

# Magic Billion

POWERING THE GLOBAL AMBITION OF EVERY INDIAN

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## Strengthening the Global Talent Pipeline

July reflected continued momentum across our global talent ecosystem, with candidates progressing through language training, technical assessments and employer interviews. Employer engagement strengthened through an international recruitment visit to our Kolkata training centre, while government engagement expanded with Maharashtra joining our growing network of state partnerships. Across Germany, Europe, Australia and emerging markets, we continue to build skilled, role-ready talent pipelines aligned with employer needs.

**3,000+**

Professionals Deployed  
Since Inception

**200+**

Employer Partnerships

**8 Years**

Building Global Workforce  
Mobility Infrastructure

## From the Founder's Desk

### What Employers Need from Global Talent Today

The global demand for skilled talent continues to grow, but so do employer expectations. Germany's shortage alone runs into the hundreds of thousands of skilled roles a year. Across markets, companies are looking for professionals who bring the right technical skills, language capabilities and readiness to work in an international environment.

This reflects a shift in global workforce mobility, with employers increasingly seeking role-ready talent for long-term needs, not just immediate vacancies.



**Aditi Banerjee**

CEO and Co-Founder, Magic Billion  
Co-Founder & Managing Director, IndiaWorks

For India, this creates a significant opportunity. With a large and increasingly skilled workforce, the focus now needs to be on connecting the right talent with the right demand and preparing professionals for the requirements of global employers.

**~300,000**

skilled workers Germany needs from abroad each year

**260,000+**

positions unfilled across Germany's top shortage sectors

Source: IAB / German Economic Institute

At Magic Billion, this demand continues to shape how we build pathways between Indian talent and international employers, with a focus on creating sustainable opportunities that work for both sides.

"The talent has always been here. Our work is to prepare it for global demand and build the pathways that connect the two."

## Connecting India's Talent With Global Demand

India has a young and ambitious workforce, but creating enough meaningful employment opportunities remains one of the country's most important challenges. The scale of that workforce is significant, and it is young. At the same time, employers across global markets continue to face shortages of skilled talent.

**28**

India's median age, against a rapidly ageing Europe

**~24%**

of the world's added workforce this decade projected to come from India

Source: EY

This creates an opportunity to connect two sides of the same equation: India's growing workforce and the demand for skilled professionals across international markets.

When we started Magic Billion, our focus was on exploring where Indian talent could contribute globally and building pathways that could connect that talent with real employment opportunities. Doing this required more than identifying demand. It meant



**Basab Banerjee**

President & Co-Founder,  
Magic Billion

understanding different markets, navigating regulatory requirements, and building trusted pathways between India and destination countries.

The journey has not always been straightforward. But the opportunity has remained clear.

Today, we have helped more than **3,000 young Indians** and their families access meaningful employment opportunities across global markets. Each of these opportunities represents more than a placement. It can mean greater financial stability for a family, a new career path for a young professional, and a contribution to addressing workforce shortages in another market.

As India continues to navigate the challenge of creating meaningful employment for its young population, international workforce mobility can play an important role in connecting talent with demand wherever it exists.

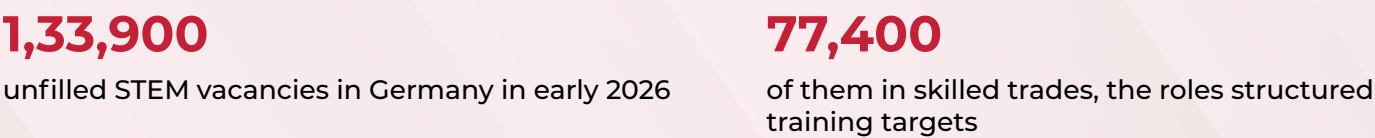
"India's workforce is one of our greatest strengths. The opportunity is to connect that talent with the demand for skilled professionals across the world."

## Market View • Competency Mapping

### The Changing Landscape of Global Hiring

July highlighted how quickly international hiring corridors can change. Disruption in the Gulf affected movement through an established market, with some contracts delayed or put on hold. At the same time, Finland and Australia continued to engage with Indian talent through seminars and other workforce initiatives.

In Germany, the shortage is concentrated exactly where structured training matters most: the hands-on, employer-integrated roles where India's prepared talent can contribute directly.



Source: Spring 2026 STEM Report

For employers hiring internationally, these shifts reinforce the importance of looking beyond qualifications alone. Candidates may need to adapt to different equipment, standards, processes and workplace expectations depending on the market and role. Understanding these requirements is an important part of building an effective international talent pipeline.

This is where competency mapping becomes important. It helps align the requirements of a role with a candidate's existing qualifications and practical capabilities, while identifying areas where additional preparation may be required.

Every employer interview is an important step in a candidate's international career journey.



Welders from across India came together at our Kolkata training centre to interview with an international employer for opportunities in Germany. Ahead of the interviews, our **Co-Founder & CEO, Aditi Banerjee**, spent time with the candidates, guiding them through the interview process, sharing practical insights, and helping them approach the conversations with confidence.



Technical skills are essential, but preparation and confidence also play an important role when candidates engage directly with an international employer. Being able to communicate clearly, understand what is expected, and approach the interview with confidence can make a meaningful difference.

At Magic Billion, preparing candidates for these moments is an integral part of our commitment to helping them succeed internationally.

As new hiring corridors develop, the ability to assess and prepare candidates against specific employer requirements becomes increasingly important.



**Why this matters:** International hiring is not only about finding candidates with the right technical skills. It is about preparing them to demonstrate those skills with confidence when the opportunity arrives.

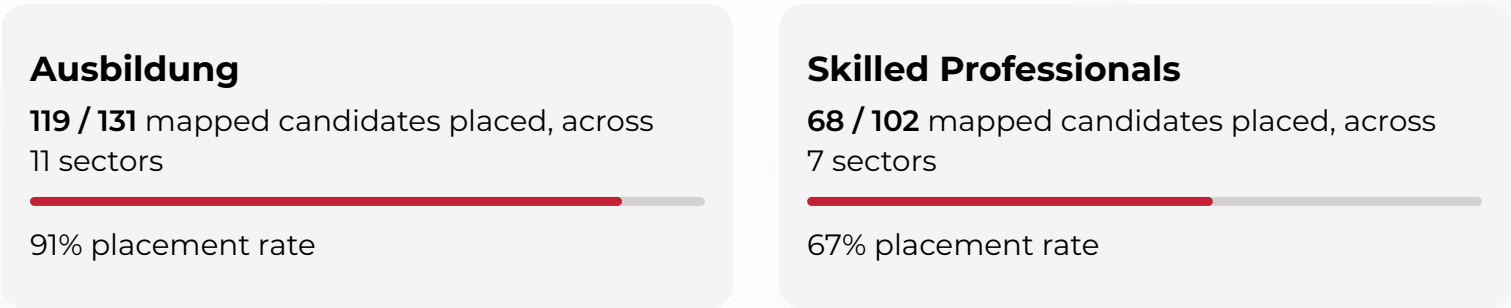
## By the Numbers • Placement Performance

### Candidates Placed Across Sectors

An overview of candidates placed across our Ausbildung and Skilled Professional pathways, spanning a range of sectors and international roles.



The numbers become more meaningful when viewed by programme.



The Ausbildung pathway recorded the stronger conversion, with roughly nine of every ten mapped candidates moving into placement. The skilled professional track, which covers more specialised roles, converted at 67%.

Reporting the numbers by pathway provides a clearer view of where the pipeline is performing and where the complexity of a placement affects conversion.



**Why this matters:** Placement volume tells only part of the story. Conversion across programmes and sectors provides a clearer view of how a workforce mobility pipeline is performing.

## Policy Signal • Government Recognition

### Recognised Under the PMVBRY Scheme

Magic Billion has been formally recognised under the **Pradhan Mantri Viksit Bharat Rozgar Yojana (PMVBRY) Scheme**, placing the organisation's work within the Government of India's broader employment generation agenda. The recognition was issued by the Employees' Provident Fund Organisation (EPFO).

The recognition also reflects an important part of Magic Billion's work beyond international placements. As the organisation expands its global workforce mobility activities, it is also creating formal employment within India and participating in the systems that support social security and organised employment.

For employers, government stakeholders and institutional partners, formal recognition provides an additional point of reference when evaluating the organisation's operating framework.

**Recognized Under  
the PMVBRY Scheme**

Contributing to the **Government  
of India's Viksit Bharat Mission.**



**Why this matters:** The recognition connects Magic Billion's employment activity with a wider national focus on formal employment and workforce participation.

## Government Engagement · State Partnership

# MAHIMA: Public-Private Mobility Infrastructure in Practice

Marked a key milestone in advancing state-led workforce mobility through our engagement with the Government of Maharashtra under the Maharashtra Agency for Holistic International Mobility & Advancements (MAHIMA), bringing together stakeholders across Mumbai, Pune, and Nashik.



## From Outreach to Endorsement: Three Cities, One Coordinated System

Engagements across Nashik and Pune advanced institutional alignment, bringing together training partners, academic leaders, and prospective candidates to strengthen the state's workforce mobility ecosystem.

**3**

Cities engaged  
Mumbai · Pune · Nashik

**100+**

Stakeholders  
activated across institutions

**4**

Distinct engagement  
verticals delivered

## What the Engagement Covered

The Maharashtra activation was structured across multiple stakeholder layers - building participation from the institutional level down to individual candidates.

|                      |                                        |            |
|----------------------|----------------------------------------|------------|
| <b>Pune • Nashik</b> | Orientation Session - Craft Trainers   | <b>35+</b> |
| <b>Pune • Nashik</b> | Orientation Session - ITI Principals   | <b>20+</b> |
| <b>Pune • Nashik</b> | Candidate Webinar - Awareness & Intent | <b>50+</b> |

## Offer Letters Were Formally Awarded to Magic Billion Candidates in the Presence of:

- **Shri Devendra Fadnavis**- Chief Minister, Maharashtra
- **Shri Mangal Prabhat Lodha**- Minister, Government of Maharashtra
- **Consul General of Germany**- Diplomatic representation, Mumbai



**What this signals:** These engagements reflect growing government confidence in structured workforce mobility and stronger alignment between international labour demand, skills development, and state employment

## Bihar: When States Begin to Architect Mobility

Magic Billion was invited to participate in a consultation workshop organised by the Department of Youth, Employment and Skill Development, Government of Bihar - contributing to a structured dialogue on creating international career pathways for India's youth workforce. Discussions centred on sectors where global demand is both sustained and growing: healthcare, hospitality, technical trades, and vocational skills, and explored how state governments, industry partners, and international employers can work in closer alignment to build mobility systems that are scalable, ethical, and safe.



Bihar represents one of India's largest youth labour pools - historically underserved by formal, structured global mobility pathways. Government-led consultation at this level indicates a meaningful shift: states are no longer waiting for mobility to happen organically. They are actively architecting it. State-level diplomatic backing from both governments substantially de-risks the pathway for employers and candidates alike.

"As global demand for skilled talent continues to grow, collaborations between governments, industry, and international employers are becoming increasingly important in building ethical and sustainable workforce mobility pathways."

**- Magic Billion at the Bihar Consultation**

## 700+ Candidates, Six Districts, One Aspiration



India's young workforce has the talent the world needs. Bridging that opportunity begins by reaching candidates where they are.

Our most recent outreach events in Solapur and Pune brought together more than 170 aspiring candidates, including nearly 100 women. Together with our engagements across six districts, we have now connected with over 700 candidates, each conversation reflecting the growing aspiration among India's youth to build careers on the global stage.

At Magic Billion, we believe access to global opportunities should not be limited by geography. By working closely with educational institutions and industry stakeholders, we are helping build stronger pathways that prepare young Indian talent for international careers.

Because every global career begins with a conversation, and every conversation has the potential to change a life.

## Insights & Signals

### The Demand for Practical Skills

The relationship between education and employment continues to attract attention in India. A recent Times of India report found that more than 65% of India's unemployed youth are graduates, highlighting the gap that can exist between formal qualifications and employment outcomes.

At the same time, the importance of vocational education and practical skills is receiving greater attention. **Chief Economic Advisor Dr. V. Anantha Nageswaran** has highlighted the growing economic relevance of vocational education, trade skills and human capabilities that are less easily replaced by automation.

These developments are relevant to the international workforce market as well. Across sectors such as welding, healthcare and technical trades, employers continue to require practical capabilities that can be demonstrated in the workplace.

For candidates, the implication is straightforward. A qualification can open a door, but employability depends on what a person can do with that qualification.

For employers, it reinforces the importance of assessing skills, not credentials alone.

**Why this matters:** As employers place greater emphasis on practical capability, the value of skills-led training and employer-aligned preparation continues to increase.

## Magic Billion Featured in the Media

### In The Media

#### How India's Skilled Workforce Can Help Close Germany's Talent Gap

In a conversation with Hindustan Times, Aditi Banerjee, Co-Founder & CEO of Magic Billion & IndiaWorks, discusses Germany's growing need for skilled professionals and the role India can play in meeting that demand. She also highlights the importance of skills, language readiness and workplace preparedness in building a strong talent pipeline for German employers.

**Source:** Hindustan Times



### In The Media

#### The New Study Abroad Dream: Why Indian Students Are Looking Beyond Just a Degree

Aditi Banerjee, Co-Founder & CEO of Magic Billion & IndiaWorks, shares her perspective with Mid-Day on how Indian students' priorities are evolving. Increasingly, the value of an international education is being measured not just by the qualification, but by what comes after it: employability, industry exposure, relevant skills and a clear career path.

The conversation reflects a broader shift towards education that connects learning with workplace realities and long-term career goals.

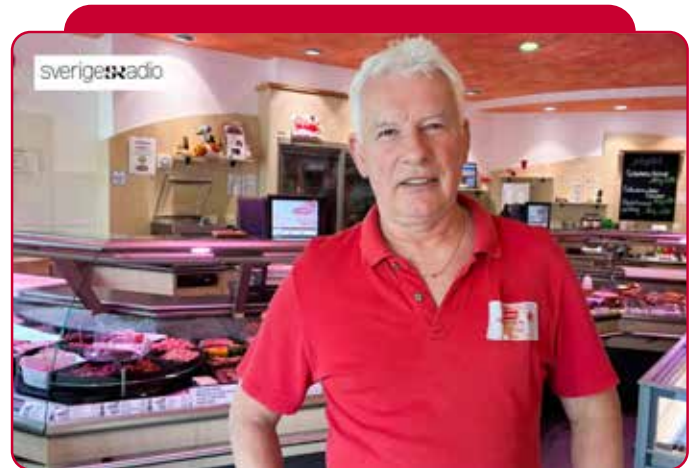
**Source:** Mid-Day



## In The Media

### Sweden's Public Radio Spotlights Magic Billion's Work in Germany

Sveriges Radio, Sweden's national public broadcaster, featured Magic Billion's role in addressing Germany's skilled workforce shortage, highlighting how the company is connecting young Indian talent with German employers facing acute labour gaps. The coverage reflects the growing international visibility of Magic Billion's Indo-German mobility work.



**Source:** Sveriges Radio (Swedish Public Radio)

## Looking Ahead

### From One Corridor to Many

The developments of July point to a global workforce market that is becoming more diverse and, at the same time, more demanding.

Established corridors can be affected by events outside the control of employers or candidates. New markets, meanwhile, continue to emerge as countries respond to their own workforce requirements. Australia, New Zealand and the European Union are among the markets where opportunities are developing, creating a broader landscape for international hiring.

For India, the opportunity lies in building the skills, systems and partnerships required to participate in these markets responsibly. For employers, the priority remains access to talent that has been prepared against the requirements of the role.

For Magic Billion, the focus is on strengthening employer and institutional partnerships, expanding training and competency capabilities, and widening access to structured global opportunities across more regions of India.

The work is not simply about moving more people. It is about making international mobility more reliable for the people and organisations that depend on it.

**The objective:** Build a workforce mobility system that is consistent, reliable and aligned with long-term global demand. Every candidate prepared, every employer aligned and every state engaged strengthens that system. The work continues.

## Explore Partnership & Investment Opportunities

For employers, institutional partners, government bodies, and investors interested in the future of structured global workforce mobility from India.

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