

Employer Branding & Reputation Building

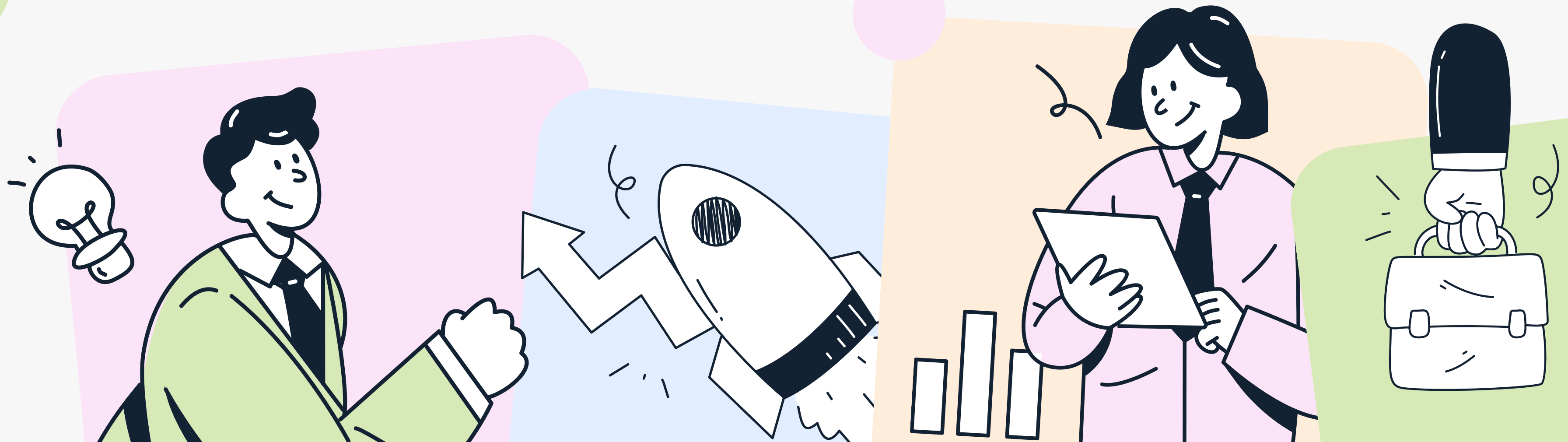
THE DREAM DESK

NBCL – **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.



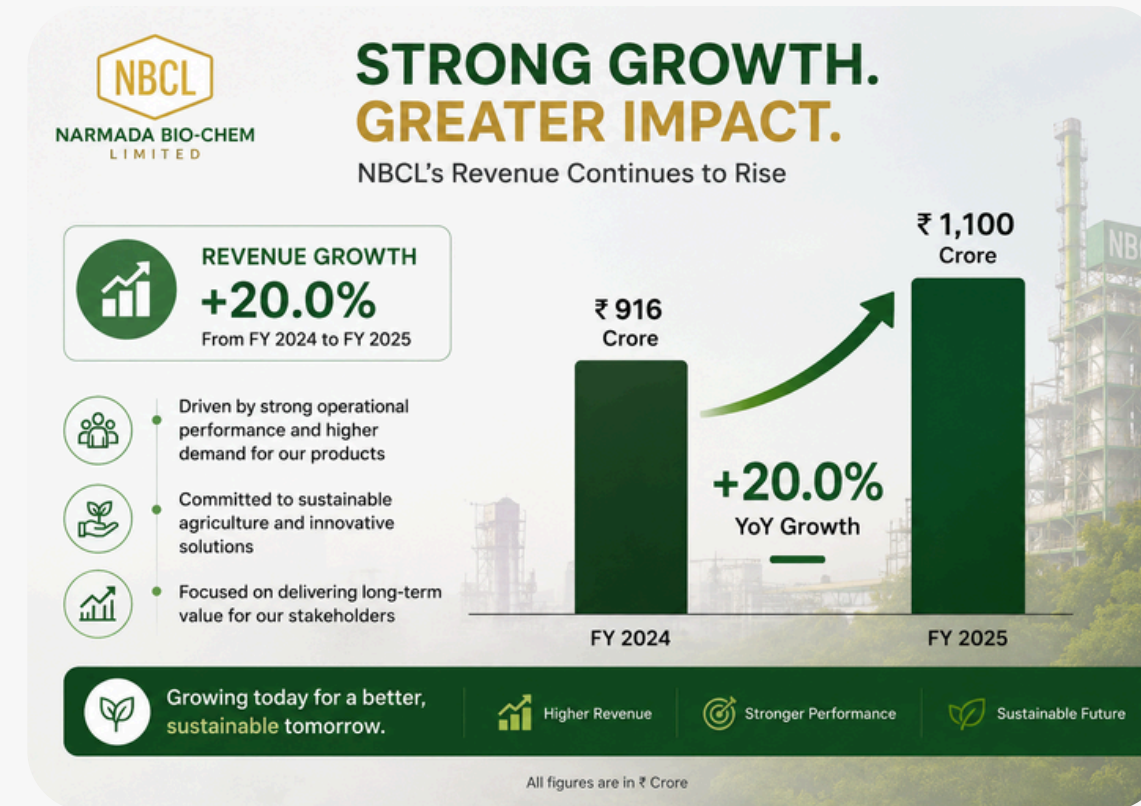
Employer Reputation Shapes Hiring

Candidates research workplace culture long before applying.



Employee Experience Drives Retention

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



Company Size

- 200+ employees
- FY2025 reported revenue: approximately ₹1,100+ crore
- Medium-to-Large Enterprise category in India

Company Overview

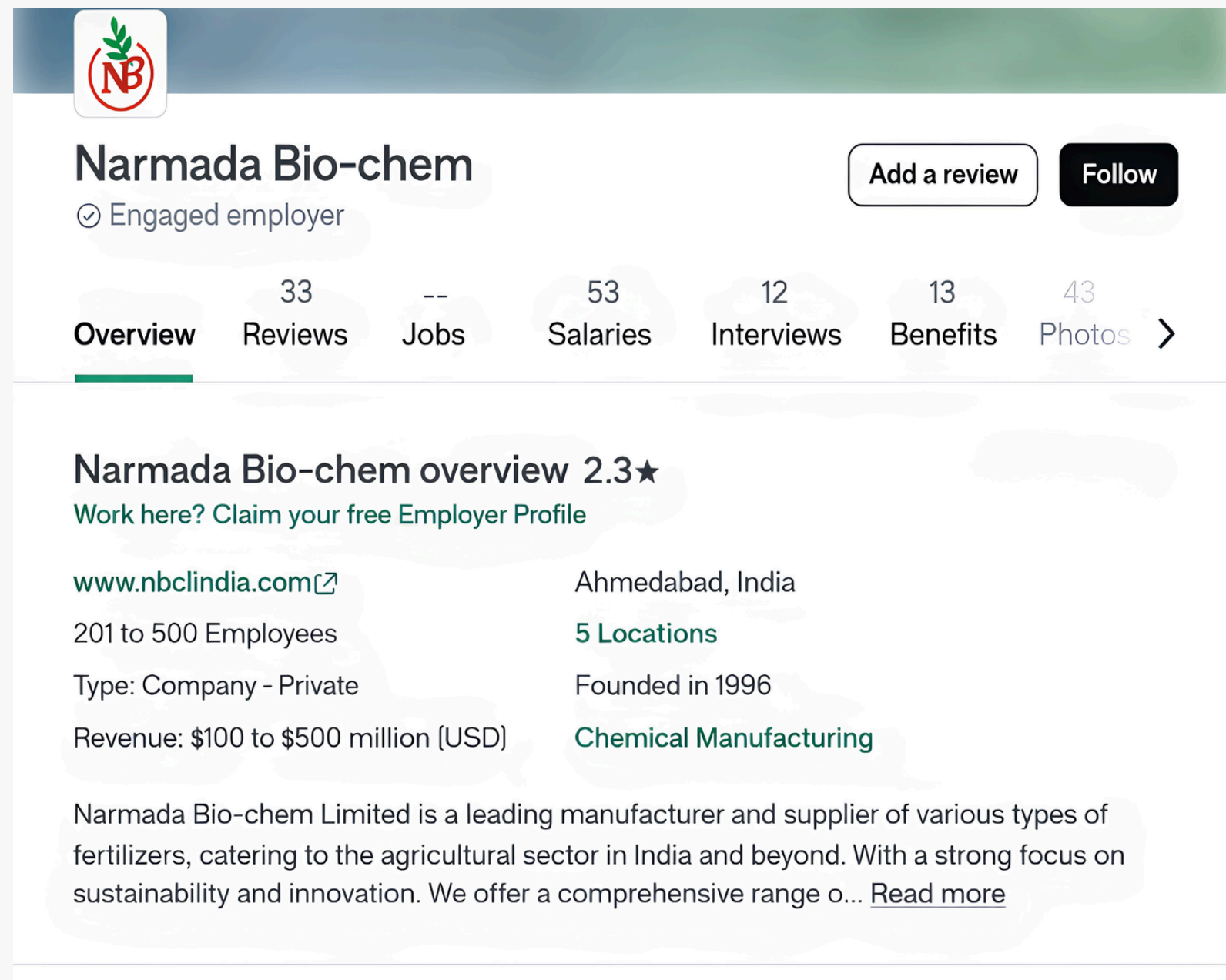
- Narmada Bio-Chem Limited (NBCL) is an Indian fertilizer and bio-chemical manufacturing company focused on providing agricultural solutions through specialty fertilizers, crop nutrition products, and agro-chemical solutions that help improve soil health, crop productivity, and sustainable farming practices.

Chairman

- Chairman — MR. DINESH DHIRUBHAI PATEL
- Dinesh Patel is a visionary leader driving innovation, operational excellence, and sustainable growth in the biotechnology and industrial chemicals sector.

Diagnosing Identity and Perception

Understanding where you stand before redefining direction



The screenshot shows the GlassDoor profile for Narmada Bio-chem. At the top is the company logo (a green leaf inside a red circle with 'NB') and the company name 'Narmada Bio-chem' with a verified 'Engaged employer' badge. To the right are buttons for 'Add a review' and 'Follow'. Below this is a navigation bar with tabs: Overview (selected), Reviews (33), Jobs (--), Salaries (53), Interviews (12), Benefits (13), and Photos (43). The main content area is titled 'Narmada Bio-chem overview 2.3★' and includes a link to 'Claim your free Employer Profile'. It lists company details: website (www.nbclindia.com), location (Ahmedabad, India), employee count (201 to 500), type (Company - Private), revenue (\$100 to \$500 million USD), and industry (Chemical Manufacturing). A brief description of the company's focus on fertilizers and sustainability is also present, followed by a 'Read more' link.

Narmada Bio-chem
Engaged employer

Add a review Follow

Overview 33 Reviews -- Jobs 53 Salaries 12 Interviews 13 Benefits 43 Photos >

Narmada Bio-chem overview 2.3★
Work here? Claim your free Employer Profile

www.nbclindia.com Ahmedabad, India
201 to 500 Employees 5 Locations
Type: Company - Private Founded in 1996
Revenue: \$100 to \$500 million (USD) Chemical Manufacturing

Narmada Bio-chem Limited is a leading manufacturer and supplier of various types of fertilizers, catering to the agricultural sector in India and beyond. With a strong focus on sustainability and innovation. We offer a comprehensive range o... [Read more](#)

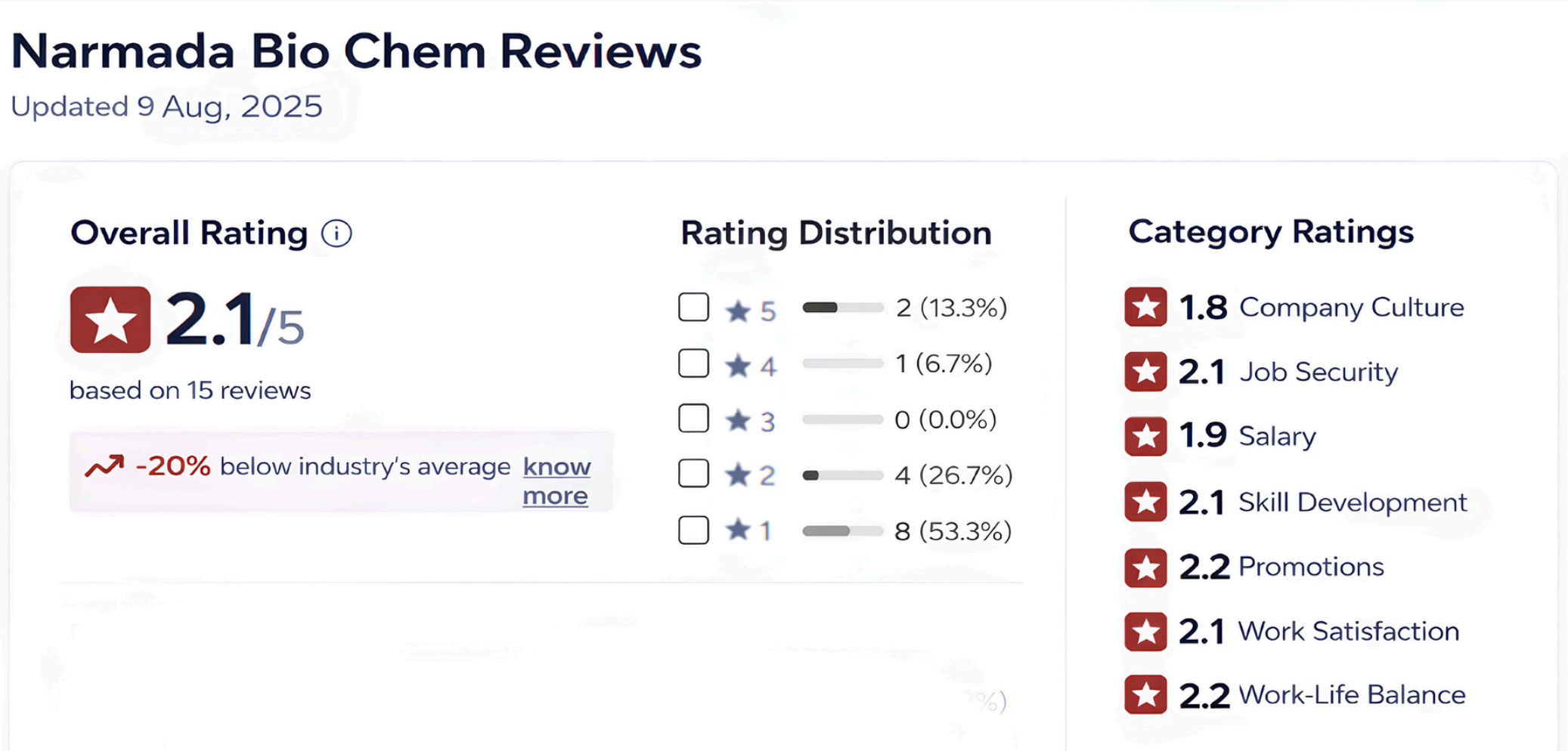
NBCL **GlassDoor** Initial Position - August 2025

Rating 2.3 as of August 2025



Diagnosing Identity and Perception

Understanding where you stand before redefining direction



NBCL **AmbitionBox** Initial Position - June 2025

Rating 2.1 as of Aug 2025



Pain Points

- Low overall employer rating
- Employer rating below industry average
- Weak category ratings across key parameters:
 1. Company Culture
 2. Salary
 3. Job Security
 4. Skill Development
 5. Work Satisfaction
 6. Work-Life Balance
- Negative perception amplified due to small review base
- Employer brand credibility impacted for potential candidates



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

 Narmada Bio-chem







 career@nbclindia.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

Year founded

Annual revenue

Current company photos

Reorder

Shared company info

By specific location

 India - (ENG)

Company info

Details

Photos

Awards

Social media and video

Company story



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

Company updates

Shared company info

By specific location

Company info

Details

Photos

Awards

Social media and video

Company story

All awards

Add awards to display on your company profile.

2025 One of the largest manufacturers of Organic, Bio & Chemical fertiliser
 Divyabhaskar Icons, 2025

For progressive producer and marketers of crop nutrients solutions
Fertiliser Association of India, 2025

Excellence in Manufacturing & Marketing of Chemical, Bio & Organics fertiliser in large scale
Zee 24 kalak, 2025

The pride of Gujarat – leading agricultural manufacturer
News 18, 2025

India's greatest leader 2023-24 – Mr. Dinesh Patel – MD – NBCL
ASIA ONE Awards, 2025

Industry achievement award, Bio-Chemical fertilizers and solutions
Hurun India, 2025

Add award





Diversity and inclusion



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.

Company description

 $1.948/5.000$

Narmada Bio-chem Limited is a leading manufacturer and supplier of various types of fertilizers, catering to the agricultural sector in India and beyond. With a strong focus on sustainability and innovation. We offer a comprehensive range of Organic, Bio and Chemical fertilizers that enhance crop productivity, fertility and soil health. Beginning in 1996 with the first manufacturing unit in India, in Ahmedabad, Gujarat, we are now in the industry with 4 manufacturing units, providing farm

Cancel

Save changes

216/4,000

Our mission is to empower farmers and promote sustainable agriculture by providing high-quality fertilizers and innovative solutions for enhanced crop productivity, improved soil health and environmental stewardship.



Company Diversity & Inclusive Programmes Update

GLASSDOOR

For employers

Narmada Bio-chem

career@nbclindia.com

Home

Company updates

Shared company info

By specific location

India - (ENG)

Company info

Details

Photos

Awards

Social media and video

Company story

Details

Diversity and inclusion

Diversity and inclusion

Employer profile | GLASSDOOR

Your diversity programmes and initiatives

Show job seekers how you're investing in diversity and inclusion programmes and initiatives, and what you're doing to advocate for a diverse, equitable and inclusive workplace.

Share information about:

- Employee resource groups
- Community partnerships
- Learning and development programmes

[View an example](#)

Visibility

Gender Diversity & Inclusion:

1. Women in Leadership Programme

2. Flexible Work Policies

3. Safe Workplace Initiatives

63 word(s) | 456 character(s)

Your workforce diversity goals

Show candidates your workforce diversity goals for the future and where you are today. [Learn how to effectively set diversity goals](#)

Visibility



Company Benefit Update

GLASSDOOR

For employers

Home

Buildings

Messages

Analytics

Library

Settings

Shared company intro

By specific location

Company info

Company story

Benefits

India - (ENG)

Details

Photos

Awards

Social media and video

Details

Diversity and inclusion

Competitor targeting

Benefits

Benefits

Description

Employee reporting

Perks & Benefits

☐ Employee Discount

Employee discount programmes allow staff to access products and services at reduced rates, providing both financial savings and a sense of added value. Discounts may apply to the company's own goods as well as to partnered retailers, covering areas such as shopping, travel, dining, or entertainment. This benefit helps employees stretch their income further while enjoying a range of lifestyle perks. By offering such schemes, organisations not only reward loyalty but also strengthen engagement and morale. Employee discounts are a cost-effective way to enhance the overall benefits package, making the workplace more attractive and supportive of everyday needs.

These includes:

- Canteen / Subsidized Meals
- Company Transport
- Uniforms & Safety Gear (for shop-floor staff)
- Company-Provided Mobile / Laptop
- Internet / Mobile Bill Reimbursement
- Relocation Assistance
- Housing / Accommodation Support
- Vehicle Loan / Subsidy / Car Lease Scheme

100%



Company News Update

GLASSDOOR

For employers

Narmada Bio-chem

🌐🔔

👤career@nbclindia.com

🏠

Employer profile

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

📊

Company updates

Shared company info

📈

By specific location

⚙️

Filter by profile: All Glassdoor Profiles (2)

Narmada Bio-chem

Company News 4mo ***

An Introduction to Narmada Bio-chem Limited

An Introduction to Narmada Bio-chem Limited

Share

🎬

Watch on YouTube



GlassDoor Reviews– NBCL

1.0 ★☆☆☆☆ ▾ 4 Jun 2025 ...

DO NOT JOIN THIS COMPANY

 Anonymous employee

Former employee, less than 1 year Ahmedabad

☒ Recommend ☐ CEO approval ☒ Business outlook

Pros
There are no pros in this company. Only cons. There products are worse....

Cons
Worse management, same with HR, expected to work longer than the intended...

Show more ▾

 Helpful  Share

Unfavourable Reviews

5.0 ★★★★★ ▾ 11 Oct 2025 ...

Ethical culture with steady exposure

 Manager

Current employee, more than 3 years Ahmedabad

☒ Recommend ☐ CEO approval ☒ Business outlook

Pros
Defined and understandable performance criteria

Cons
Occasional pressure during peak periods

Advice to Management
They engage employees through thoughtful communication

 Helpful  Share

Curated Reviews

GlassDoor Reviews– NBCL

1.0 ★☆☆☆☆ ▾ 17 Jan 2019 ...

Hire and Fire

🔒 Anonymous employee

Former employee, less than 1 year 📍 Ahmedabad

✗ Recommend — CEO approval ✗ Business outlook

Pros
Nothing good in the company

Cons
Management. Using abused language to employee is not a good practice for...

Show more ▾

👍 Helpful 🔄 Share

Unfavourable Reviews

5.0 ★★★★★ ▾ 10 Oct 2025 ...

Supportive team with clear guidance

🔒 Sr manager, marketing

Current employee, more than 5 years 📍 Ahmedabad

✓ Recommend ○ CEO approval ✓ Business outlook

Pros
Uniform, principled behavior across actions

Cons
best stable setup, functioning effectively

Advice to Management
Management provides clarity during organizational changes.

👍 Helpful 🔄 Share

Curated Reviews

AmbitionBox Reviews– NBCL

Environmental Health And Safety Executive in Ahmedabad

Full Time · Environment Health and Safety - Other Department

★ 1.0 ✓ updated on 29 Jun 2024

Likes

Not yet like any work management

Dislikes

Totally disappointed with this organisation

↑ Helpful



🔗 Share

Unfavourable Reviews

Associate Manager in Ahmedabad

Full Time · quality control Department

★ 5.0 ✓ updated on 11 Oct 2025

Likes

HR fosters trust and clear communication

Dislikes

add refresher briefings regularly

Work Details

Work days: Monday to Friday (Flexible Timings)

Work related travel: This job involves travel within city.

↑ Helpful



🔗 Share

Curated Reviews

AmbitionBox Reviews– NBCL

Deputy Manager in Ahmedabad

Enterprise & B2B Sales Department

★ 1.0 ✓ updated on 30 Jan 2022

Likes

Nothing

Dislikes

Everything

Work Details

Always Busy

Work timings: Flexible Timings

Work related travel: This job involves travel within country.



Helpful



Share

Unfavourable Reviews

Junior Draughtsman in Ahmedabad

Full Time · quality control Department

★ 5.0 ✓ updated on 11 Oct 2025

Likes

Hr encourages steady professional growth

Dislikes

occasional mentoring boosts morale

Work Details

Work days: Monday to Saturday (Flexible Timings)

Work related travel: This job involves travel within city.



Helpful



Share

Curated Reviews

GlassDoor Result- NBCL



Narmada Bio-chem

Engaged employer

[Add a review](#)[Follow](#)

Overview

130Reviews

--Jobs

119Salaries

37Interviews

52Benefits

43Photo

Narmada Bio-chem overview 5.0★

Work here? Claim your free Employer Profile

www.nbclindia.com

Ahmedabad, India

201 to 500 Employees

5 Locations

Type: Company - Private

Founded in 1996

Revenue: \$100 to \$500 million (USD)

Chemical Manufacturing

Narmada Bio-chem Limited is a leading manufacturer and supplier of various types of fertilizers, catering to the agricultural sector in India and beyond. With a strong focus on sustainability and innovation. We offer a comprehensive range o...

[Read more](#)

NBCL GlassDoor Current Rating

- Rating Increased From 2.3 to 5.0



AmbitionBox Result- NBCL

Narmada Bio Chem Reviews

Updated 11 Oct, 2025

Overall Rating ⓘ

★ 4.8/5

based on 216 reviews

↗ 20% above industry's average [know more](#)

Rating Distribution



Category Ratings



NBCL AmbitionBox Current Rating

- Rating Increased From 2.1 to 4.8



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.