

vRock Newsletter

“Connect, Learn and Empower”

FOUNDER'S CORNER



Thoughts on Promotions & Compensation

Hello Associates,

I have recently heard about requests for promotions from associates, especially since the annual salary revision after the performance assessment in April of this year. In this month's vRock, I want to clarify how we approach promotions and salary growth here at First Bit, especially as we continue to grow and scale our businesses.

Promotions:

Promotions are not about potential—they're about performance. When someone steps into a more significant role, they've already been operating at that level—owning outcomes, leading with initiative, and delivering real value. A title change officially confirms what's already true in practice.

The good news is that you don't need to wait until the next promotion to get promoted. Take on additional responsibilities and create more value for the company, and the promotion will follow. If you think you are already doing this, bring it to your supervisor. Otherwise, ask your supervisor what you need to get promoted, and your supervisor will chart the course for you.

Compensation:

We're all about rewarding results. But as a business, we can't sustainably increase salaries without seeing a corresponding lift in productivity, efficiency, or client impact. Whether that's stronger campaign performance, sharper creativity, smoother operations, using new tools to reduce cost, or strategic thinking that wins new business, it all matters.

In summary, we'll continue to support everyone's growth and recognize those who drive the business forward. If you're hungry to level up, talk to your supervisor about what stepping into the next stage looks like, and always strive to improve productivity to justify routine salary increases.

Let's stay ambitious—but grounded—in how we grow together.

Ajay Prasad

FEATURED ASSOCIATES



Dhruv Kumar

Hi! I'm Dhruv, an SEO professional with a B.Tech and an MBA in Marketing. I began freelancing in digital marketing during college and now manage SEO for several Indian clients. I enjoy the strategic side of SEO and am part of a results-driven team with Aman and Priyanshu.

In my free time, I love playing and watching cricket.

Hi, I'm Onam Sagol, an SEO Executive passionate about boosting digital visibility and driving measurable growth. I enjoy exploring the latest SEO trends and turning insights into impactful strategies.

Outside of work, I'm drawn to technology, enjoy singing, and stay curious about all things digital, creative, and ever-evolving.



Onam Sagol

HR SPEAKS

Thank you, Ajay, for the annual merit increase.

Congratulations to the following associates on this well-deserved recognition. This achievement marks another step forward in your professional journey—wishing you continued success as you take on greater responsibilities.

Roshni Sinha, Avinash Kumar (Marketing), Sanchita Kumari, and Nitesh Kumar – your efforts have been acknowledged, and your impact continues to grow.

Roshni Kumari, Vivek Kumar (Content Team), Pragati Priya, and Saurav Kumar (SEO Team) – we're confident you'll keep achieving new milestones and advancing in your careers.

Keep up the great work!

A Warm Welcome to Liz Craig, President, University Frames (USA)

We were honored to host Liz Craig, President of University Frames (USA), at our Patna office. Her visit marks a significant step in deepening our stakeholder relationships and exploring future opportunities for collaboration.

Here are a few moments from her inspiring visit — a day enriched with insightful discussions, shared aspirations, and meaningful connections.



🌟 Employee Spotlight Awards – Quarter 1, 2025 🌟

We are excited to announce the Winners, Runner-Ups, Rising Stars, and Shortlisted Candidates for this quarter's Employee Spotlight Awards. Your dedication, hard work, and positive impact continue to set a high standard across our organization.

🏆 Winners

- Loknayak Bharti
- Sanchita Kumari
- Pragati Priya

🥈 Runner-Ups

- Dhruv Kumar
- Rohit Kumar
- Md Sadique Hussain

🌟 Rising Stars

- Abhishek Kumar Vashkar
- Soham Singh

🌟 Shortlisted Candidates

- Amiya Prakash
- Shishir Kumar

Congratulations to all of you on your exceptional performance!

We're proud to celebrate your success and look forward to your continued excellence.



Work Anniversaries Celebrated!

PRABHAT PRASAD
VISHNUVARDHAN CHOLKAR
SURAJ KUMAR
ASHISH ANAND
BINOD PRASAD
AMARJEET KUMAR SUDHANSOO
POONAM KUMARI
SATAKSHI
MD.SAMIUZZAMAN KHAN
VIVEK KUMAR(Marketing)

🎂 Happy Birthday 🎂

VISHAL ANURAG
AMIT RANJAN
GULAB PRASAD
MD SOAIB ANSARI
AAGASTYA
ABID HUSSAIN
BHANU PRAKASH
PRATIMA KUMARI

Projects Signed up in April 2025

GMRW	India Projects	Stratosphere	RepuGen
-	Integrated Heart Center	-	Functional Health Institute
-	Kriteyu Health Care Pvt. LTD.	-	Patches West LLC
-	-	-	Nunn Psychiatric Care
-	-	-	ViaCord
-	-	-	Pediatric Eye Consultants of North Florida