



# Benefits4U

An exclusive Benefits Forum for leading Indian employers

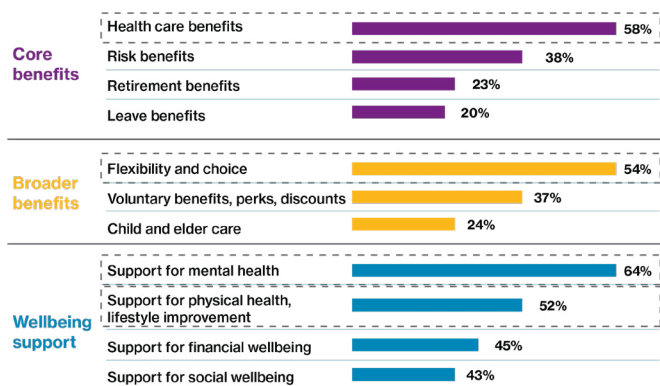
# Why Benefits4U?

COVID-19 pandemic has highlighted the importance of wellbeing and the role employers can play in improving the same. Not only can a comprehensive and holistic wellbeing strategy support employees' long-term financial goals and wellbeing, it's also an opportunity to boost the overall employee experience.

In today's highly unpredictable, digitally disrupted workplace, employee benefits and wellbeing programmes are critical to a company's ability to attract, retain and manage talent. As the workforce and work trends are evolving, organisations' benefit programmes also need to evolve rapidly. How can organisations begin to map their transition to more relevant and effective strategies and programmes?

## Transforming benefits over the next two years

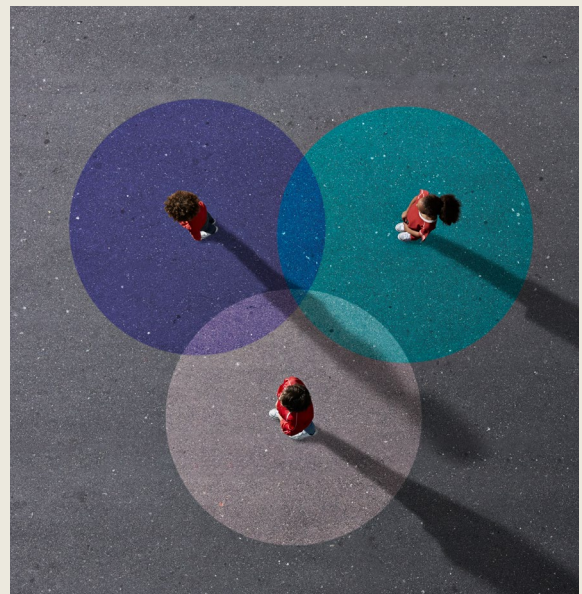
WTW's 2021 Benefit Trends Survey India findings share that over the next two years, employers are planning to make enhancements in healthcare benefits (58%), flexibility and choice (54%), support for mental health (64%) and support for lifestyle improvement (52%), among others.



Source: WTW's 2021 Benefit Trends Survey, India

Holistic employee wellbeing will be the catalyst for organisations in making a successful transformation and a reimagined employee benefits programme will be the solution to differentiate and personalise employee experience. Adopting an integrated digital strategy is the only way to ensure that the benefits approach meets the needs of all workforce segments. Delivering a personalised employee experience while optimising costs is going to be the key.

**Benefits4U is WTW's unique platform for progressive organisations to share insights, drive research, learn and add capabilities in the Employee Benefits space.**





### Objectives of the forum



Cross-industry best practice sharing



Research



Capacity building and skills development



Efficient communication, coordination and dialogue



Networking



### Proposed activities in one year

Webinars conducted by WTW

Pulse surveys

Discussions with industry leaders

Quarterly newsletters

Access to WTW's benefits survey\*

Thought papers/ Articles

\*applies only if you share the data in the online platform



## Benefits forum advisors



### Ritobrata Sarkar

is a Consulting Actuary with about 17 years of experience in the Indian retirement and employee benefits market.

He has worked

extensively on actuarial valuations of employee benefit schemes as well as general benefits and actuarial consulting. He has BSc. Hons in Statistics and is a Fellow of the Institute of Actuaries of India.

**Ritobrata Sarkar**  
Head – Retirement (India), WTW



### Jude Vijay

is the Head of Rewards business for WTW in India. He has more than 15 years of management consulting experience of having led

projects around total rewards, compensation and benefits benchmarking, design and governance. He has earned an MBA from University of Derbyshire, UK.

**Jude Vijay**  
Head – Rewards (India), WTW



### Mallika Sheth

is the National Growth Leader for Willis Towers Watson India Insurance Brokers. With over 17 year of employee benefits consulting experience,

Mallika has

benefited her clients in accomplishing diversified long-term sustainable programmes. She holds an MBA degree from Boston College, USA.

**Mallika Sheth**  
National Growth Leader – Health & Benefits, Willis Towers Watson India Insurance Brokers



**This is an exclusive, by invite only forum.  
For more information around enrollment,  
please write to [deepika.raj@willistowerswatson.com](mailto:deepika.raj@willistowerswatson.com).**

## About WTW

At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help you sharpen your strategy, enhance organisational resilience, motivate your workforce and maximize performance. Working shoulder to shoulder with you, we uncover opportunities for sustainable success – and provide perspective that moves you. Learn more at [wtwco.com](https://www.wtwco.com).



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