



## FOUNDER'S CORNER



Hi Team,

I want to address something that is now critical to our survival: the pace of AI adoption and its implications for our competitiveness.

For more than three years, since the emergence of ChatGPT, I have been clear about the direction. Use AI to improve marketing quality, strengthen brand positioning, ensure consistency, and help development build and improve faster.

We have made some progress in quality. We have not made meaningful progress in productivity. Our competitors are claiming 50% productivity gains. We cannot. That gap is the problem. Progress without urgency is failure in slow motion.

Our competitors are not treating AI as a tool. They are treating it as a transformation. Companies like TeleVox are expanding into our space by offering digital marketing and website design as part of their bundle solution. EMR platforms and Medical Billing Companies are bundling website design, SEO, and reputation management into their core offerings. Digital marketing agencies are launching DIY platforms for website design and SEO. Our direct competitors in reputation management are leading with AI across their products, messaging, and sales.

This is the environment we are in. Now look at us. We have already built tools that should be changing how we work. They are not being used.

- The AI-assisted website design system is the clearest example. It was built to reduce dependency on development, speed up delivery, improve sales conversion, and create ongoing value for clients. Adoption is zero, and it only gets attention when I push for it.
- The patient engagement app is another example. High potential. Slow development. Even slower testing. No clear ownership. No urgency. It appears that I am the only one who sees the potential.

We don't have a tool or competency problem. It is a behavior problem. We are not moving at the speed required. That is the pattern.

There are only two possible reasons:

1. If it is fear, the fear that AI will replace jobs, then understand this: AI is not the threat to your job. Not using it is. Companies that improve productivity grow their business and grow their workforce. Companies that don't cut their workforce to sustain a sustainable profit margin.
2. If it is inertia, the resistance to changing how you work, then the outcome is the same. The market does not wait for us to get comfortable.

**Let me be very clear.**

*Productivity improvement is not optional.*

If we do not significantly improve productivity, we will become uncompetitive. If we become uncompetitive, we lose clients. If we lose clients, we shrink. And if we shrink long enough, we do not survive. This is not a distant risk. This is the path we are on today.

The alternative is also clear. If we improve productivity, we create capacity. Capacity allows us to take on more work, build new products, and grow. Growth creates opportunity for the company and for you.

So here is what must change immediately:

- Use AI and internal tools as part of your daily work, not occasionally, not when asked.
- Adopt new capabilities when they are released without waiting to be pushed. The company invests significant funds in developing productivity-enhancement and sales-conversion tools. Utilize it.
- Move faster on product development and testing with clear ownership and accountability. Don't make "perfect" the enemy of good.
- Eliminate avoidable errors. Recurring basic mistakes are unacceptable at this stage.
- Focus on outcomes, not effort.

This is not about working more hours. It is about producing more output, at higher quality, in less time.

I do not like sending messages like this. But the situation requires clarity, not comfort. We can adapt and grow. Or we can fall behind and be forced to shrink. There is no third option.

The choice for the pace of productivity enhancement is ours. We collectively decide whether our businesses thrive or die.

Ajay Prasad

## FEATURED ASSOCIATES



**Vivek Kumar**

Hi, I'm Vivek Kumar, a Software Engineer working on the RepuGen project. I focus on developing features that enhance the platform and support its continued growth. I enjoy building new functionalities, solving complex challenges, and exploring emerging technologies to continuously improve both my skills and the product.

Outside of work, I enjoy learning new things and spending quality time with my family.

Hi, I'm Ashish Anand, an SDET focused on delivering reliable, high-quality solutions with a practical, results-driven approach. I actively contribute during stand-ups and am continuously strengthening my automation and scalable testing skills. I'm also a certified trader and investor with a strong interest in price action, disciplined decision-making, and business strategy.

Outside of work, I enjoy following the markets, exploring trading strategies, learning new things, and building genuine connections with people.



**Ashish Anand**

## HR SPEAKS

Thank you, Ajay, for the annual merit increase and for recognizing the dedication and hard work of our associates. We extend our heartfelt congratulations and best wishes to the associates mentioned below for their continued growth and success. These achievements mark important milestones in their professional journeys, and we encourage them to keep striving for excellence.

Congratulations to **Amarjeet Kumar Sudhansoo, Anand Raj, Saurav Kumar (PPC Team), MD Samiuzzaman Khan, Bhanu Shankar, and Dhruv Kumar** on their well-deserved promotions. Your leadership, commitment, and contributions continue to make a meaningful impact, and we look forward to seeing you take on even greater responsibilities ahead.

Best wishes as well to **Loknayak Bharti, MD Sadique Hussain, Abid Hussain, Preeti Kumari, and Rudra Manu** on this well-deserved achievement. We hope you continue to grow, reach new milestones, and achieve even greater success in your professional journey.

### Welcome New Hires!

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



**Kamakshi Singh**

### 🔧 Internal Tool Updates

We've been making significant progress across our internal ecosystem, with several new launches, enhancements, and feature updates introduced over the past few months.

Given the growing list of improvements, we'll be compiling and sharing these updates gradually. For now, we've highlighted some of the key updates from April 2026.

👉 [Click here](#) to explore the latest updates

Going forward, we'll continue featuring important internal tool updates in each monthly newsletter to keep everyone informed and aligned with the exciting developments happening across our teams.

Tool Name	Milestone/ Feature Description	Suggested By	Team Members (Initiated / Completed)
OpenVio AI Writer (Beta)	In this initial release, you can: <ul style="list-style-type: none"> <li>• Configure an AI profile for your project</li> <li>• Generate content based on your configured settings</li> <li>• Store and access previously generated content within OpenVio for future use</li> </ul> This ensures that all project-related content remains organized and easily accessible.	Amit Ranjan	Sonam Raj
Chatbot Lead Integration with Salesforce	In this update, we can send chatbot leads into Salesforce account. It requires just a small setup.	Avinash Kumar (Marketing)	Sonam Raj

### Work Anniversaries Celebrated!

PRABHAT PRASAD  
VISHNUVARDHAN CHOLKAR  
SURAJ KUMAR  
ASHISHANAND  
BINOD PRASAD  
AMARJEET KUMAR SUDHANSOO  
POONAM KUMARI  
SATAKSHI  
MD.SAMIUZZAMAN KHAN  
VIVEK KUMAR(Marketing)

### 🎂 Happy Birthday 🎂

VISHAL ANURAG  
AMIT RANJAN  
MD SOAIB ANSARI  
ABID HUSSAIN  
BHANU PRAKASH  
PRATIMA KUMARI  
SHAILESH KUMAR JHA

## Projects Signed up in April 2026

GMRW	India Projects	Stratosphere	RepuGen
-	-	Mastri Financial	Wall Street Dermatology
-	-	-	Joseph Roofeh MD Inc