

# Multiplier Earns Great Place To Work Certification

Category: Business

written by International Khabar | January 22, 2025



Multiplier Brand Solutions Pvt. Ltd. is proud to be Certified™ by Great Place To Work in the first attempt. The certification shows unwavering commitment by the company to create a workplace that fosters collaboration, trust and excellence. Based in New Delhi, Multiplier is one of the [leading Tech – Enabled](#) Field Marketing Solutions company helping clients achieve last mile efficiency.



Team with Sameer Mehta, CEO and [Managing Director](#), Multiplier

Commenting on the recognition, **Sameer Mehta, CEO and Managing Director, Multiplier** said, “Being recognized as a Great [Place to Work](#) is a tremendous honor for us. These accolades reflect our unwavering commitment to fostering a workplace that thrives on [trust](#), innovation, and inclusivity. We take immense pride in our people-first approach, which continues to [drive our success and strengthen](#) our culture of excellence.



Team [celebrating](#) the certification

Adding to this achievement, **Aseem Nath Tripathi, CHRO, Multiplier** said, “Receiving the [certification – The Great Place to Work](#) is a testament to our dedication to creating a workplace where employees feel valued, inspired, and empowered. These recognitions underscore our efforts to build a high-trust, high-performance [culture](#) that encourages collaboration, innovation, and well-being. We are grateful to our team for making this possible.”

At Multiplier, culture transcends the organization’s boundaries and extends to the [last mile](#) through its shopper consultants. These consultants play a [crucial role in showcasing the unique culture](#) of the brands they represent, ensuring a consistent and authentic brand experience for consumers.

To reinforce its core values, Multiplier has designed a comprehensive culture policy aimed at promoting behaviours that align with these values while discouraging actions that do not. As part of this initiative, the [company has introduced the Culture Awards](#), which include categories such as Culture Influencers, Culture Promoters, and Culture Ambassadors. These awards serve to ensure that the [values are not merely words but are actively celebrated](#) and embodied by the organization.

## **About Multiplier**

Multiplier is more than a [service provider-we are a trusted partner](#) in brand transformation. At Multiplier, we deliver tech-enabled Field Marketing Solutions, [empowering brands to achieve last-mile goals](#) with efficiency and excellence. Established in 2005 as a [trade marketing](#) wing under the Mudra Group, we became a standalone entity in 2016. Our expertise spans Workforce Management, Retail Visibility, and Tech & Data Solutions, designed to boost productivity and [enhance shopper experiences](#). With 25,000+ professionals across 600+ cities, we partner with leading brands across industries, leveraging [technology](#), execution excellence, and innovative strategies. Our mission is to ensure seamless operations and create

impactful [business](#) outcomes, making us a trusted leader in field marketing solutions.

