

Edenred partners with Great Place To Work Institute

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Establishing India's most comprehensive and in-depth benchmarking study in the field of rewards and recognition, Edenred – The International leader and India's foremost organization in work-life benefits, rewards and loyalty solutions, has partnered with Great Place To Work Institute to identify "India's Best Companies for Rewards and Recognition 2012". The study aims at honoring companies in India that take employee motivation to the next level with innovative, structured and measurable rewards and recognition programs.

The workforce today is exposed to the developed world, is articulate about their needs, and wants the best of everything – competitive salaries, comfortable lifestyle, job security, career enhancement options, work-life balance, etc. Acknowledging this fact, companies now have well-defined philosophies which have helped them develop innovative, intrinsic ways of motivating and engaging with their employees. Edenred and Great Place To Work® Institute have embarked on this initiative to celebrate the achievements of such organizations with outstanding rewards and recognition practices. This platform will also encourage a number of organizations to create an effective program addressing the entire employment „value proposition' of remuneration, benefits and careers.

Speaking on the association and the study, Mr. Sandeep Banerjee, CEO and Managing Director, Edenred - India said, "For over 50 years, Edenred has been committed to its vision „For an Easier Life" and developed innovative solutions that enhance individual well-being and performance of organizations. We are at the forefront of work-life benefits, rewards and loyalty solutions in India. Taking it to the next level, Edenred along with the Great Place To Work Institute has established this benchmark study to honour those conglomerates which have set an example by creating programs, practices, elements and dimensions that define their intent to reward and recognize their employees.

This study will salute the business and leadership that has championed programs in order to maximize the effectiveness of rewards and recognition. We are hopeful that through the medium of „India's Best Companies for Rewards and Recognition 2012", all the contributors will continue to set an example of the advancement in their rewards and recognition policies."

Mr. Prasenjit Bhattacharya, CEO Great Place to Work® Institute says "This Study is an attempt to encourage more organizations to improve their reward and recognition practices and study what the best workplaces in this area do differently. The Study will bring focused insights in this important area for use of Organizations who want to use the power of appropriate rewards and recognition to create high performing organizations."

„India's Best Companies for Rewards and Recognition 2012" presented by Edenred and conducted by Great Place To Work® Institute will be a first-of-its-kind in the country. More than 100 companies belonging to a multitude of sectors like IT/ITES, BFSI, FMCG, Pharma, Manufacturing, etc. are expected to be a part of this study. The criterion for selecting the best companies is primarily based on employees' response to the Great Place to Work Trust Index® Employee Survey and the Management's/HR's response to a detailed questionnaire on rewards and recognition practices. Through these tools, organizations will be assessed on the

practices followed by them in the area of rewards and recognition. Corporate organizations that feature on the list of „India“s Best Companies for Rewards and Recognition 2012“ will be felicitated in a grand ceremony to be held in the month of April 2012 in Mumbai. They will also get an exclusive opportunity to be showcased in a whitepaper on the subject.

To be considered for the study, an organization should be operational in India for 2 years with employee strength of at least 100 employees. The organization should not have undergone any merger or acquisition which added 25% or more employees to its employee strength. Companies can register for „India's Best Companies for Rewards and Recognition 2012' by writing in to greatplace@greatplacetowork.in or calling on +91 9820866406 /+9122 66105544. The last date for application for this study is 20th January, 2012.