



FOUNDER'S CORNER



Happy New Year 2026: Raising the Bar Together

Dear Team,

As we step into the new year, I want all of us to reset how we think about our work, our growth, and the role we each play in shaping the future of the businesses, both internal and clients, we work on.

AI is no longer a trend or a tool on the horizon. It is on every desk, in every browser, and on every smartphone, and it is available to everyone. That changes the game for all of us. The value we bring is no longer *doing the work*, but *owning the outcome*.

This year, I'm asking each of you to commit to a few core principles:

Use AI effectively.

AI should make us faster, sharper, and more creative—not replace our thinking. Learn it, challenge it, and use it as leverage to deliver better results for our clients. Don't forget that AI, by definition, is not static but is continuously learning. Keep an eye on the latest solutions and deploy them at work if they improve your productivity and effectiveness. Please don't depend on your boss to suggest new AI tools; find one and tell your boss and colleagues about it.

Take ownership of your projects and your career.

Don't wait to be managed. Don't wait for permission. See a problem, solve it. See an opportunity, act on it. Your growth here is directly tied to how much responsibility you're willing to take on. Bringing new ideas and solutions to the table was always crucial for career growth; now it is imperative in the AI world.

Win as a team.

The best work happens when we collaborate, share ideas freely, and help each other succeed. Silos slow us down. Teamwork compounds results. Just as I cannot succeed without all of us in the US and India, you will not succeed in your career and life by being a lone ranger and trying to be the smartest guy in the room. People dislike even the most intelligent person if they start acting like one.

Focus on outcomes, not activity.

Busy doesn't equal valuable. What matters is impact—results for our clients and progress toward our goals. Always know why you are doing what you are doing and stay focused on the end results. Nothing is worse than "I work very hard" if there is no result to show for it, because it is trying to gain sympathy. Change the process, tool, team, or whatever is needed to achieve your goal.

And yes—have fun.

We do serious work, but we don't have to take ourselves too seriously. Curiosity, humor, and enjoyment are fuel for great creativity. I also know that a fun environment at work helps everyone become more creative, love what they do, and want to grow the business because they think of it as their own.

Finally, I'll leave you with a reality check we should all keep in mind:

If your copywriting, research, illustration, or coding is no better than what someone can get from the AI on their desk, you're racing to the bottom.

Racing to the bottom is no fun. You might win.

Let's choose instead to raise the bar—for ourselves, for our clients, and for each other.

Here's to a bold, focused, and rewarding year ahead.

Ajay Prasad

FEATURED ASSOCIATES



Sumit Verma

I'm Sumit Verma, Co-Founder and Product Development Manager at RepuGen. I focus on scalable systems, platform strength, and continuous product innovation. I'm driven by new ideas to grow RepuGen and believe in doing more than saying—impact comes from action. I enjoy solving complex problems, exploring new technologies, and building meaningful user experiences.

Outside work, I enjoy learning, experimenting, and spending time with my family.

I'm Avinash Kumar, heading digital marketing at RepuGen, with experience across healthcare, SaaS, and digital communication. I specialize in high-impact content, multi-channel campaigns, and data-driven brand growth, with a focus on structured processes and efficient team workflows.

Outside work, I enjoy learning marketing psychology, exploring productivity frameworks, experimenting with AI tools, and unwinding with anime and Reddit.



Avinash Kumar

HR SPEAKS

Wishing Everyone a Happy New Year 2026

As we step into 2026, we extend our warmest wishes to everyone for a happy, healthy, and successful New Year. May the year ahead bring fresh opportunities, personal growth, and continued success for both our people and the organization.

Thank you for your dedication, teamwork, and commitment throughout the year. Here's to setting new goals, achieving new milestones, and growing together in 2026!

Team Outing to DUNGESHWARI CAVE, BODH GAYA

On 12th December 2025, our team enjoyed a refreshing and memorable outing to DUNGESHWARI CAVE, BODH GAYA. Stepping away from routine work, the day was filled with enthusiasm, positive energy, and meaningful team bonding.

From the scenic journey to the serene surroundings of the DUNGESHWARI HILLS, the outing provided a perfect setting to relax, reconnect, and strengthen relationships. Shared meals, laughter, and thoughtful conversations made the experience truly special. The moments captured below reflect the spirit of togetherness and camaraderie that define our team.



Christmas Celebration at the Office – 2025

The festive season continued with our Christmas celebration at the office, filling the workplace with joy, warmth, and holiday cheer. Decorations, celebrations, and cheerful team interactions created a lively atmosphere and reminded us that celebrations are best enjoyed together.

The photos from the celebration beautifully capture the happiness, unity, and positive workplace culture we take pride in.



Work Anniversaries Celebrated!

- SUMIT VERMA
- SIDHARTH KUMAR
- MD SOAIB ANSARI
- AALIYA SHAKEEL
- ABHISHEK KUMAR VASHKAR

Happy Birthday

- SUMIT VERMA
- BINOD PRASAD
- ABRAHAM SOREN
- AMARJEET KUMAR SUDHANSOO
- CHANCHAL KUMAR
- SAURABH SHEKHAR
- KUMARI KIRTI BALA
- RAMESH KUMAR
- RAKESH NANDAN
- MD SADIQUE HUSSAIN
- RAHUL RAVI
- SAURAV KUMAR (PPC)
- JAYA KUMARI
- SONALI RANI
- SOHAM SINGH
- DEEPAK RANJAN
- ANISHA KUMARI

Projects Signed up in December 2025

GMRW	India Projects	Stratosphere	RepuGen
-	Santhigiri Ayurveda Siddha and Yoga center	-	Brooklyn ENT and Allergy