

# VRock Newsletter

"Connect, Learn and Empower"

## FOUNDER'S CORNER



### GMR Family of Companies: Foundational Principles

As we look to discuss our guiding principles during my upcoming trip to Patna, I wanted to share the core beliefs that define how we, as a team, should strive to operate daily. These principles reflect my philosophy and the collective spirit of the GMR family of companies (GMRW, GMRT, RepuGen, ScoreDoc, FirstBit, TCI).

I borrowed inspiration from Nike's principles—ones I used to keep on my office wall to remind myself of the values that drive great work. Revisiting them recently, I realized how relevant they are to our journey, regardless of our company's size or stage.

Here are the guiding principles that will help us grow together:

- 1. Challenge the Status Quo** – Change is a constant. Our strength lies in adapting and growing; standing still is not an option.
- 2. Growth is Essential** – Every business either grows or declines. We're relentlessly driving growth, both for internal companies and our clients. Our business lives depend on it.
- 3. Focus on Results** – Our work exists to create positive outcomes for businesses. If a process prevents us from achieving our desired results, we challenge it to unlock better results.
- 4. Take Calculated Risks** – If we believe strongly in a new idea, we move forward boldly. We act within reason, ensuring any downside risks are manageable.
- 5. Compete Fearlessly and Ethically** – We fight our competitors with integrity, pushing ourselves to outperform and improve.
- 6. Keep Promises** – We don't take promises lightly. Every associate upholds commitments and actively seeks improvement, no matter how accomplished we may be.
- 7. Finish What We Start** – A job is only complete when it's 100% done. Ninety-five percent done is as good as zero.
- 8. Guard Against Detractors** – We watch for threats to morale and progress, such as bureaucracy, personal ambition that undercuts others, and projects that aren't a good fit for business growth.
- 9. Embrace Tradeoffs** – Success requires sacrifices. We acknowledge that tradeoffs, though sometimes uncomfortable, are necessary for achieving our goals.
- 10. Respect Everyone** – We foster respect and have zero tolerance for sexual harassment, abusive behavior, or credit stealing. Respect for associates, regardless of their level or department, is the foundation of strong morale at any business.

Thank you for keeping these principles close as we continue our work together.

**Ajay Prasad**

## FEATURED ASSOCIATES



**Nitesh Kumar**

Hello! I'm Nitesh, originally from Hajipur. I'm passionate about learning and personal growth, and I enjoy exploring new ideas and collaborating with others to develop creative solutions. Outside of work, I love traveling and immersing myself in diverse cultures, which helps me stay balanced and inspired. I'm excited to connect with everyone and contribute to our shared success!

Hi there! I'm Amiya. I completed my BBA in Delhi, where I began my career before moving back to my hometown to pursue my journey in PPC marketing. This path has been full of learning and growth, and I've enjoyed taking on new challenges while expanding my digital marketing skills. In my free time, I love reading novels and playing badminton. Since joining FirstBit Digital Technologies, I've had the opportunity to deepen my knowledge of PPC, contribute to diverse projects, and learn from my colleagues.



**Amiya Prakash**

## HR SPEAKS



**Onam Sagol**

### Welcome New Hires!

Please join us in warmly welcoming Onam Sagol to the Marketing team.

October was a month of celebration in the office, with festive gatherings, team activities, and seasonal treats bringing extra cheer.

### Dussehra Celebrations



A big thank you to everyone who made this year's Diwali celebration truly unforgettable! Your participation and enthusiasm brought a vibrant festive spirit to our workplace.

A special shout-out to all who participated in the Workstation Decoration Competition—your creativity illuminated the office! Congratulations to Aman, Pragati, and Juhi for their exceptional decorations and for winning the title of Best Decorated Workstations! 🏆👏



We were privileged to have Dr. Meeta Mohan, guest faculty at Chanakya National Law University, conduct a valuable workshop on "Prevention, Issues, Challenges, and Redressal of Sexual Harassment Policy at the Workplace." The workshop highlighted our commitment to a safe and inclusive environment for all employees and provided insights into addressing and preventing workplace harassment.



### Work Anniversaries Celebrated!

MAHESH KUMAR  
HEMANT SRIVASTAVA  
KUNAL SINGH  
SAURAV KUMAR  
ROSHNI SINHA  
SWEETY KUMARI  
ABID HUSSAIN

🎂 Happy Birthday 🎂

SHASHANK SAMDARSHI  
AALIYA SHAKEEL  
RACHIT ROSHAN

## Projects Signed up in October 2024

GMRW	India Projects	Stratosphere	RepuGen
VD Billing Services	CurlsnCurves	-	Tennessee Oncology
AIM Primary Care	Dream IVF Cyprus	-	Aloha Urology
Zola Vitality Center	-	-	Bio Spa
-	-	-	Earwell Centers of Excellence