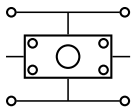


# CASE STUDY: DARWINBOX

## ABOUT DARWINBOX



Darwinbox is a global HR tech leader that empowers enterprises to better manage their talent with new-age employee experiences and disruptive AI-powered technology. Rated as #1 customers' choice on Gartner Peer Insights, Darwinbox works with leading brands like Alef Education, Brands for

Less, Emirates Leisure Retail, EFS Group, Masafi, Noon, Wio Bank in the region and global brands like Nivea, Sephora, Dominos, AXA and more.

Darwinbox is the fastest growing Unicorn backed by global investors like Microsoft, Salesforce, Sequoia, TCV among others. The company

is fast expanding in the middle east and currently serves 900+ enterprises and 2.5 million employees across the globe. Darwinbox is the youngest and fastest to feature on the Gartner Magic Quadrant (MQ) for Cloud HCM Suites For 1,000+ employee enterprises.

**ESTABLISHED:** 2015  
**ESTABLISHED IN DIFC:** 2022



Our office in Dubai supercharges our team's ambitious growth plans, allowing us to accelerate our platform-innovation agenda across MENA. Darwinbox is revolutionising HR and employee experiences for the UAE and wider MENA region. Our presence in DIFC reiterates our commitment to helping enterprises realise superior business outcomes with the help of disruptive AI-powered technology. The new-age HR tech platform we have curated understands the pulse of the region – be it culture, context or challenges. It will prove to be a technological catalyst helping regional enterprises manage their talent better and also empower them to fulfil their digital ambitions.

**Chaitanya Peddi**, Co-Founder of Darwinbox

## WHY DIFC?

- The region's most comprehensive end-to-end FinTech and innovation proposition.
- Chosen by over 900 active FinTech and innovation companies – start-ups, growth stage firms and unicorns.
- Over 60 per cent of GCC based FinTech firms based in DIFC.
- Deepest regulated financial market in the region to do business with 5,500+ companies in DIFC with 660+ financial-regulated firms.
- Enabling legal and regulatory framework.
- Cost effective licensing and holding company structures.
- Trusted by the market with high levels of funding from the private sector