

Embark

Overview

Founded in 2025, Embark is an integrated, end-to-end GCC setup and enablement platform. It supports organizations across the GCC journey – from strategy and legal entity setup to talent acquisition, real estate, and enabling functions while also operating select global processes. This integrated approach helps companies establish and scale with speed and reduced risk. Embark is backed by Embassy Group, one of India's leading real estate conglomerates.

Key Provider Capabilities

Embark combines infrastructure, talent, compliance and ecosystem partnerships under a single accountable model, easing market entry and hastening time-to-value.

- **Platform products:**
- **End-to-end support and ownership:** Embark supports the full GCC setup lifecycle, from strategy and location advisory to legal entity formation, talent acquisition and managed services across HR, F&A, IT and workplace functions. Its single-partner model means execution ownership, reduced coordination complexities and rapid and predictable establishment for new entrants.

- **Integrated infrastructure for smooth execution:** Embark gives access to over 50 million sq. ft. of commercial space across India's key GCC hubs, complemented by WeWork India's approximately 120,000 flexible seats for rapid incubation and scaling. This infrastructure, combined with third-party developer partnerships, enables rapid workspace readiness, scalability and cost predictability, allowing Embark to remain location-agnostic and aligned to clients' phased growth requirements.
- **Flexible commercial and operating constructs:** Embark offers multiple engagement models, including assisted build, BOT and fully managed OpEx models, enabling alignment of client

investments with growth plans and risk appetite without large upfront commitments.

- **Talent acquisition and enablement:** Embark's in-house talent team leverages AI-enabled hiring tools to source technology and business talent, enabling rapid workforce ramp-up, aligned with GCC mandates and capability requirements.
- **Ecosystem-enabled delivery and accountability:** Embark leverages a curated partner ecosystem for strategy, transformation and domain expertise. At the same time, it retains overall execution accountability across the GCC lifecycle.

Benefits Delivered

- **Incubation-ready workspace for 134 seats delivered in 30 days and scaled to over 500 seats in 120 days via an OpEx model**
- **Transitioned CapEx-heavy setups into OpEx-led models**
- **Executed a lift-and-shift for around 1,000 employees in 90 days with zero talent loss**
- **Accelerated time-to-market with rapid talent onboarding and operational readiness in weeks**

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Sweet Spot

Embark's sweet spot lies in its ability to serve midmarket organizations that need a single, accountable partner to navigate the complexities of setting up a GCC in India, without coordinating with multiple vendors or committing to large upfront investments.

- **Midmarket GCC enablement:** Embark is purpose-built for the midmarket, supporting new entrants in India or the ones transitioning from an outsourced model to a captive center. Its OpEx-first approach eliminates the CapEx barrier, enabling clients to launch GCCs with minimal upfront investments and then scale progressively.
- **Execution-led model anchored in infrastructure and integration:**

Embark's integration with Embassy Group's real estate platform represents advantages in terms of speed of setup, cost predictability and scalability. This infrastructure strength is complemented by integrated talent, compliance and operational setup services, enabling it to offer end-to-end support for GCC establishment under a single execution model.

- **Flexible, modular service delivery:** Embark's modular delivery models, ranging from infrastructure-only or talent-only support to fully managed GCC setups, allow clients to start with focused requirements and expand into broad capability ownership as a GCC matures, without being locked into rigid service bundles.

- **Practitioner-led delivery:** Embark's leadership brings firsthand experience in building and scaling GCCs across the BFSI and technology sectors. This operational expertise buttresses practical, execution-focused setup strategies, governance design and talent models from inception.

- **Ecosystem-enabled capability expansion:** Through partnerships with consulting firms, workspace providers and niche companies, Embark enhances its ability to deliver advisory, transformation and domain expertise, while maintaining execution ownership across engagements.

Future roadmap

Embark is focused on strengthening its position as a next-generation GCC enablement platform, with investments across the following areas:

- **Global sales engine expansion:** Building dedicated global and India-based sales capabilities to expand market reach and client acquisition
- **Technology platform development:** Developing an integrated platform to support end-to-end GCC setup and delivery, enhancing operational visibility and client experience
- **Talent capability scaling:** Expanding in-house talent acquisition capabilities and advancing AI-led hiring tools to support large-scale GCC ramp-ups
- **Expansion into emerging GCC locations:** Extending delivery footprint into Tier II cities to support distributed GCC strategies