

The Economic Times Best Brands 2021 recognises greytHR



**India's No.1
HR Tech brand
recognised by
The Economic Times**



Bengaluru, Karnataka Jan 12, 2022 ([Issuewire.com](https://www.issuewire.com)) - greytHR, a cloud-based HR and payroll software platform, has been recognised in the fourth edition of The Economic Times (ET) Best Brands 2021. Developed by [Greytip Software](#), greytHR is the first HR technology brand to get this honour.

Recently organised in Mumbai, the event felicitated 140+ brands including Acer India, Indusind Bank Limited, Future Generali, Medimix, LIC Housing, Mumbai Metro, and TVs Motors.

It is a matter of immense pride to receive this esteemed recognition from [The Economic Times \(ET\) Best Brands 2021](#). The love and loyalty of our customers and employees have enabled us to reach this wonderful milestone. Our vision is to raise the bar on employee practices and systems across millions of SME organizations through affordable HR tech,” said Girish Rowjee, the CEO of Greytip Software.

Like the previous editions, this one witnessed the participation of brands from different sectors like education, healthcare/pharma, technology, infrastructure, BFSI, MSME, retail & e-commerce, and FMCG.

The best brands were shortlisted based on various parameters like innovation, brand recall, CSAT, customer service, and quality. The fair and stringent judging process included specific criteria like a 3-year presence in India (as of March 2021), annual turnover of 50 crores or higher for emerging brands, overall market share, work culture, and degree of innovation.

The Economic Times Best Tech Brands 2021 coffee table book will feature success stories of brands who have carved out a name for themselves with their path-breaking ideas, especially during these challenging times.

About Greytip Software

Greytip is an [HR software](#) company serving global SME businesses through their cloud HR platform – greytHR. The greytHR platform is a popular cloud HR & payroll software with 10,000 active customers and 1.3 million users. The platform offers 40+ tools in areas like core HR, payroll, leave and attendance, statutory compliances, expense claims, employee self-service, and much more.

Greytip is headquartered in Bangalore, India, and has branches in Mumbai, New Delhi, Chennai, Hyderabad, Pune, and Dubai. With an employee strength of 425+ professionals, the company is a pure-play HR tech solutions provider.



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