

L&T – One of India’s Most Attractive Employers – Randstad Survey

L&T was ranked among India’s *Top 10* Most Attractive Employers in a survey conducted by Randstad, the leading career advisory services firm. In fact, L&T is the only engineering, construction and manufacturing company in India to have featured in the list that is dominated by global IT & ITeS firms. L&T also earned special recognition as the most attractive employer in the country’s infrastructure sector.



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The survey covering an estimated 7,000 staffers and jobseekers between the ages of 18-65 noted that competitive salary & employee benefits and long-term job security are two critical factors which matter the most to Indian employees. L&T scored high on both the counts. In the study, employees also identified pleasant working atmosphere, good work-life balance, and career progression opportunities as other important factors they would consider when choosing an employer.

The survey’s objective was not only to identify the most favored employers in India but also to highlight key HR trends and drivers of talent attraction within the country. As per its findings, in 2013 potential employees appear to be less concerned about the state of the employer’s financial health as compared to previous year. However, interestingly, personal financial gain surfaced as the main reason why most employees would choose to move to another company. Other major reasons for employee churn included need to gain more experience and lack of work-life balance.

The survey also emphasized on the need for companies to work towards building an attractive ‘employer brand’ in order to attract and retain the right talent.