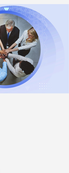
V Rock Newsletter

"Connect, Learn and Empower"



FOUNDER'S CORNER

Hi Team,

Over the past month, I have written about humility, productivity, AI, and mediocrity. These are not separate topics. They are different sides of the same issue.

- Humility allows us to recognize problems.
- AI gives us the tools to solve them faster.
- Productivity is the result of continuously improving.
- Mediocrity begins the moment we accept that small problems are someone else's responsibility.

I want to wrap this month's message by connecting these dots and discussing the typical reasons for failure and strategies for improvement for businesses, especially ours. This message is a bit longer than usual, but I hope you will find it useful.

The idea for this message came to me after I recently read an article about the New World screwworm's return to Texas. Until that article, I had never heard of it. The screwworm is a flesh-eating parasite that once devastated cattle across the United States. After decades of work and millions of dollars, it was virtually eliminated. Now, all it took was one infected calf to raise concern across the livestock industry.

The lesson from this news has nothing to do with cattle. However, it has everything to do with how organizations succeed or fail.

Every major problem for a business starts as a minor one.

Businesses rarely fail because of one catastrophic event. They fail because leaders and employees ignore small problems until they become impossible to contain.

Below are some examples of small problems that could hurt our business:

- A careless mistake in coding or content that nobody corrects.
- A deadline that slips because "it's only a day."
- An email or client request that goes unanswered.
- A customer issue that isn't followed up.
- A product launched after missing the deadline by weeks and still before it is ready.
- A bug in coding or process that everyone assumes someone else will fix.
- A team member who consistently underperforms while everyone looks the other way.
- Someone who cuts corners because it is easier and still the manager ignores it.
- Someone who creates negativity within the organization instead of suggesting solutions, and it is tolerated by the management and associates.

None of these, by itself, destroys a company. But each instance like this weakens the fabric of the organization. Left unaddressed, small problems compound into big ones, which is how companies decline.

Business Culture is the biggest determinant of a company's success or failure.

People often think culture is built by mission statements, company values, or motivational speeches. While they all help guide us in the right direction, culture is built by what we allow to happen every day.

The good news is that the business culture of excellence does not require a grand plan, but compounds through small improvements regularly.

For example, we become stronger every time someone:

- Catches an error and fixes it before it reaches a client.
- Takes ownership of any below-average performance instead of making excuses and looking to explain it away. We cannot solve a problem until we acknowledge it and take ownership of it.
- Solves a problem without being asked, even if it is not their responsibility.
- Uses AI to complete work faster and better and share it with associates to help improve companywide efficiency.
- Improves a process instead of accepting it even though they are sure that it is hurting the business.
- Routinely shares solutions with the team that helped improve productivity to help everyone.
- And continuous efforts to improve performance.Average production time per deliverable

The company becomes stronger because elite organizations are not built by extraordinary efforts once in a while. They are built by ordinary people taking extraordinary steps every day. I have seen interns suggest amazing solutions and point out opportunities, so every team member should contribute by looking for opportunities.

Similarly, the bad news is that a business culture of tolerating small mistakes can metastasize as a cancer that can debilitate a business.

Every time we tolerate poor quality of work from anyone in the company,

- We lower the standard for everyone.
- We create more rework, wasting resources, and missing deadlines.
- We waste the time of supervisors and associates.
- We increase costs for the company.
- We make the next mistake easier to accept.
- We make the business look incompetent in the eyes of our clients every time they get output from us with even a small mistake, and occasionally lose the client.

Mediocrity spreads the same way excellence does; one habit at a time, and weakens the core of the company.

Why this message matters now more than ever

The business environment in the US is changing every day. We are seeing our competitors becoming more productive and competitive by:

- Using AI to improve productivity.
- Reducing costs using AI.
- Launching products and features faster.
- Raising customer expectations of the ROI from their investments.
- Entering markets that used to belong to companies like ours because of the improving capabilities of agentic AI.

We need to build upon our strengths (which we have many) and cannot afford our own "small mistakes" if we want to keep growing and thrive.

To survive in this competitive market, we need to proactively add solutions for our clients and make our services more valuable. On the other hand, we especially cannot afford:

- Avoidable mistakes.
- Slow execution.
- Delayed responses.
- Weak accountability.
- "Good enough" thinking.
- Problems that everyone sees but nobody owns.

Ask yourself one question. What small problem am I tolerating today that will become someone else's major problem tomorrow? If you see something that lowers our standards:

- Fix it.
- If you cannot fix it, raise it with your supervisor, even with me.
- Do not assume someone else will fix it.

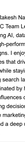
Organizations rarely thrive or collapse overnight. They grow brick by brick with improvements every day, and, on the other hand, decline one ignored problem at a time.

Let's make sure that doesn't happen here, and instead we thrive in this new business environment.

I have never believed that our success depends on having the biggest budget or the largest team. I believe our success depends on whether every one of us chooses to fix small problems before they become large ones. If we do that consistently, we will not merely survive this changing business environment; we will build a company that is stronger because of it.

Ajay Prasad

FEATURED ASSOCIATES



Shishir Kumar

Hi, I'm Shishir. I joined the organization in 2017 as a Junior UI/UX Designer, and it has been a rewarding journey of learning and growth. Over the years, I've had the opportunity to work on diverse projects, sharpen my skills, and learn from an amazing team.

Outside of work, I enjoy traveling to the mountains and exploring new places, which helps me stay refreshed and inspired.

Rakesh Nandan

Hi, I'm Rakesh Nandan, an aspiring Next-Gen PPC Team Lead with a passion for leveraging AI, data, and automation to build high-performing digital marketing campaigns. I enjoy turning insights into strategies that drive measurable business growth while staying ahead of the evolving search landscape. Beyond work, I'm fascinated by human psychology and how it influences consumer behavior and marketing decisions. I believe the most effective marketing combines technology, data, and a deep understanding of people.

HR SPEAKS

Q2 2026 Tech & Productivity Innovation Award: Abhishek Kumar Vashkar

Congratulations to Abhishek Kumar Vashkar, recipient of this quarter's Tech & Productivity Innovation Award!

Abhishek developed an AI-powered onboarding system on Claude Cowork that transforms a single client interview into 11 ready-to-use deliverables—including buyer personas, keyword research, page briefs, website copy, and content calendars—all while automatically following our healthcare formatting standards.

What once took hours of manual setup per client can now be completed in a fraction of the time, with far fewer revisions. Work that previously depended on the expertise of one or two senior team members can now be handled consistently by anyone on the team.

Outstanding work, Abhishek!

Q2 Conversion Goals: Crushed

A huge congratulations to Rahul Anand and the entire team for achieving our Q2 conversion goal!

This milestone reflects the team's dedication, collaboration, and commitment to delivering outstanding results. Your hard work has set a strong foundation for continued success and an exciting future for GMR Web Team.

Congratulations, and thank you to everyone who contributed to this achievement!

Welcome, New Hires!

Please join us in warmly welcoming Ayush Kakanwar to the Marketing team.

Ayush Kakanwar

Internal Tool Updates

OpenVio Chatbot 2.0 Is Here: Smarter, More Accurate, More Human

OpenVio Chatbot just got a major upgrade. Version 2 rebuilds the core: smarter content ingestion, FAQ auto-generation, hybrid search with re-ranking, and true multi-step reasoning (via LangGraph) instead of one-shot answers, plus a hardened live-agent handoff with reliable reconnection and full conversation history.

Net result: more accurate answers, less setup work, and smoother escalation to a human when needed.

👉 **Click here** to explore the latest updates.

Work Anniversaries Celebrated!

Raj kumar
Shashi Ranjan Kumar Singh
Sonali Rani
Rudra Manu

🎂 Happy Birthday 🎂

PRABHAT PRASAD
NEELAM NAVEEN
ABHISHEK NARAYAN
ROHIT KUMAR (DEV TEAM)
ANAND RAJ
BIMLESH KUMAR SINGH
PRIYANSHU SINHA
ONAM SAGOL
ABHISHEK PATEL
AKSHITA

Projects Signed up in July 2026

GMRW	HDMS	Stratosphere	RepuGen
Lilac Psychiatry	Dr Himanshu Sharma	Insure with Arama	Solutions Pain and Spine Doctor
-	VibeSpark LLP	-	PRC Alliance Pain Relief Centers
-	-	-	Lifetime Performance Medicine
-	-	-	Lifetime Surgical