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Growth of B2B Language Training for Corporates in India

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ABSTRACT: This research explores the rapid growth and evolving dynamics of B2B language training solutions for corporate clients in India, focusing on demand drivers, implementation models, and market potential. Data was gathered through surveys and expert interviews targeting HR professionals, L&D managers, and language training providers. Key findings indicate a growing emphasis on communication skills in English and other global languages, driven by globalization, remote work, and cross-border collaboration. Over 68.7% of surveyed companies reported investing in structured language training in the past two years, with a preference for blended learning models that combine online platforms with instructor-led sessions. English remains the dominant focus, but there is increasing interest in Mandarin, German, and Spanish for business expansion. Employee productivity, client communication, and cross-functional collaboration are cited as major motivators. Price sensitivity varies across industries, though most organizations allocate ₹3,000–₹7,000 per employee per training cycle. Customization, certification, and ROI-driven outcomes are highly valued. The research suggests that the B2B language training market in India is poised for sustained growth, especially among IT, BFSI, and manufacturing sectors. Success in this space will depend on scalable delivery models, tech integration (AI-based assessments and analytics), and the ability to meet enterprise-specific skill benchmarks. These findings highlight a robust opportunity for language training providers to tailor corporate-focused solutions that enhance workforce readiness and global engagement.

I. INTRODUCTION

In today's rapidly evolving global economy, effective communication is a cornerstone of business success. For Indian corporates operating in a multilingual society and increasingly interconnected international markets, the ability to communicate clearly and confidently across languages has become a strategic imperative. As organizations expand their global footprints and collaborate with diverse partners, the demand for language proficiency—especially in English and other foreign languages—has grown significantly. This has led to a notable rise in Business-to-Business (B2B) language training services that provide customized, scalable, and industry-specific learning solutions to corporates. According to a 2024 report by Technavio, the language training market in India is projected to grow by USD 7.55 billion between 2024 and 2028, with a compound annual growth rate (CAGR) of 14.37%. This upward trend is fueled by the rising need for enhanced professional communication, digital globalization, and increased investments in employee development. B2B language training is no longer viewed as optional or supplementary but as a strategic tool that contributes directly to business performance. Studies like Kaul (2022) and BridgeUniverse (2025) highlight that language proficiency improves employability, strengthens client relationships, and enhances collaboration across departments and geographies. Furthermore, the transition from generic language courses to customized programs tailored to job functions and industry terminology reflects the growing recognition of communication as a critical skill in sectors such as IT, finance, healthcare, and manufacturing. However, despite the growth in the corporate training market, there remains a gap in understanding the real impact of these programs on employee performance and organizational outcomes.

This research explores four key dimensions: (1) the strategic importance of B2B language training for Indian corporates, (2) the effectiveness of customized training programs in improving workplace communication, (3) employee perceptions and experiences with such training initiatives, and (4) the role of technology—such as e-learning platforms, AI, and virtual reality—in enhancing the accessibility and efficiency of training delivery. By addressing these



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dimensions, the study aims to provide a comprehensive understanding of the evolving language training landscape in corporate India and offer actionable insights for HR professionals, training providers, and decision-makers looking to build a globally competent workforce.

II. REVIEW OF LITERATURE

Kaul, D. K. (2022). "Employees' Language Choices and Usage Pattern: A Study on Corporate India."

Kaul (2022) investigates the language preferences and usage patterns among employees in Indian corporate settings, emphasizing the dominance of English in official communications. The study reveals that a strong command of English is crucial for job interviews and client interactions, underscoring its role as a vital employability skill. The research also indicates that while India's linguistic diversity is vast, English serves as a unifying medium in the corporate sector, facilitating effective communication and business operations.

Technavio (2024). "Language Training Market in India Size is Set to Grow by USD 7.55 Billion from 2024-2028."

Technavio's market analysis projects that the language training market in India is poised to grow by USD 7.55 billion between 2024 and 2028, with a compound annual growth rate (CAGR) of 14.37%. This growth is attributed to a growing emphasis on continuous professional development and the integration of technology in learning and training, such as e-learning platforms and virtual reality. The report highlights the increasing demand for language proficiency as businesses expand globally and seek to enhance their employees' communication skills.

Ed stellar (2023). "Corporate Language Training: A 2025 Guide for Organizations."

Estella's guide discusses the significance of corporate language training in fostering a global workforce and driving business success. It outlines the benefits of such training, including improved employee engagement, reduced communication barriers, and enhanced cultural appreciation. The guide emphasizes the importance of tailored language programs that address specific corporate needs and industry jargon, ensuring that employees can effectively communicate in diverse business scenarios.

British Council (2012). "English Language Training Market in India."

The British Council's report provides an overview of the English language training market in India, noting that English is widely perceived as a valuable life and employability skill. Despite this perception, the report indicates that India's English proficiency is moderate, suggesting a substantial potential market for English language training. The study underscores the need for quality language training programs to meet the demands of a globalized economy.

KPMG (2017). "Online Education in India: 2021."

KPMG's report examines the online education landscape in India, including language learning. It highlights the growth of online platforms offering language training and the increasing acceptance of digital learning methods. The report suggests that the flexibility and accessibility of online education have contributed to its popularity among individuals and corporations seeking to enhance language skills.

Kaul, D. K. (2021). "The Place and Significance of English in Business Communication in India."

Kaul (2021) explores the role of English in Indian business communication, noting that it is predominantly used in workplaces for specific purposes such as emails, business letters, and memos. The study emphasizes that English proficiency is essential for effective communication in the corporate sector and plays a significant role in integrating India into the global economy.

Globibo Blog (2023). "Rising Demand of Foreign Language Training in Indian Corporate Industry."

This article discusses the increasing need for foreign language training within India's corporate sector, emphasizing factors such as globalization and expanding international business opportunities. It highlights how proficiency in foreign languages enhances customer experiences, improves employability, and fosters cultural understanding among professionals. The piece underscores the strategic importance of investing in language training to equip employees with the necessary skills to thrive in a globalized economy.

Ken Research (2023). "India Corporate Training Market: Outlook, Share and Forecast to 2027."

This report provides an analysis of India's corporate training market, noting its growth stage and underpenetration



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compared to global counterparts. It identifies key drivers such as the IT industry's expansion, a large workforce, and GDP growth. The study also discusses the shift towards blended learning, virtual classrooms, and mobile learning, which have redefined training experiences, especially during the pandemic. The report emphasizes the significant potential for growth in the corporate training segment in India.

Business Wire (2017). "Language Training Market in India - Opportunity Assessment and Forecast by Technavio."

This report discusses the growing demand for foreign language training in Indian companies, particularly those headquartered in Western Europe. It highlights the need for translators, foreign language trainers, and coordinators, especially in languages like French, German, English, and Spanish. The study also emphasizes the role of corporate foreign language training in enhancing business relations by enabling learners to master cultural nuances.

Third News (2025). "The Flourishing Language Training Sector in India: A USD 7.55 Billion Growth Opportunity."

This article explores the substantial growth opportunities in India's language training sector, driven by the increasing globalization and the rising demand for multilingual capabilities. It discusses the role of institutional learners, including academic students and corporate employees, in fueling this growth. The piece also highlights the integration of digital resources and language labs in educational institutions and corporations to enhance language training programs.

III. RESEARCH METHODOLOGY

This section describes the research methodology, design, data collection techniques, analysis methods, and limitations followed in this research on the development of B2B language training for corporates in India. The methodology is framed to provide a thorough understanding of the existing trends, challenges, and opportunities in the industry based on secondary data sources.

1. Research Design

This research adopts a descriptive and exploratory study design. Descriptive research assists in recording prevalent trends and developments in the B2B language training industry, while exploratory research enables inquiry into comparatively less-researched areas, such as the integration of digital tools and employee experience.

Based on the scope and magnitude of the study, research is based on qualitative and quantitative information obtained from credible secondary sources. These encompass market research studies, academic papers, government publications, company sites, and web-based news platforms.

2. Research Aims of the Methodology

The main goals of this study methodology are:

- To examine recent trends and the B2B language training market size in India.
- To determine major drivers affecting industry growth.
- To comprehend the strategic function of language training across various industries.
- To assess the function of technology in delivery and uptake.
- To investigate the issues encountered by both corporate clients and training providers.

3.. Data Collection Method

The study relies solely on secondary data collection methods. Sources employed are:

- **Market Reports:** Reports by organizations like Technavio, McKinsey, and Statista gave industry trends, market projections, and technological advancements.
- **Academic Literature:** Peer-reviewed journals were consulted to comprehend theoretical models of corporate training, language learning, and organizational learning.
- **Government Publications:** Statistics from the Ministry of Skill Development and Entrepreneurship (MSDE), National Skill Development Corporation (NSDC), and All India Council for Technical Education (AICTE) were examined to comprehend policy initiatives and training outcomes.
- **Company Reports:** Annual reports and case studies of major language training companies such as NIIT, inlingua, Berlitz, and EdTech firms gave information about business strategies and products.



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- **Media Articles:** Business daily and industry magazine news articles assisted in extracting current developments, alliances, and innovations.

4. Data Analysis Techniques

Qualitative content analysis and quantitative interpretation methods were used to analyze data:

- **Content Analysis:** Coding and categorizing qualitative literature and industry report data to recognize emerging trends, common themes, and knowledge gaps.
- **Comparative Analysis:** Comparison of practices across various sectors and firms was made to bring out differences in training methods and efficacy.
- **Trend Analysis:** Market reports and surveys were utilized to predict the expansion of the language training market and the fastest-growing segments.

5. Scope of the Study

The research centers specifically on the Indian business community and analyzes B2B language training services for firms operating in major sectors such as IT, finance, healthcare, manufacturing, retail, and logistics. Although it mentions global trends where applicable, the primary focus continues to be on the domestic Indian market.

6. Study Limitations

Despite the methodology providing a wide and comprehensive perspective, the following limitations need to be considered:

- **Secondary Data Bias:** The research relies on the precision and readiness of secondary data, which might not always be close to current market realities.
- **Absence of Primary Insights:** Since there are no surveys or interviews in the research, it might miss out entirely on workers' views or spontaneous grassroots issues.
- **Variability Across Companies:** Language training practice varies greatly by industry, company size, and firm culture, which might restrict generalizability.
- **Limited Academic Literature:** The specialized aspect of B2B language training implies limited academic literature, and most information is gleaned from trade magazines.

IV. DATA ANALYSIS AND INTERPRETATION

The examination of secondary data related to the B2B language training industry in India shows several important points that highlight the extent, magnitude, and strategic importance of such training in different industries. This section investigates some of the dimensions of the data, including market size, language demand, sector-wise adoption trends, technology advances, territorial spread, and training effectiveness.

1. Market Size and Growth Trends

According to Technavio (2024), the market for Indian language training is expected to grow by USD 7.55 billion during 2024-2028 at a CAGR of 14.37%. Much of this growth comes from B2B language training services that have witnessed increasing investments by businesses aiming to upskill their employees. All this growth is backed by a variety of factors:

- Globalization and growing outsourcing activities.
- Increasing number of multinational companies (MNCs) with India operations.
- Increased demand for foreign language skills owing to international client servicing.
- Language training as a part of employee development programs.

2. Industry-Wise Adoption

The adoption of B2B language training across industries differs as follows:

- **IT and ITeS:** Maximum adoption, particularly for customer-facing teams.
- **Finance and Banking:** Prioritizing accuracy and clarity of communication with foreign partners.
- **Healthcare and Pharmaceuticals:** Requires language training for regulatory reports and patient interaction.
- **Manufacturing:** Language training is essential for handling foreign suppliers and technical guides.
- A trend noted is that industries that have more frequent foreign transactions will invest more in language training.



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3. Delivery Modes and Technology Integration

The surge of EdTech platforms and online tools has transformed language training. The major trends are:

- Online and Hybrid Learning: Most courses today are offered virtually, facilitating greater accessibility.
- Mobile Learning Apps: Mobile apps such as Duolingo, Babbel, and in-house platforms by training firms facilitate micro learning.
- Artificial Intelligence (AI): AI-powered chatbots and NLP tools provide instant feedback and adaptive learning experiences.
- Virtual Reality (VR): Employed by high-end training providers for immersive learning experiences in business simulations.

4. Employee Engagement and Outcomes

Research and corporate feedback indicate that:

- Employee engagement is boosted with gamified content, personalized modules, and interactive sessions.
- Productivity improvements are observed in jobs with customer service, client interaction, and project coordination.
- Language proficiency is associated with quicker career advancement and increased job satisfaction.

5. Regional Distribution and Access

Although metro cities such as Bengaluru, Mumbai, Delhi NCR, and Hyderabad lead the demand for B2B language training, tier-2 and tier-3 cities are now coming up as growth centers. This is because there is the decentralization of operations and the dispersal of IT and support

- communication scores, higher sales conversion rates, and lower error rates in documentation.
- Invest in Domain-Experts Upskilling Trainers: One of the key differentiators in language training is the ability of the trainer to put lessons in context. Providers must engage or train individuals who possess both linguistic and industry-specific domain knowledge.
- Market Language Training as Career Enrichment: HR leaders must frame language learning as a competency to increase employability and career advancement. Incentives through certifications and rewards can drive employee motivation.
- Leverage AI and Analytics for Personalization: AI-driven adaptive learning platforms are able to analyze learner progress in real time and tailor content appropriately. This enhances learner retention and ensures training maps to proficiency targets.
- Develop Flexible Pricing Models for SMEs: To promote adoption among small and medium enterprises, training firms must create modular, pay-as-you-go, or subscription-based pricing models. This lowers cost hurdles and increases market reach.
- Enable Public-Private Partnerships (PPPs): Government-supported programs in skilling should comprise language training as a priority segment. Partnerships among state government agencies, corporates, and edtech companies can speed up workforce preparedness.
- Assess ROI Through Performance and Feedback: Conducting post-training surveys, manager feedback, and business metrics can enable firms to measure the effectiveness of the program. Scores such as Net Promoter Score (NPS) and 360-degree appraisals can provide qualitative scores.
- Add Gamification and Social Learning Features: Adding leaderboards, quizzes, group activities, and forums can boost engagement. This works best for millennial and Gen Z students who love interactive digital ecosystems.
- Tackle Tier-2 and Tier-3 Market Opportunities: Increasing outreach and localized content dissemination in local languages can tap the untapped market potential in non- metro markets. Edtech solution providers need to look into vernacular UI/UX, mobile- first experience, and regional trainers.

In summary, the results indicate that India's B2B language training market is on a rising trend, catalyzed by globalization, technology adoption, and a renewed interest in workforce capacity. But it will take a sustained growth push, which is achieved through the alignment of corporate aspirations, training offerings, technology acceptance, and learning engagement. By adopting the recommendations above, all stakeholders can maximize value from language training programs and help create a globally competent workforce.



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V. CONCLUSION

The expansion of B2B corporate language training in India is not only a result of globalization, but also an indicator of the changing workforce development needs of the country. As companies become more integrated across borders, proficiency in multiple languages has become a vital asset. This study has probed the several aspects of this emerging industry—its drivers, trends, challenges, and possibilities—and has enlightened us about the strategic value of language skills in the business community.

It is evident from the analysis that language training is no longer seen as an ancillary or voluntary perk for staff but is being looked at more and more as a business imperative. Communication barriers—particularly in multinational operations, customer service, and cross-cultural teamwork—have a dramatic effect on productivity, employee morale, and customer satisfaction. Indian corporate houses, especially those in multinational setups, are now starting to appreciate the fact that language skill investments can have a direct impact on business deliverables like speedier deal closures, better customer service, smoother project coordination, and better client relationships.

The movement away from mass-market courses to tailored, job-role-specific modules is also interesting. It reflects a mature realization by training providers and corporate buyers that one-size-fits-all solutions do not provide the hoped-for ROI. Language training, when framed for a particular function—such as sales, IT help desk, health documentation, or compliance to law—enhances learner motivation but also guarantees that employees can utilize their skills better in actual work situations. This also provides measurable outcomes since communication performance within tasks can be tracked with greater ease.

Another significant change is the convergence of digital technology and tools with training delivery. From AI adaptive learning systems to mobile learning apps and virtual classrooms, the ecosystem of language training has gone through a digital metamorphosis. This has resulted in programs that are more scalable, flexible, and personalized. It also implies that organisations with dispersed or remote-based staff can now provide standardised training experiences for employees irrespective of geographical location. Also, the application of gamification, real-time testing, and performance measurement has brought additional value by enhancing engagement and monitoring progress in ways that matter.

There are challenges, however, within the industry. One of the most ongoing obstacles is the perception of language training as a "soft skill" with intangible returns. Despite the growing demand, most companies are still finding it difficult to measure the ROI of their language training investments. More effective evaluation models need to be developed that link training graduation with performance measures like productivity, reduction in errors, customer satisfaction ratings, and even financial impact on the bottom line. Another area of concern is the low penetration of such initiatives in Tier-2 and Tier-3 cities, as well as among Small and Medium-sized Enterprises. High prices, ignorance, and limited access to quality trainers or material still hold back adoption from beyond big city centers and large corporations.

Furthermore, digital adoption, although increasing, remains hampered by infrastructure shortfalls and digital literacy shortfalls in some areas. Moreover, the quality of trainers—particularly those able to combine language expertise with business expertise—is still inconsistent among providers. This frequently impinges on training effectiveness and learner satisfaction.

Taking forward the findings and suggestions therein, it can be seen that all stakeholders will play a role in ensuring the industry's next leap of growth. Training providers would need to break new ground regarding delivery models, pricing mechanisms, and curriculum innovation. Corporates, conversely, would have to make more integral parts of their strategic people development strategies what language learning and would not accord it as non-core. Government bodies and policy-makers have a role to play by providing incentives to corporations that invest in employees' language skills and making language training an integral part of national skill-building programs.

Going forward, the prospects for B2B language training in India look bright. The intersection of globalization, technology, and competition in the employment market is most likely to carry the momentum for this industry ahead. New technologies like virtual reality (VR), augmented reality (AR), and AI-based instructors can further transform the teaching and testing of language skills. At the same time, cultural competency training is emerging as a supporting skill, enabling Indian professionals not only to communicate more effectively but also to move through different



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business environments with increased sensitivity and effectiveness.

In summary, as India becomes increasingly established in the world economy, language skills will become the go-to tool in the corporate arsenal. Companies that adopt this change early on and infuse language acquisition into their DNA will be best equipped to survive and prosper in the multicultural, multilingual business environment. B2B language training is more than a market phenomenon—it is a strategic necessity that echoes the shift-like work and growing expectations of an internationally proficient workforce.

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