

VRock Newsletter

“Connect, Learn and Empower”

FOUNDER'S CORNER



Dear Team,

I want to reiterate the importance of personal responsibility, innovation, and our shared future with AI, as well as a possible new challenge that may arise soon.

In my favorite book of all time, *Atlas Shrugged*, the author Ayn Rand reminds us that societal progress comes from individuals who take responsibility for their own growth, embrace innovation, and refuse to wait for others to solve their challenges. The book’s central lesson is clear: society advances when people act with ownership, creativity, and conviction. You can narrow focus by changing society to personal development or a business, and the message would be the same. I strongly recommend everyone read this ageless book.

Today, we face a challenging time with Artificial Intelligence. AI is not just a new tool—it’s a disruptive force that will redefine how industries operate. Another challenge looming is the potential 25% tariff on services from India, which will make us less competitive cost-wise compared to other businesses, as our level of productivity is significantly lower than that of our American counterparts. We have been compensating for this difference with the lower cost of delivery.

Just as Rand’s heroes drove progress by using their minds to create value, it is now our responsibility to utilize AI to enhance our productivity, sharpen our competitive edge, and deliver greater results for our clients, thereby countering the challenges we face.

The danger in *Atlas Shrugged* was complacency—people who relied on others to carry the weight. The same risk exists for us if we fail to adapt and become at least 25% more efficient in our productivity. Those who embrace AI, learn it, and apply it will thrive; those who resist change will fall behind.

Our company has consistently grown due to individuals who take pride in their work and view innovation as a personal mission. With AI, that mission expands: each of us must actively explore how to integrate it into our daily work, find smarter ways of operating, and ensure that we are building—not just maintaining—our future. The potential 25% tariff, which would impact the cost of production, further challenges us to reevaluate our work processes and seek improvements.

The lesson of *Atlas Shrugged* is simple but powerful: no one else will carry your responsibility for you. Each of us has the choice—to rise to the challenge with innovation, or to be left behind by those who do.

Let’s carry forward the lesson of *Atlas Shrugged*: responsibility belongs to each of us. If we take ownership, innovate with purpose, and refuse to stand still, we will not only keep pace with change—we will lead it with determination.

Enjoy the festival season, and let us return with renewed vigor to improve our businesses.

Ajay Prasad

FEATURED ASSOCIATES



Shubham Sharma

Hi, I'm Shubham Sharma, working as a PPC Executive at GMR Web Team. With 1.5 years of experience in paid media, I manage campaigns across social and search platforms. I've had the opportunity to work with leading U.S. automotive brands like Lotus, Lincoln, and Aston Martin, delivering measurable results through strategic ad management.

Outside of work, I enjoy cooking and watching movies and web series.

Hiya! I'm Oliver, a marketing and account manager on the RepuGen team! Over the years, I've truly enjoyed the opportunity to connect with people across the world and learn about marketing, product development, sales, client management, and all things related to business.

Outside of work, I work out A LOT, eat more calories than I can count, play an absurd amount of chess, and enjoy spending time with my dog.



Oliver Blanco

HR SPEAKS

Welcome New Hires!

Please join us in warmly welcoming Nikhil Kumar Singh to the Marketing team.



Nikhil Kumar

🌟 Dussehra Celebration at Our Office 🌟

This year, we celebrated Dussehra in the office with great enthusiasm and festive spirit. The workplace came alive with vibrant decorations, laughter, and the joy of togetherness as we marked the victory of good over evil.

A key highlight of the celebration was the **Kalash Drawing Activity**, where our team members showcased their creativity and artistic flair. The top five drawings were recognized and proudly displayed during the event.



Best Kalash Drawings:

- Pragati Priya
- Amit Ranjan
- Ramesh Kumar
- Sweety Kumari
- Juhi Afreen

Here are a few glimpses from the celebration, including the beautiful artworks created by our talented colleagues:



Festivals are a reminder of the values we uphold—unity, positivity, and growth. Thank you to everyone who participated and made the Dussehra celebration so special. Let's continue to bring this same spirit of collaboration and creativity into our work every day. We wish everyone continued prosperity, happiness, and success.

Work Anniversaries Celebrated!

AMIT RANJAN
AVINASH KUMAR (Marketing)
RAKESH NANDAN
VIKASH KUMAR
LOKNAYAK BHARTI
RAHUL RAVI
BANAVATH KRISHNA
BHANU PRAKASH

🎂 Happy Birthday 🎂

VISHNUVARDHAN CHOLKAR
MD SIKANDAR AHMED
RAHUL ANAND
SUNIL KUMAR
SIDHARTH KUMAR
POONAM KUMARI
CHANDAN KUMAR GUPTA
DEEPAK KUMAR
SATAKSHI
VIVEK KUMAR

Projects Signed up in September 2025

GMRW	India Projects	Stratosphere	RepuGen
Confidante Psychiatry Services	Natasha Eye Care	-	Downtown Somatic Therapy
Cardiovascular Wellness Medical Services	-	-	Goodhaven Health
Refine Med Spa	-	-	Profiles Beverly Hills