Talent Acquisition & Management

1

## Employer on Record

Managing all employment responsibilities, including payroll, benefits, and compliance, allowing businesses to hire and manage international talent seamlessly.

2

## Recruitment

End-to-end hiring services including sourcing, screening, interviewing, and onboarding of talent. Collaborate with specialized recruitment partners.

3

## Employee Onboarding

Smooth onboarding process including document verification, contract setup, training programs, and integration into the company's culture.

4

## HR Management

Comprehensive HR support including employee lifecycle management, benefits administration, and maintaining HR records.

5

## Training & Upskilling

Tailored employee training programs, leadership development, and upskilling opportunities based on industry needs.



TalentBridge

# HR & Payroll Services

1

## Payroll Management

Handling salary disbursement, tax deductions, bonuses, and incentives in compliance with local laws.

2

## Taxation & Compliance

Ensure all statutory and labor law compliances including Provident Fund (PF), Employee State Insurance (ESI), Professional Tax (PT), and TDS are handled correctly.

3

## Employee Benefits

Design and administer employee benefits programs including health insurance, provident fund contributions, and other welfare schemes.

4

## Leave & Attendance Management

Integrated systems for tracking employee attendance, leave approvals, and related policies.

5

## Training & Upskilling

: Tailored employee training programs, leadership development, and upskilling opportunities based on industry needs.



BizShield

# Legal & Compliance Support

1

## Entity Setup & Registration

Assist in setup of various entities structures, legal registrations, and resident directorship service as per regulatory requirements.

2

## Regulatory Compliance and Legal Advisory

Ensure ongoing compliance with labor laws, tax regulations, and statutory obligations in India while providing expert legal advisory on foreign direct investment (FDI) regulations, labor laws, and international trade laws.

3

## Contract Management

Draft, review, and manage employee contracts, NDAs, and service-level agreements (SLAs).

4

## Regulatory Reporting

Handle mandatory regulatory reporting and disclosure requirements for GCCs in compliance with local laws.

5

## Intellectual Property

Comprehensive Intellectual Property Rights (IPR) services, covering trademark registration, copyright protection, patent filing, and enforcement, ensuring the safeguarding of your intellectual assets.



BizShield

# Financial & Accounting Support

1

## Bookkeeping & Accounting

Comprehensive bookkeeping and accounting services, including financial reporting, accounts receivables/payables, and tax filings.

2

## Tax Planning & Compliance

Assistance with local and international tax planning, transfer pricing regulations, and tax return filing.

3

## Budgeting & Forecasting

Prepare financial budgets, forecasts, and strategic financial plans to guide growth.

4

## Audit Support

Assistance with statutory and internal audits, as well as handling external audit requirements.

5

## Foreign Exchange Compliance

foreign exchange compliance services, including adherence to transfer pricing regulations, ensuring that all cross-border transactions meet statutory requirements and international financial standards.



# Engagement Models



1

## Build. Operate. Transfer

Establish and operate the GCC on behalf of the client, handling all aspects of setup, operations, and management. Once the centre is fully functional and meets the agreed-upon performance criteria, ownership is transferred to the client. This model provides a risk-mitigated path to establishing a GCC while ensuring smooth transitions and operational efficiency.

2

## Pay As You Go

Allowing companies to select and pay only for the services they need, such as talent, infrastructure setup, payroll management, IT support etc. This flexible approach enables companies to scale teams and resources based on actual usage, minimizing upfront costs and avoiding long-term commitments.



# Entry Models

1

## Employer on Record

Enabling companies to hire employees in India without the need to establish a legal entity.

### What we will cover

- Talent Acquisition (optional)
- Legal employment
- Payroll & benefits administration
- Regulatory compliance
- HR Management
- Onboarding & offboarding.

**Timelines: Within one week**

2

## Global Capability Centre

Assisting you in setting up a comprehensive GCC in India, offering full-scale operations and establishing your own legal entity, if required.

### What we will cover

- Entity Setup (only if required)
- Talent Acquisition & Management
- Infrastructure (Hard & soft assets)
- Operational support (accounting, taxation & compliance)
- Compliance & Regulatory advisory.

**Timelines: 30-90 days for team size of 10-200**







# Case Study



GroundGame Health is a renowned international health technology company dedicated to transforming healthcare delivery through innovative digital solutions. With a mission to enhance patient outcomes and streamline healthcare processes, GroundGame Health offers a comprehensive suite of services including telemedicine, health data analytics, and patient management systems. Their cutting-edge technology platform integrates seamlessly with existing healthcare infrastructure, ensuring improved efficiency, reduced costs, and superior patient care.

**What we did: SimplyBiz, through its offerings, played a pivotal role in establishing and managing GroundGame Health's IT back office in India.**

## Establishing GroundGame Health in India

- Assisted in navigating the complex process of entity formation in India.
- Choosing the appropriate business structure, and obtaining necessary approvals.
- End-to-end support in obtaining required licenses and registrations.

## Managing GroundGame Health's Indian Operations

- Took charge of accounting and bookkeeping, ensuring accurate and timely financial reporting.
- Managing all aspects of taxation including direct and indirect taxes.
- Payroll management.
- Handling corporate secretarial compliances.





# Case Study



Ageye Technologies is a cutting-edge agri-tech company that focuses on integrating artificial intelligence and data-driven technologies into agriculture. Their mission is to enhance agricultural productivity and sustainability through innovation. To expand their global presence, Ageye sought to establish operations in India and partnered with SimplyBiz for their strategic growth journey.

**What we did: SimplyBiz successfully assisted Ageye Technologies in setting up their IT office in India, enabling them to expand their operations with a skilled team in Bangalore.**

## **Establishing Ageye in India**

- Assisted Ageye in successfully establishing their business entity in India.
- Providing director nomination services to meet statutory requirements.
- Overseeing Indian operations from a compliance standpoint to ensure adherence to local laws.
- Managing compliance obligations under Indian regulations.



# About Us

SimplyBiz is a multidisciplinary professional services firm with competency in Finance, Legal, Accounting, Tax & Compliance.

SimplyBiz was formed with the mission of simplifying the client's business functions.

Our service offerings are productized to deliver better quality and experience on Transaction Advisory for fundraising, Business Setup, Entity Management, Corporate Governance, and Secretarial compliances.

Know more about us @ [www.simplybiz.in](http://www.simplybiz.in)

**Your  
Trusted Partner  
In Business**

**100+**  
Existing  
Clients

**300+**  
Years of  
collective  
experience

**30+**  
Team of  
Professionals

**30+**  
Industries



# Why Us

Our tailored services are designed to support the unique needs of the enterprises. By focusing on this niche market segment, we aim to provide comprehensive and personalized solutions that facilitate their growth and success within the Indian business landscape.

Our commitment is to simplify complex financial processes, allowing our clients to focus on their core objectives while we handle the intricacies of enabling functions with precision and expertise.



Tailored for Indian ecosystem



Tailored for SMBs



Subscription based engagement



End-end solution



Diligence ready approach



# Our Team



**Raghu Babu Gunturu**  
Founder & Director

Raghu Babu Gunturu has over 28 years of experience in Corporate Legal, Compliance, M&A, Joint Ventures, Capital Markets, and Insolvency Resolution. He is a TiEHyderabad Charter member, early-stage investor and ecosystem contributor for startups & SMBs. He has invested in over 30 companies. Raghu is also on the Board of a few Indian companies having an international presence which gives him a global perspective of business. With a 360-degree view of various strategic and functional areas involved in a business, he founded SimplyBiz Private Limited 2 years ago. Raghu is a Postgraduate in Commerce, Bachelor of Law, and Fellow Company Secretary. He has also done an Executive MBA / PGPMAX from Indian School of Business and is also a qualified Insolvency Professional.



**Vaishali Vohra**  
Director - Strategy &  
Client Success

I am a CS with over 17 years experience. In my current role as a head of the SimplyCorp, I provide a strategic direction to the vertical covering end-end functions from lead to conversion, client onboarding, execution & delivery, compliance controls and reporting for an extensive portfolio of 100+ clients.



**Vanaja Kaleru**  
Lead - Corporate  
Compliance

" Having more than 15 years of experience. I am an expert on Corporate Laws specifically on Compliance Audit and Compliance Management. Besides the Companies Act, 2013 and LLP Act, 2008 I have a great command of the Foreign Exchange Management Act, 1999"



**Shiva Shankar**  
Head - SimplyFACT

I" am a Chartered accountant having more than 10 years of experience in Finance and Taxation. I've experience of working in diversified streams that include manufacturing, accounting and consulting firms. At SimplyBiz, I head the SimplyFACT vertical."



**Kalyan C Rao**  
Lead - Business  
Development

"I am a post-graduate MBA in Marketing, with 25+ years of experience in Marketing & CRM, Business Development, Operations & IT based Services with companies like Aplab, eSmart, CMS Computers, Sodexo, Coromandel Infotech and Aspire Value Services. I am also part of GCPIT as honorary Director General (India)"



**Geetanjali Aggarwal**  
Head - SimplySetup

"I have 8 years of professional experience in the field of Corporate Compliance, Licensing & Registration, Compliance Audits, and Legal & Corporate Advisory services including regulatory representation and coordination."



**Babu Are**  
Lead - SimplyTransact

I'm a Post-graduate in Commerce, Graduate in Law and a Fellow Member of ICSI, having 20 years of experience in the areas of Corporate Legal, Secretarial and Regulatory Compliance such as Corporate Governance, Due Diligence, M&A, Capital Issues and Listing, Fund Raising, Collaboration, Joint Venture Agreements & Contract Management etc.





# Our Team



**Sai Sunanda**  
Engagement Manager

"Qualified Company Secretary with 3 years of experience in handling various Corporate Actions and managing end-to-end corporate secretarial compliances under the Companies Act 2013 and Foreign Exchange Regulations."



**Sai Ganesh**  
Engagement Manager

"I am a Chartered accountants of India having more than 5 years of experience in Finance and Taxation. I've experience of working in diversified streams that include manufacturing, accounting and consulting firms. At SimplyBiz, I take care of execution part of SimplyFACT vertical."



**Fazal**  
Engagement Manager

"Having over 7 years of professional experience in handling the Finance & Account functions for companies from various Industrial sectors, I manage the client's accounting & bookkeeping activities."



**Shilpa Aggarwal**  
Head - SimplyTransact

"I possess 8 years of post-qualification experience. I am known for my in-depth knowledge and experience in Corporate law and my strong analytical skills. I am a subject matter expert on ESOPs & Funding options for start-ups."



**Dharma Teja**  
Engagement Manager

"I am a Law Graduate from NUALS, Kochi with four years of experience specializing in transactional advisory for startup fundraising, mergers, and acquisitions, drafting, reviewing, and advising on commercial contracts, and conducting legal due diligence for companies."



**Srivardhini**  
Engagement Manager

"I am a seasoned Human Resources professional with a passion for nurturing talent and fostering a thriving work environment. I expertise in recruitment, employee engagement, and strategic HR planning."



**Karthik Bhat**  
Product Manager

"I am a qualified Company Secretary working as a Product Manager at SimplyBiz, where I combine my deep interest in finance, tax, and compliance with my passion for technology and digital trends."



**Pooja Jain**  
Engagement Manager

"Qualified Company Secretary with experience in handling various Corporate Actions. I have thorough experience in fund raising, ESOP and related transactions."





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# Get In Touch

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