



FOUNDER'S CORNER



Hi Team,

This vRock message is longer than my usual ones because I saw many new team members just eight months after my last visit. I want to share the overall business umbrella that most of you operate in and how they are connected, aiming to bring every team member to the same page on our business model and why we should get out of the silo mindset because the success of the business everyone is working in is dependent on the business that you may not be involved with.

1. GMR Web Team

A healthcare-focused digital marketing and technology company serving providers across the U.S. It delivers end-to-end growth solutions, including advanced website platforms, patient acquisition strategies, and proprietary marketing tools. The company combines strategy, execution, and technology at a level that rivals much larger agencies, positioning itself as a high-performance partner for medical practices seeking measurable growth.

2. RepuGen

A SaaS-based reputation management and patient engagement platform designed for healthcare providers. It helps practices enhance online reviews, measure patient satisfaction, and strengthen their digital presence.

Originally developed to support GMRWebTeam's marketing services, RepuGen has evolved into a standalone platform. The two businesses maintain a powerful feedback loop—GMR Web Team validates RepuGen's new features in real-world conditions. At the same time, RepuGen provides a technological edge that enhances the GMR Web Team's marketing performance.

3. HDMS

Same model as the GMR Web Team for doctors and hospitals in India.

4. ScoreDoc

A consumer-facing platform that empowers patients to choose the right doctors through RepuGen's proprietary reputation-scoring system. It serves as both a patient decision tool and a growth engine for doctors by increasing visibility and credibility for providers using GMR Web Team and RepuGen. While designed to support both businesses, ScoreDoc is being built as an independent, scalable platform whose success amplifies the value of the entire ecosystem.

5. Stratosphere

A digital marketing agency focused on insurance professionals in the U.S. It leverages the proven strategies, technologies, and operational frameworks developed by GMR Web Team and RepuGen to deliver high-impact marketing solutions in a new vertical. This expansion demonstrates the scalability of the core platform and expertise beyond healthcare.

6. GMR Transcription

A professional transcription services company that originated as a testbed for GMR Web Team's marketing capabilities. It has grown into a market leader in its niche segment, a profitable, standalone business. It continues to serve as both a proof of concept for marketing effectiveness and a financial engine supporting innovation and growth across the broader portfolio.

7. Transcription Certification Institute (TCI)

An online training platform created to develop skilled transcription professionals for GMR Transcription. It has since evolved into an independent educational business, demonstrating the ability to build, scale, and monetize digital platforms developed by the GMR Web Team.

How These Businesses Are Connected

All of these businesses are part of a unified ecosystem built around a core strength: combining digital marketing, the latest technological innovations for website and standalone platform development, and real-world validation that showcases our ability to create scalable, high-performing platforms.

GMR Web Team serves as the foundation—developing strategies, technologies, and execution capabilities. RepuGen and other in-house platforms, such as OpenVio, extend this foundation into SaaS, turning marketing insights into proprietary software. ScoreDoc builds on these capabilities to create consumer trust and demand for GMR Web Team and RepuGen. Stratosphere proves that our digital marketing and development capabilities can be successfully applied beyond healthcare into new verticals and industries. Meanwhile, GMR Transcription and the Transcription Certification Institute serve as both validation engines for our capabilities and one of our financial pillars, demonstrating marketing effectiveness in competitive markets while generating capital to fuel innovation.

Together, these businesses are not isolated entities. They are intentionally interconnected, each strengthening the others through shared technology, data, expertise, and market validation. The combined capabilities make us a formidable competitor in every business we are in, but none of the businesses would survive as a separate entity.

With this background in place, I would like to focus on the three major concerns of the US team I shared with all of you during my trip to Patna in February.

1. Lack of coordination between teams of different businesses, between the marketing and dev teams, and even between the US and Patna teams.
2. Focus on reducing costs by eliminating unnecessary expenses and improving productivity.
3. Change in management style to empower everyone, and especially direct supervisors to have a say in who is hired, fired, or moved to report to them.

Right now, I feel that many of our teams are operating in silos even though our businesses were designed to strengthen one another. This limits our biggest advantage: shared knowledge, shared technology, and real-world learning across the ecosystem, and improving productivity by not reinventing wheels already invented by another team. I also see a lack of respect for other team members who may have different working styles, backgrounds, or experience levels.

Please keep in mind that:

1. Improving collaboration is not just about better communication; it's about driving faster delivery, higher productivity, and stronger outcomes.
2. When teams work together, we reduce duplicated effort, reuse proven solutions, and accelerate execution. What one team has already solved should become an instant advantage for others. Doing so can significantly shorten delivery timelines and improve quality. A quick discussion about any similar work done before a major project can save us time and money.
3. Stronger coordination also leads to better products and services. Insights from marketing, technology, and customer experience across different businesses can be combined to create smarter, more effective solutions.
4. Ultimately, effective coordination between the business team and between dev and marketing would result in better outcomes for our clients and stronger growth for all businesses.

Technology, especially agentic AI, can play a key role in enabling this shift. AI can help accumulate knowledge across teams, automate workflows, and reduce bottlenecks. Every line of code written for any project for the umbrella businesses and every strategy tested and validated by any business is an asset that belongs to all of us. Instead of relying on individuals to find information or coordinate manually, we can create systems that share intelligence and execution in real time.

However, I am not asking for just a technology change; instead, I am requesting a mindset shift. We need to move from thinking in terms of individual teams to thinking of one connected ecosystem, where success is shared.

Call to Action: Starting now.

1. We must actively break down silos.
2. We must share knowledge openly, collaborate across teams, and adopt tools that enable faster, smarter execution.
3. Leaders should prioritize cross-team alignment, and every team member should look beyond their immediate role to contribute to the broader ecosystem.
4. We build a culture of self-respect where every associate is treated as a valued member of the team. If they are not valuable, they should not be with the organization.
5. No supervisor should be assigned a support member without their consent.
6. No one should be disciplined or fired without the consent of their boss. There may be circumstances in which someone must be terminated, but it should be an exception rather than the rule, and the supervisor should be kept in the loop.
7. And every new member hired to report to specific member/s should get interviewed and approved by them before they are onboarded.

I know there has been a buzz about job elimination since the advent of AI. I disagree. While there will be disruptions and things will not be as usual, I believe that the application of AI technologies will create opportunities we cannot yet visualize and will be a solid net positive.

If we commit to working as one unified organization, apply the latest technologies, move faster, deliver better, and unlock the full potential of everything we've built together, we will become a thriving business, even better than what we were before AI.

I need volunteers to develop processes for better inter-business coordination among businesses under our umbrella, identify the latest uses of AI, propose ways to apply them, and take charge of ensuring they are implemented. Please discuss your options with your manager, and feel free to contact me directly if I can facilitate your idea. Let us all focus on reaching greater heights together.

Until my next vRock message.

Ajay Prasad

FEATURED ASSOCIATES



Abhishek Patel

Hello, I'm Abhishek Patel, an SEO Executive. My role involves managing SEO strategies and optimizing project performance to drive meaningful results. I enjoy problem-solving and finding creative ways to enhance online presence. I strongly believe in continuous learning and staying updated with evolving digital trends. It's great to be part of such a collaborative environment, and I look forward to growing and achieving more together.

Hi, I'm Nikhil Kumar Singh, an SEO Executive focused on improving search visibility and driving organic growth for healthcare clients. My work includes on-page and off-page optimization, technical audits, performance tracking, and competitor analysis to help businesses improve rankings and attract qualified traffic.

Outside of work, I enjoy playing volleyball and cricket, and spending time reading books.



Nikhil Kr. Singh

HR SPEAKS

Welcome New Hires!

Please join us warmly welcoming Vikky Kumar Singh to the Marketing team and Shailesh Kumar Jha to the Dev Team.



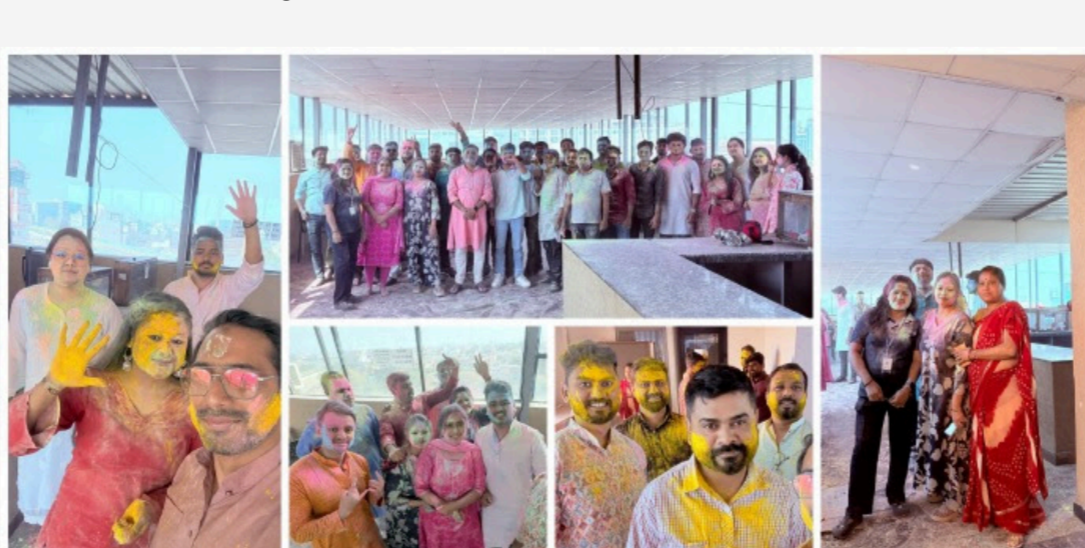
Vikky Kr Singh



Shailesh Kr Jha

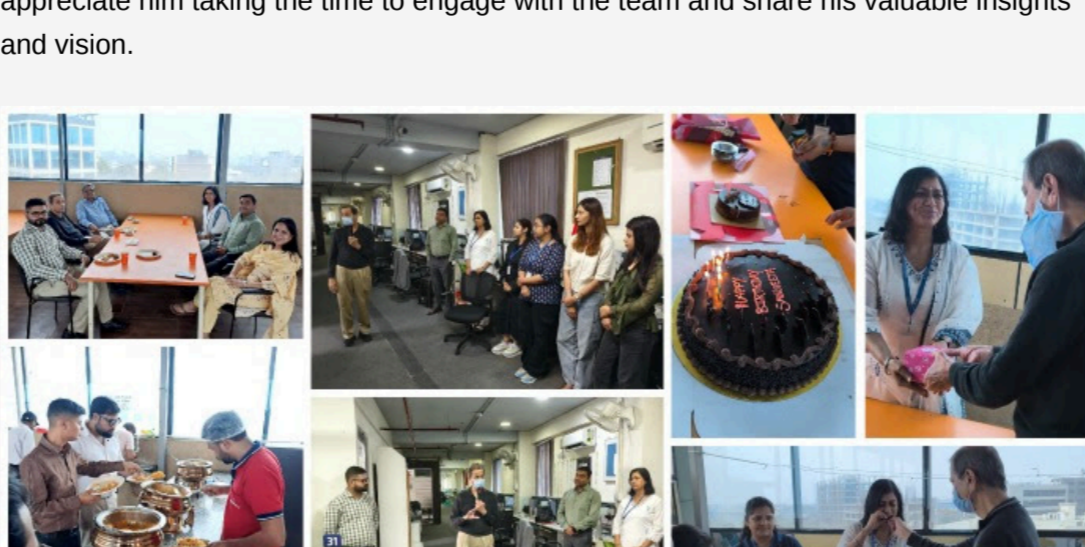
🌈 Holi Celebrations 🌈

Our team celebrated Holi in the office with great enthusiasm and festive spirit. It was a wonderful opportunity for everyone to take a break, share smiles, and enjoy the vibrant colors of the festival together.



Ajay's Visit: Connecting with the Team

We were honored to welcome Ajay during his recent visit to the office. We truly appreciate him taking the time to engage with the team and share his valuable insights and vision.



Work Anniversaries Celebrated!

NEELAM NAVEEN
CHANDAN KUMAR GUPTA
MD SADIQUE HUSSAIN
NIRANJAN KUMAR
RITU KUMARI
NAVIT KUMAR RAI

🎂 Happy Birthday 🎂

SHREEKANT
RAJ KUMAR
KUNAL SINGH

Projects Signed up in March 2026

GMRW	India Projects	Stratosphere	RepuGen
-	PGH Hospital	Sawn City Insurance	NK Family Health NP
-	Bloom IVF	-	-
-	Mayflower Women's Hospital	-	-