

Employer Branding & Reputation Building

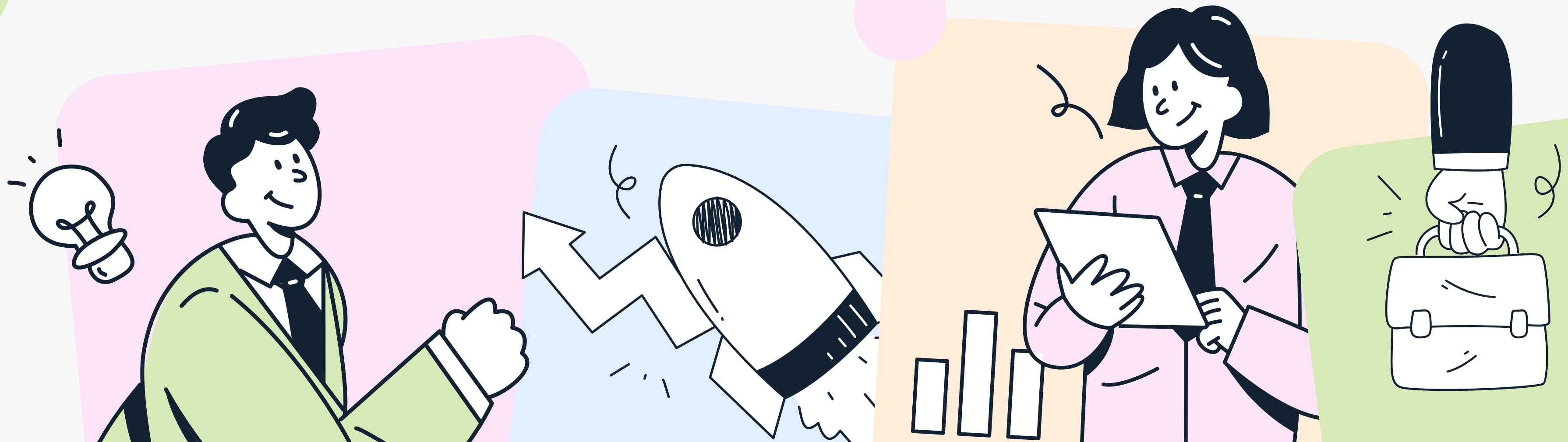
THE DREAM DESK

DFPCL – **Glassdoor** and **AmbitionBox**

Case Study

Presented By:

**VIZCOM
SOLUTIONS**





THE DREAM DESK

Building Brands People Believe In



The Dream Desk builds authentic employer brands that people trust, connect with, and genuinely want to work for.

www.thedreamdesk.com

The New Corporate Reality

Reputation defines resilience



Transparency Wins

Employees trust organizations that communicate openly and authentically.



Employer Reputation Shapes Hiring

Candidates research workplace culture long before applying.



Employee Experience Drives Retention

Strong cultures create trust, engagement, and long-term loyalty.



DFPCL's Revenue Continues to Grow

Strong performance. Sustainable growth.

Revenue Growth
+11.3%
From FY 2024 to FY 2025

Driven by strong operational performance and strategic business initiatives

Focus on innovation, efficiency and customer value creation

Committed to sustainable growth and creating long-term stakeholder value

Building a stronger tomorrow through performance, people and purpose.



DFPCL
Deepak Fertilisers and Petrochemicals Corporation Limited

All figures are in ₹ Crore



Company Size

- 1,500+ employees globally
- FY2025 reported revenue: approximately ₹11,000+ crore (\$1B+)
- Large-Scale Enterprise category in India

Company Overview

- DFPCL is one of India's leading fertiliser and chemical manufacturing companies, providing solutions across agriculture, mining, industrial chemicals, and infrastructure sectors. The company is known for producing fertilisers, industrial chemicals, mining chemicals, and specialty products that support industrial and agricultural growth across India.

Chairman

- Chairman — Mr. Sailesh Chimantal Mehta
- Sailesh Mehta is a visionary business leader driving innovation, sustainability, and growth at DFPCL through strategic leadership and a strong focus on industrial excellence.

Diagnosing Identity and Perception

Understanding where you stand before redefining direction



Deepak Fertilisers And Petrochemicals Corporation Limited

Engaged employer

Add a review

Following

Overview

103 Reviews

-- Jobs

125 Salaries

10 Interviews

17 Benefits

30 Photos

>

Deepak Fertilisers And Petrochemicals Corporation Limited overview

2.1★

Work here? Claim your free Employer Profile

www.dfpcl.com

1001 to 5000 Employees

Type: Company - Public

Revenue: \$2 to \$5 billion (USD)

Pune, India

5 Locations

Founded in 1979

Chemical Manufacturing

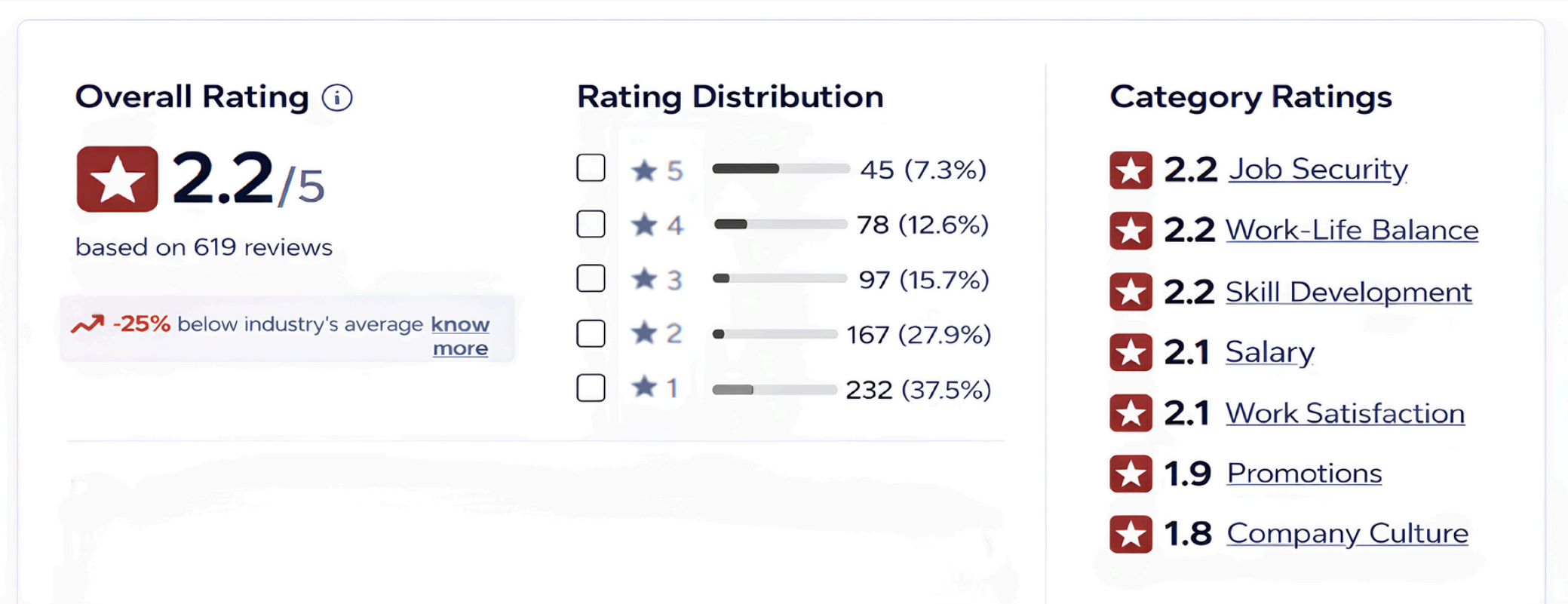
DFPCL **GlassDoor** Initial Position – June 2025

Rating 2.1 as of June 2025

A stylized line drawing of a person with short dark hair, wearing a pink long-sleeved shirt and a dark tie. They are sitting on the floor, leaning against a white wall, and using a laptop. There are some motion lines around the laptop and the person's head, suggesting they are focused or working. The drawing is simple and modern.

Diagnosing Identity and Perception

Understanding where you stand before redefining direction



DFPCL **AmbitionBox** Initial Position - June 2025

Rating 2.2 as of June 2025



Pain Points

- Low overall employer rating
- High volume of negative reviews impacting brand perception
- Weak scores across key parameters:
 1. Job Security
 2. Work-Life Balance
 3. Skill Development
 4. Salary & Benefits
 5. Promotions
 6. Company Culture
- Employer brand positioned below industry average, affecting talent attraction and retention.



Approach

- Stage 1: Audit: Review Glassdoor and AmbitionBox profiles, verify accuracy and completeness, flag key concern areas.
- Stage 2: Review Strategy: Develop response strategy (tone, key messages) and organic review generation plan, address core issues identified in **Stage 1**
- Stage 3: Planning: Improve company perception on review platforms, highlight culture, leadership, and growth, complete and update all profile details
- Stage 4: Content Development: Create content aligned with **Stage 3** strategy, update profiles with branding, achievements, initiatives, and benefits
- Stage 5: Execution: Implement updates across Glassdoor and AmbitionBox, drive compliant, structured review management aligned with platform algorithms
- Stage 6: Monitoring & Reporting: Continuously track reviews and employee feedback, analyse sentiment and category-wise trends, deliver a monthly insights and recommendations report

Company Info Update

GLASSDOOR For employers

 Deepak Fertilisers And Petrochemicals Corporation Limited



ashish.verma@dfpcl.com



Employer profile

Add & edit public information that's shown on your Glassdoor Employer Profiles.



Company updates



Shared company info



By specific location



 India - (ENG)



Company info

Details

Photos

Awards

Social media and video



Shared company info

Logo

Upload a logo you think represents your company well.



- Maximum file size is 2MB
- Please use file types: .jpg .png
- Minimum image height is 256px
- Minimum image width is 256px

Basic info

Introduce yourself to job seekers.

Company website

Total employees

HQ city



Company Photo Update

'GLASSDOOR' For employers

Deepak Fertilisers And Petrochemicals Corporation Limited

ashish.verma@dfpcl.com



Employer profile

Add and edit public information that's shown on your Glassdoor Employer Profiles.

Company updates

Shared company info

By specific location

India - (ENG)

Company info

Details

Photos

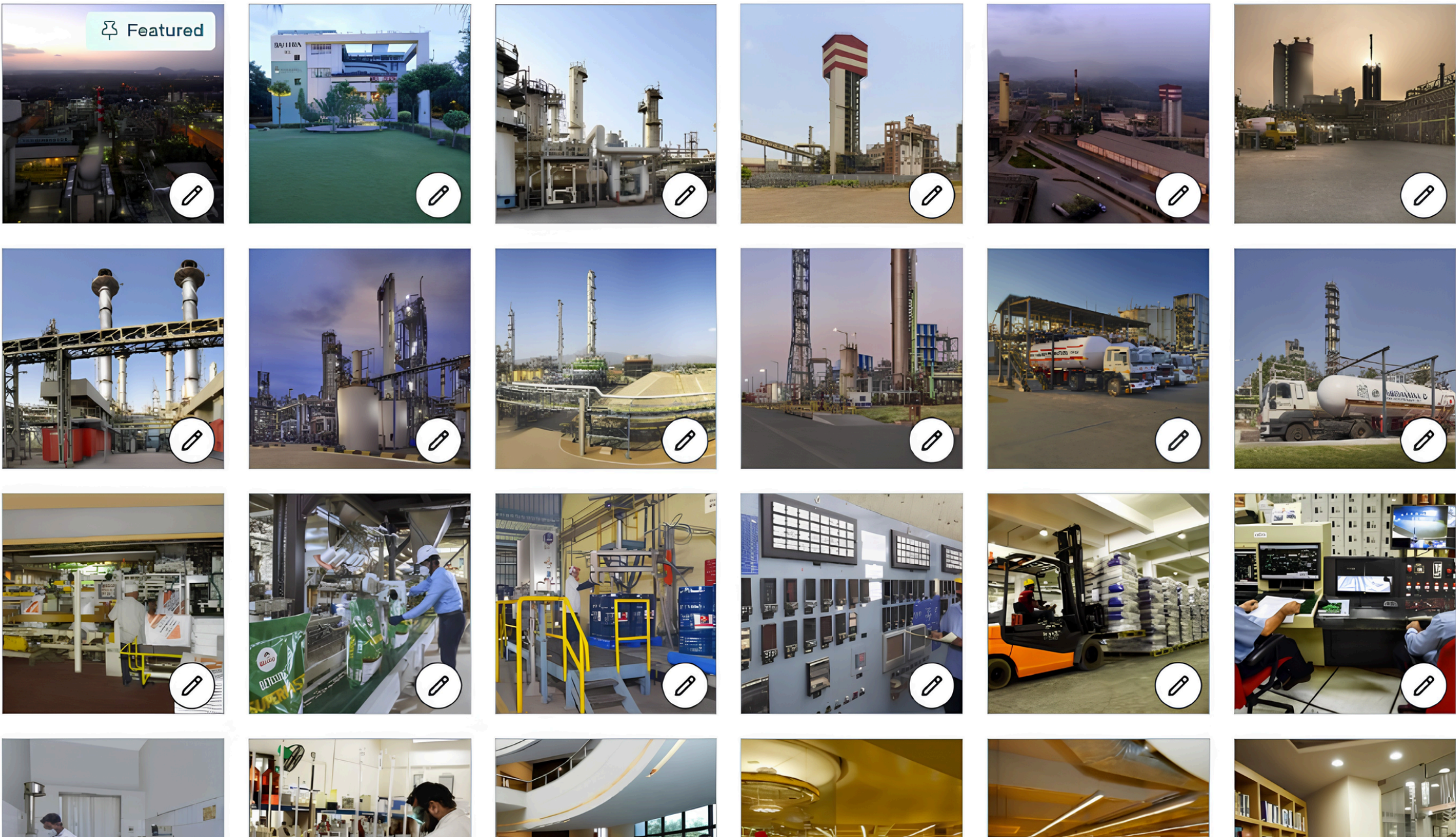
Awards

Social media and video

Company story

Current company photos

Reorder



Company Award Update

GLASSDOOR For employers

 Deepak Fertilisers And Petrochemicals Corporation Limited



ashish.verma@dfpcl.com



Employer profile

Add and edit public information that's shown on your Glassdoor Employer Profiles.



Company updates



Shared company info



By specific location



 India - [ENG]



Company info

Details

Photos

Awards

Social media and video

Company story

All awards

Add awards to display on your company profile.

Add award

2025 Greentech 11th CSR India Award
GreenTech, 2025



Certificate of Appreciation, Ministry of Finance (Government of India)
Central Board of Indirect Taxes and Customs (CBIC), 2025



CSR Times Award 2025
CSR Times Award, 2025



8 Years of GST Award
Govt of India Ministry of Finance, 2025



BCC and I Award for Social Impact
Bengal Chamber of Commerce and Industry (BCC and I), 2025



Certificate of Merit
Frost & Sullivan Sustainability Awards, 2025



Company Profile Update

GLASSDOOR

For employers

Deepak Fertilisers And Petrochemicals Corporation Limited

Shared company info

By specific location

India - (ENG)

Company info

Details

Photos

Awards

Social media and video

Company story

Details

Diversity and inclusion

Competitor targeting

Benefits

About your company

Company description

Company mission

How often should I update this?

Is there a limit on photos or videos?

What formats are supported for photos and videos?

Can I link an image back to my website?

Introduce yourself to job seekers. Information you might want to include: when and why your business was founded, how much you've grown since, what your company does and the types of customers you serve, and your mission statement.

Deepak Fertilisers And Petrochemicals Corporation Limited (DFPCL) is one of the largest manufacturers of chemicals in India. It was founded in 1979 as an Ammonia manufacturer and has since evolved to become a multi-product conglomerate with an annual turnover of over one billion USD.

DFPCL's product portfolio consists of industrial chemicals; bulk & specialty

Cancel

Save changes

Since the start of its journey as a manufacturer of Ammonia, the Company has always focused on innovation and aligning its products to the consumer's needs. As a result, DFPCL has emerged as a multi-product manufacturing company today. The Company has been constantly refining its business strategies, optimizing

Company Benefit Update

GLASSDOOR

For employers

 Deepak Fertilisers And Petrochemicals Corporation Limited

  ashish.verma@dfpcl.com

By specification

India - (ENG)

Company info

Details

Photos

Awards

Social media and video

Company story

Details

Diversity and inclusion

Competitor targeting

Benefits

Details

Work From Home

☐ Bereavement Leave

Add description

14%

Insurance, Health & Wellness

☒ Health Care & Insurance

Add description

100%

☒ Life Insurance

Add description

88%

☒ Disability Insurance

Add description

89%

☐ Dental Insurance

Add description

38%

☐ Vision Insurance

Add description

63%

Professional Support

☐ Diversity Program

Add description

78%

☐ Job Training & Tuition

Add description

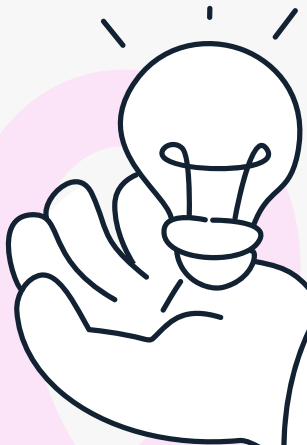
78%

☐ Apprenticeship Program

Add description

50%

Family & Parenting



Company News Update

GLASSDOOR

For employers

Deepak Fertilisers And Petrochemicals Corporation Limited



ashish.verma@dfpcl.com



Employer profile

Add and edit public information that's shown on your Glassdoor Employer Profiles.

Company updates

Shared company info

By specific location

Latest company updates

Filter by profile: All Glassdoor Profiles (3)

Deepak Fertilisers And Petrochemicals Corporation Limited

Company News6mo

Chairman and MD, Mr. Sailesh Mehta, talks about DFPCL's Q4 Performance Results.

Click on the link to watch the live interview:

Shift Towards Speciality Chemicals Will Lead To Margin Growth: Deepak Fertilisers | CNBC TV



'TOTAL CAPEX FOR NEW 2 PLANTS AT

DEEPAK FERTILISERS AND PETROCHEMICALS CORPORATION LIMITED

GlassDoor Reviews– DFPCL

1.0 ★☆☆☆☆ ✓ 22 Oct 2022 ...

Worst HR Policies

 Manager mechanical

Current employee

☐ Recommend ☐ CEO approval ☐ Business outlook

Pros
Salary on time. other than this no pros

Cons
HR policies Work culture. negativity between management and HR. Bosses are controlled by HR and your performance doesn't matter after your work finish.
canteen food

Advice to Management
worst place to work in this world

 Helpful  Share

Unfavourable Reviews

5.0 ★★★★★ ✓ 6 Aug 2025 ...

Company Cares

 Quality officer

Current employee, more than 3 years  Navi Mumbai

☒ Recommend ☐ CEO approval ☒ Business outlook

Pros
It's great to be part of a company that LISTENS, CARES and DELIVERS.

Cons
All is fine at now

Advice to Management
They encourage a healthy work life balance and respect personal boundaries.

 Helpful  Share

Curated Reviews

GlassDoor Reviews– DFPCL

1.0 ★☆☆☆☆ ▾ 10 Oct 2021 ...

Bad salary

 Package handler

Current employee, less than 1 year

☒ Recommend ☐ CEO approval ☒ Business outlook

Pros
Intrrsetred for freshers good job

Cons
Work load is so much

Advice to Management
Be polite to everyone please

 Helpful  Share

[Add an Employer Response](#)

Unfavourable Reviews

5.0 ★★★★★ ▾ 28 Jul 2025 ...

Good package

 Project engineer

Current employee, more than 3 years  Dahej

☒ Recommend ☐ CEO approval ☒ Business outlook

Pros
Salary matches industry standards, thanks

Cons
Not at the moment so

Advice to Management
leaders are approachable and genuinely care about our well being.

 Helpful  Share

Curated Reviews

AmbitionBox Reviews– DFPCL

Production Officer in Mumbai

Full Time · Production & Manufacturing - Other Department

★ 1.0 updated on 14 Oct 2025

Likes

Not any thing like about company

Dislikes

All plant management, team work culture, talking language, No any pramotion for 3 to 4 years very bad experience

Work Details

Work days: Rotational Shift (Flexible Timings)

Work related travel: This job involves travel within country, travel within city.

↑ Helpful



Share

Unfavourable Reviews

Company Manager in Pune

Full Time · Marketing Department

★ 5.0 updated on 29 Aug 2025

Likes

our company culture inspire creativity and celebrates every achievement

Dislikes

no applicable at this time

Work Details

Work days: Rotational Shift (Flexible Timings)

Work related travel: This is a desk job.

↑ Helpful



Share

Curated Reviews

AmbitionBox Reviews– DFPCL

Senior Manager in Mumbai

Full Time · Operations, Maintenance & Support Department

★ 1.0 ∨ updated on 02 Apr 2025

Likes

The only good thing about working in Deepak is 5 days a week working.

Dislikes

Worst work culture, no employee welfare, doesn't do increment in time delayed minimum by 8-9 months every year, doesn't release variable pay amount on time. No work ethics no professional approach. Senior management level is not at all concerned about employee well being.

Work Details

Work days: Monday to Friday (Strict Timings)

Work related travel: This is a desk job.



Helpful



Share

Unfavourable Reviews

Salary Executive in Panipat

Full Time · Sales Support & Operations Department

★ 5.0 ∨ updated on 20 Aug 2025

Likes

The company's pay philosophy shows they invest in their people

Dislikes

appraisal could be more percentage

Work Details

Work days: Alternate Saturday off (Flexible Timings)

Work related travel: This is a desk job.



Helpful



Share

Curated Reviews

GlassDoor Result- DFPCL



Deepak Fertilisers And Petrochemicals Corporation Limited

Engaged employer

Add a review

Following

Overview

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--Jobs

286Salaries

32Interviews

53Benefits

30Photos

Deepak Fertilisers And Petrochemicals Corporation Limited overview

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1001 to 5000 Employees

Type: Company - Public

Revenue: \$2 to \$5 billion (USD)

Pune, India

5 Locations

Founded in 1979

Chemical Manufacturing

4.2★

DFPCL GlassDoor Current Rating

- Rating Increased From 2.1 to 4.2



AmbitionBox Result- DFPCL

Deepak Fertilisers and Petrochemicals Reviews

Updated 22 Dec, 2025

Overall Rating ⓘ

★ 4.1/5

based on 888 reviews

↗ 5% above industry's average [know more](#)

Rating Distribution

☐ ★ 5		397 (44.7%)
☐ ★ 4		248 (27.9%)
☐ ★ 3		119 (13.4%)
☐ ★ 2		44 (5%)
☐ ★ 1		80 (9%)

Category Ratings

★ 4.2 Job Security	★ 3.9 Salary
★ 4.1 Work-Life Balance	★ 3.9 Work Satisfaction
★ 4.0 Skill Development	★ 3.6 Promotions
★ 3.9 Company Culture	

DFPCL **AmbitionBox** Current Rating

- Rating Increased From 2.2 to 4.1



Maintenance Roadmap For **GlassDoor** & **AmbitionBox**

1. Company Ratings Excellence – Proactively monitor and optimize overall company ratings to ensure Biolaxi Enzymes consistently rank among the top employers in our industry
2. Authentic Employee Reviews – Publish strategically managed reviews each month, highlighting Biolaxi Enzymes culture, leadership, and work-life balance to strengthen brand perception and trust
3. Targeted Job Visibility – Regularly post new job openings on Glassdoor and AmbitionBox, expanding Biolaxi Enzymes reach and connecting with a wider pool of high-quality candidates
4. Transparent Interview Insights – Share detailed interview experiences and sample questions to build transparency, enhance candidate confidence, and position Biolaxi Enzymes as a preferred employer
5. Active Review Engagement – Respond thoughtfully to all employee feedback, leveraging insights to boost employee satisfaction and demonstrate Biolaxi Enzymes commitment to continuous improvement

Trust Built, Reputation Secured



9326313641



Second Floor, 34, Om Heera
Panna Mall, Oshiwara



thedreamdesk.com



THE DREAM DESK

We don't just shape employer perception — we build trust, influence decisions, and create workplace brands people genuinely believe in. Every interaction, every experience, and every story strengthens the reputation your people remember and your future talent chooses.