

VRock Newsletter

"Connect, Learn and Empower"

FOUNDER'S CORNER



Embracing the Future with Generative AI

Dear Team,

I want to reiterate again that we are standing at the edge of one of the most transformative shifts in the history of our industry, driven by the new age of generative AI. Much like the arrival of the internet or cloud computing, generative AI is not just another tool—it's a foundational shift in technology. It's already reshaping how we work, how we serve customers, and how we think about innovation. We're moving quickly to ensure we're not just adapting, but leading.

Where We're Headed:

We've already started integrating AI across key areas of our business, including customer service, digital marketing, product development, operations, and internal productivity tools. Soon, AI agents will support various workflows, including the development of new websites, offering AI-enabled, trainable chatbots, automating SDO activities, and acting as digital teammates that help us start faster, iterate smarter, and scale further.

We're also investing heavily in the infrastructure and training to support this transition. From internal platforms to AI-first tools, we're building a future-ready environment where creativity, data, and automation come together.

What It Means for You

- This shift brings exciting opportunities—but also fundamental changes.
- Some roles will evolve as AI takes on more repetitive tasks.
- New roles will emerge—especially in data analysis, content creation, Platform development, website design, marketing strategy, sales, and customer service.
- We will need fewer people doing what AI can now handle—but more people to imagine, design, and guide what AI can't.

We want every team member to be part of this future. That means:

- Learning new tools.
- Participating in AI training.
- Embracing experimentation.
- Focus on improving results and efficiency.
- We'll provide support every step of the way.

Why It Matters

AI will allow us to deliver faster, more personalized services to our customers—and make smarter decisions across the board. But more importantly, it will amplify human potential, letting us spend less time on rote tasks and more time on what makes us uniquely valuable: judgment, creativity, empathy, and vision.

Here is an interesting [article on today's Wall Street Journal](#) that highlights what I am trying to communicate.

Unlike e-commerce websites that impacted brick-and-mortar stores, and Robots that replaced humans at the assembly line and are soon to replace humans at the cook stations of US restaurants, AI is the first transformation in my life that is mostly win-win for businesses and employees who adapt to the changes.

Let us embrace this future quickly, work as a team with your peers in development, design, and marketing with an ownership mindset to ensure our businesses thrive.

Ajay Prasad

FEATURED ASSOCIATES



Pratima Kumari

Hi, I'm Pratima—a graphic designer with a strong foundation in visual communication and a passion for solving complex design challenges. I thrive on creativity and enjoy transforming ideas into compelling visuals, developing thoughtful design strategies, and finding innovative solutions to overcome obstacles.

Inspired by design and technology, I'm always exploring new tools, systems, and trends to continue growing.

Hi, I'm Sai Kiran, a Software Engineer specializing in .NET Core and React.js. I enjoy building meaningful solutions and tackling challenging projects.

Outside of work, I love hitting the gym, exploring new food spots, and spending time with friends. I value teamwork, continuous learning, and a positive work culture—and I'm excited to collaborate with you all!



C. Sai Kiran

HR SPEAKS

🌟 Employee Spotlight Awards - [Quarter 2, 2025] 🌟

We're excited to announce the recipients of our Quarter 2 Employee Spotlight Awards—including our winners, runner-ups, rising stars, and shortlisted candidates! Your dedication, hard work, and positive contributions continue to inspire excellence throughout the organization.

🏆 Winners

- Abhishek Vashkar
- Nitesh Kumar
- Navnit Kumar

🌟 Runner-Ups

- Priyanshu Sinha
- Niranjan Kumar
- Pratima Kumari

🌟 Rising Star

- Abid Hussain

🌟 Shortlisted Candidates

- Bhanu Shankar
- Anand Raj
- Sanchita Kumari
- Pragati Priya
- Sonam Raj

Congratulations to all on your outstanding efforts and achievements! We are proud to celebrate your success and look forward to your continued excellence.



Welcome New Hires!

Please join us in warmly welcoming Shubham Sharma and Abhishek Kumar to the Marketing team.



Shubham Sharma



Abhishek Kumar

Work Anniversaries Celebrated!

RAJ KUMAR
GULAB PRASAD
SHASHI RANJAN
SONALI RANI
RUDRA MANU
AMAN KUMAR

🎂 Happy Birthday 🎂

PRABHAT PRASAD
NEELAM NAVEEN
ABHISHEK NARAYAN
ROHIT KUMAR
ANAND RAJ
BIMLESH KUMAR SINGH
PRIYANSHU SINHA
ONAM SAGOL

Projects Signed up in July 2025

GMRW	India Projects	Stratosphere	RepuGen
PrimeHealth Primary Care	Velora Facial Plastic Surgery	-	Hooman Melamed MD
Tyrone Family Medicine	-	-	Oak Orchard Community Health Center Inc
-	-	-	Chicago Family Health Center
-	-	-	Pincus Plastic Surgery