

Magic Billion

POWERING THE GLOBAL AMBITION OF EVERY INDIAN



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When Access Becomes Opportunity

Last Quarter Magic Billion's operating model has expanded from a placement system into a full mobility infrastructure - spanning state government partnership, international credentialing, formal domestic employment recognition, and multi-country deployment. State governments have begun co-owning mobility design. India's first structured pathway to a German university degree has launched. A new labour corridor with Italy has moved from bilateral agreement to active certification. Independent national media have recognised the scale of this shift. Core placement metrics continue to outperform industry benchmarks.

3,000+

Professionals deployed
since inception

200+

Employer partnerships

200+

Employer partnerships

8 yrs

Building global
mobility infrastructure

83%

B1 TELC pass rate vs. 60%
industry benchmark

120+

Visas processed in a
single month

30+

Italian language
certificates awarded

700+

Candidates engaged
across 6 Maharashtra
districts

From the Founder's Desk

Why Global Mobility Is Becoming an Ecosystem Business

Global employers consistently recognise the potential of Indian talent, but international recognition of Indian qualifications remains a challenge. For over eight years, Magic Billion has addressed this gap through employer partnerships, language training, and structured global placements.



Aditi Banerjee

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

The Global Degree Program builds on this mission by offering a fully accredited Bachelor of Arts in Management from Steinbeis University School of Management and Innovation (SMI), delivered entirely from India and designed to equip students with an internationally recognised qualification valued by global employers.

What this means: This is not a pivot, but an extension of Magic Billion's mission to build a stronger system connecting Indian talent with global opportunities.

The Inflection Point: When States Begin to Co-Own Mobility

For years, global mobility has been driven largely by private efforts, with employers identifying demand and candidates navigating pathways independently. Today, this model is evolving into a more coordinated workforce strategy, with governments, employers, and training institutions working together.

This shift is creating more structured skills development and stronger workforce planning, making international mobility increasingly scalable, predictable, and aligned with long-term global labour market needs.



Basab Banerjee

President & Co-Founder,
Magic Billion

What this means : As global mobility evolves, the focus is shifting from placements to systems. Magic Billion is building coordinated pathways that connect talent with global opportunities at scale.

Market Signals

Labour shortages are becoming structural across advanced economies

Across OECD economies, labour shortages have reached historically high levels over the past decade, driven by ageing populations and declining workforce participation.

In countries like Germany, the scale of the gap is particularly visible. Estimates suggest the country alone requires ~288,000 foreign workers annually to sustain its workforce and avoid long-term decline.

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Source: OECD Economic Surveys: Germany 2025

Countries are actively turning to India to fill workforce gaps

Recent global coverage highlights a clear trend: Germany is increasingly turning to India as a key talent partner.

- Indian workers in Germany have risen sharply - from ~23,000 in 2015 to over 136,000 in 2024.
- Visa quotas for Indian skilled workers have expanded significantly - from 20,000 to 90,000 annually.

Source: German Federal Statistical Office (Destatis) data

India is emerging as a critical global talent source

India continues to be one of the largest contributors to the global workforce:

- Millions enter the labour force each year
- The country remains one of the largest sources of skilled migrants globally, with Indian professionals playing a key role in sustaining advanced economies

At the same time, migration from India to countries like Germany has accelerated significantly, with the number of Indian nationals more than tripling over the past decade.

Source: BBC

Global labour demand is expanding. India's talent supply is growing: What sits between them is the design of systems that can connect the two - reliably and at scale

Media Coverage

Germany has a shortage of workers - so it's turning to India for help

Germany continues to struggle with a shortage of skilled workers as elderly staff retire

Source: BBC News

Germany Has A Shortage Of Workers – So It's Turning To India For Help

March 24, 2026

Germany is continuing to struggle with a shortage of skilled workers, as elderly staff retire, and there are not enough



Business Standard



"Magic Billion Global Skills Academy brings German Bachelor's Degrees to India at Half Cost"

MBGSA announced the launch of its Global Degree Program in partnership with Steinbeis University.

Source: Business Standard



"Magic Billion Co-Founder & CEO Aditi Banerjee featured in Amar Ujala"

highlighting the growing importance of globally connected education models for India's future workforce, and how the Global Degree Program bridges Indian higher education and international employer expectations.



Over 2,000 Candidates Selected on Day 1 of Bihar Healthcare Recruitment Drive

Magic Billion participated in the Bihar State-Level Health & Allied Sectors Job Fair 2026, organized under the Bihar Skill Development

Source: Times of India

Collaboration With Government of Maharashtra

MAHIMA: Public-Private Mobility Infrastructure in Practice

April 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.

Pune • Nashik	Orientation Session - Craft Trainers	35+
Pune • Nashik	Orientation Session - ITI Principals	20+
Pune • Nashik	Candidate Webinar - Awareness & Intent	50+

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 priorities.

GOVERNMENT ENGAGEMENT • STATE PARTNERSHIP

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.

Recognised Under the PMVBRY Scheme: Contributing to Viksit Bharat

We are pleased to share that Magic Billion has been formally recognised under the Pradhan Mantri Viksit Bharat Rozgar Yojana (PMVBRY) Scheme, reinforcing our contribution to the Government of India's Viksit Bharat mission through structured employment generation.

The recognition, issued by the Employees' Provident Fund Organisation (EPFO), reflects Magic Billion's commitment to building an organisation that creates meaningful, formal employment, strengthens social security for workers, and contributes to a future-ready workforce in India.

Beyond connecting talent with global opportunities, we are creating employment in India too. As we continue to grow, we remain committed to creating opportunities that contribute to India's long-term economic progress.

What this signals: Formal recognition under a Government of India employment incentive scheme reinforces Magic Billion's role as both a global mobility operator and a responsible contributor to India's formal employment ecosystem.

COVER STORY · GRAND LAUNCH

The Global Degree Program: India's First Pathway to a German University Degree



On 10th June 2026, Magic Billion and IndiaWorks in partnership with Steinbeis School for Real Estate and Management (SREM), Germany launched Global Degree Program at India Habitat Centre, New Delhi - marking the first time a structured, institutionally backed pathway to a German university degree has been made available to Indian students studying entirely from India.

The programme - a fully accredited Bachelor of Arts in Management from Steinbeis School for Real Estate and Management (SREM), Germany - is designed for students, working professionals, and fresh graduates who want a globally recognised qualification without the financial burden or logistical disruption of relocating abroad. It is 100% online, internationally accredited, and carries direct recognition across the European Union's 27 member states through long-term residency pathways.

The launch was not simply a programme announcement. It was the opening of a corridor - one built on the same infrastructure principles that underpin Magic Billion's placement model: employer-first design, institutional credibility, structured preparation, and long-term integration over transactional outcome.

The Roundtable: Reimagining Indian Higher Education for a Global Economy

The launch featured a high-level roundtable - **Degrees Without Borders: Reimagining Indian Higher Education for a Global Economy** - bringing together credible voices across education policy, labour economics, and global workforce systems.

Roundtable Panellists

- **Prof. Dr. Marco Wölfe** Academic Director, Steinbeis University , Germany
- **Dr. S.S. Mantha** Former Chairman, AICTE | Chancellor, RB University
- **Dr. Santosh Mehrotra** Former Professor of Economics, JNU | Ex-Chief Economist, UNDP Human Development Report
- **Dr. Handirk von Ungern-Sternberg** Co-founder and CEO, IndiaWorks
- **Aditi Banerjee** Co-Founder & CEO, Magic Billion, and Co-Founder & Managing Director, IndiaWorks



"India graduates more than 9 million students annually. The question has never been whether the talent exists. The question has always been whether the credential travels. The Global Degree Program is a serious answer to that question."

- Dr. Santosh Mehrotra, Former Professor of Economics, JNU

"Steinbeis has always believed in education that is anchored in practice, not just theory. India is a market where that philosophy resonates deeply. The students who come through this programme will not just hold a German degree - they will hold one that European employers have learnt to trust."

- Prof. Dr. Marco Wölfle, Steinbeis University, Germany

"The regulatory environment for blended and international learning in India is evolving. Partnerships like this - where the Indian side is structured, compliant, and employer-aligned - are precisely what that evolution needs to be validated by real outcomes."

- Dr. S.S. Mantha, Former Chairman, AICTE

INTERNATIONAL MOBILITY CORRIDORS

Italy: Building the Foundations for Scale



Italy's Decreto Flussi 2026 - 2028 framework commits approximately 500,000 work permits to non - EU nationals over three years, with India designated as a priority source country under a formal bilateral Migration and Mobility Agreement. The sectors in demand - hospitality, construction, caregiving, manufacturing, and skilled services - are precisely those where Italian employers face persistent structural shortages that domestic supply cannot resolve.

This month, 30+ candidates received their Italian language certificates from the Director of the ICC and representatives of Formedil and Fondimpresa - two of Italy's foremost institutions for vocational training and workforce development. These certificates are not completion documents. They are institutional endorsements that carry direct weight with Italian employers - signalling that Magic Billion's training meets the standards that Italy's own vocational ecosystem recognises.

Why institutional recognition matters: A certificate awarded in the presence of Formedil and Fondimpresa representatives signals not just language competence, but programme credibility. This is the difference between a certificate and an endorsement.

Candidates placed across sectors this quarter

A look at how candidates progressed across our Ausbildung and Skilled Professional pipelines between March and June, sector by sector.

233

Candidates mapped

187

Mapped and placed

18

Sector tracks active



Ausbildung

119 / 131

placed of mapped, across 11 sectors



91% placement rate



Skilled professionals

68 / 102

placed of mapped, across 7 sectors



67% placement rate

Indo-German Corridor: Building Stronger Mobility Ecosystems

Magic Billion Co-Founder & CEO Aditi Banerjee joined a panel conversation hosted by the Aapti Institute - one of India's leading public research institutions working at the intersection of technology, labour, and policy - alongside Tim Miller, CEO of Certif-ID, and Seeta Sharma, Independent Advisor on Migration, Skills & Mobility Systems.

The discussion centred on the Indo-German skill mobility corridor. With more than 10,000 Indian apprentices now in Germany, the conversation examined how India is moving beyond traditional perceptions of labour migration - towards being recognised as a global provider of skill-based, employer-integrated talent.

"India is steadily emerging as a global hub for skilled, hands-on talent, and the Indo-German corridor is a strong example of that shift."

- **Aditi Banerjee, Co-Founder & CEO, magic billion, And Co-Founder & Managing Director, IndiaWorks**

A central theme was the structural gap between movement and integration. Graduate employability in India currently stands at approximately 55%. Apprenticeship pathways - built around real employer demand and long-term workforce integration - consistently deliver 90-95% absorption. This gap is not incidental. It is a structural argument for the employer-first model that Magic Billion has built its system around.

Performance & Outcomes: Training Results That Outperform Benchmarks

Our candidates achieved an 83% success rate in the B1 TELC examination, compared to industry benchmarks of approximately 60%. This delta reflects higher first-attempt pass rates, more efficient training-to-exam timelines, and stronger readiness for interviews and deployment - indicating a system where preparation is structured, measured, and increasingly predictable.

Recent assessment cycles reflect the strength of structured preparation and the compounding gains from continuous pedagogical refinement. In the April German Language Assessments, multiple candidates across recent cohorts achieved 90%+ scores, with several achieving perfect 100% scores - outcomes reflecting ongoing improvements in batch composition, monitoring, and evaluation frameworks led by the academic team.

83%

B1 TELC pass rate,
system-wide

60%

Industry benchmark

100%

Top performer score,
April cohort

23pts

Delta over industry
benchmark

Geographic Expansion: Kurukshetra Proves the Tier 3 Thesis

Beyond Metros: Kurukshetra Proves the Tier 3 Thesis

Recent outcomes from Kurukshetra - a Tier 3 location traditionally not associated with global mobility pipelines - have demonstrated strong candidate performance and deployment readiness. This challenges a long-standing assumption: that global workforce preparation is limited to urban centres.



Tier 3

The Expanded Talent Base

With the right structure and support, mobility pathways can extend far beyond metros - unlocking a significantly broader talent base across India's Tier 2 and Tier 3 geographies. For Magic Billion, this is not a peripheral observation; it is the core of how the addressable candidate market expands by an order of magnitude.

Strategic implication: Tier 3 readiness is what transforms global mobility from a metro-bound niche into a national-scale opportunity. Combined with state-level partnerships like MAHIMA, this dramatically expands both the supply pipeline and the institutional reach of the system.

Trusted by Employers

As mobility systems scale, credibility is not built through volume but through trust. This trust is reflected across multiple points in the system.

"Working with Magic Billion candidates has been a great experience for us. The Indian talent joining through Ausbildung programs has been highly motivated and eager to learn. We're very happy with the collaboration."

- **CEO & Owner of Logistics company, Germany**

"Consistency in preparation and documentation has made workforce planning more predictable for us-something that is critical when hiring internationally at scale."

Head of Buchery- Germany

LOOKING AHEAD

From Infrastructure to Institutional Scale

As global workforce demand becomes more structured, Magic Billion continues to strengthen its integrated mobility ecosystem by expanding into new destination markets, broadening opportunities beyond healthcare into high-demand skilled sectors, and building deeper partnerships across India.

Recent milestones, including government recognition, wider candidate outreach, increased media visibility, and the launch of the Global Degree Program, reflect this continued progress. State-level collaborations and internationally aligned education initiatives are creating scalable pathways that connect Indian talent with global employers.

With a focus on quality, consistency, and long-term outcomes, Magic Billion remains committed to building a reliable workforce mobility system that meets global labour demand while creating equitable international career opportunities for India's youth.

The objective: to build a scalable, reliable, and future-ready global workforce mobility system. By connecting India's talent with international labour demand through strong employer, government, and training partnerships, Magic Billion is creating structured pathways that make global careers more accessible and dependable.

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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