VRock Newsletter

"Connect, Learn and Empower"



FOUNDER'S CORNER



Hi Team,

After decades in corporate America and as an entrepreneur, I have seen people with considerable talent fail to reach their potential and others with more modest abilities accomplish extraordinary things.

My conclusion is that professional success depends on much more than technical knowledge or intelligence. Discipline, adaptability, persistence, humility, and the ability to work well with others matter enormously.

The people I have seen succeed over the long term tend to share several characteristics:

- Humility and curiosity. They recognize that they don't know everything and are always willing to learn, regardless of their position or experience.
- Adaptability. They adjust when technology, markets, customer expectations, or business conditions change rather than clinging to what worked in the past.
- Accountability. They take responsibility for outcomes, acknowledge their mistakes, and focus on finding solutions instead of assigning blame.
- A willingness to help others. They share their knowledge, mentor people who want to improve, and understand that developing others benefits the entire organization.
- A focus on results. They prioritize work that makes a meaningful difference rather than confusing busyness with productivity.
- A commitment to the business. They understand the company's mission and align their efforts with its success, rather than focusing exclusively on personal advancement.
- The ability to accept feedback. They listen to criticism, consider whether it is valid, and use it to improve rather than allowing their ego to get in the way.
- Respect for others. They recognize that success requires cooperation and that people deserve respect regardless of their position in the organization.

I have also seen the opposite: people who believe they know everything, resist change, take credit for successes, blame others for failures, hoard information, and put their own interests ahead of the business. Some are highly capable, but their attitudes eventually limit what they can accomplish.

One lesson I have learned as an entrepreneur is that building something successful takes more than good ideas and hard work. You need people who share your goals, challenge your thinking, and are willing to learn and grow with you. I have benefited enormously from the people who helped me along the way, and I wouldn't have accomplished whatever little I have without them.

As we march to a new year, let us all start with a resolution to develop the traits that would lead to success.

Ajay Prasad

FEATURED ASSOCIATES



Sidharth Kumar

Hi, I'm Sidharth Kumar, a Mobile App Developer passionate about building reliable, scalable applications and creating seamless user experiences. I enjoy solving technical challenges, exploring new technologies, and continuously enhancing my skills.

Beyond work, I love spending time with family, riding bikes, and watching movies.

I'm excited to be part of the team and look forward to learning and collaborating with everyone!

Hi, I'm Rahul Ravi. I have been an SEO Executive with the GMR Web Team for the past four years. Originally from Muzaffarpur, Bihar, I grew up in Dhanbad, Jharkhand.

I enjoy exploring new topics in Digital Marketing and Artificial Intelligence, keeping myself updated with the latest trends and developments in these evolving fields.

Outside of work, I enjoy watching movies and cricket. I'm always curious to learn new things and explore ideas that help me grow both personally and professionally.



Rahul Ravi

HR SPEAKS

Tech & Productivity Innovation Award: Q3 2026 Winners

This quarter, we're recognizing two team members who have transformed AI from experimentation into practical, everyday tools that improve team productivity.

Vivek Kumar (Content Team) built an AI agent that handles blog topic ideation and content creation in clusters matched to each client's needs. He also worked with the Creative team on a dedicated blog agent for projects like HDMS. Other team members now use it daily, which has cut manual effort and kept content quality consistent.

Shishir (Design Team) created the GMR Website Automation Workflow, made up of 7 AI-powered skills. It covers the pipeline from design and content to development, accessibility checks, and upload to the staging builder, and it pulls images from Magnific and Adobe Stock along the way. The whole design team uses it, and it has cut build and prep time by 40-60%.

Congratulations to both! Thank you for driving innovation and helping make our teams more efficient and productive.

Dussehra Celebrations 2026

We celebrated Dussehra at the office with great enthusiasm and festive spirit. The workplace came alive with decorations, joy, and laughter as everyone came together to celebrate the festival and mark the victory of good over evil. It was a wonderful occasion filled with positivity, camaraderie, and festive cheer.



Welcome, New Hires!

Please join us in warmly welcoming Aditya Choudhary & Suraj Kumar to the Marketing team.



Aditya Choudhary



Suraj Kumar

Internal Tool Updates

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

Tool Name	Milestone/ Feature Description	Suggested By	Team Members (initiated / Completed)
Customize Dashboard for the Roadmap creation	The Customized Roadmap Dashboard allows users to create and manage roadmaps for one or multiple projects from a centralized interface. By default, all active tasks from the selected projects are automatically included in the roadmap. Users can also customize their roadmaps by selecting specific tasks based on their priorities and requirements. The module provides an easy-to-use interface for adding or removing tasks, while closed tasks remain hidden by default. This feature helps users track project progress, manage tasks, and monitor important activities from a single dashboard without switching between multiple pages. It improves project visibility, simplifies task management, and enables better planning and collaboration.	Lauren Banks	Sonam Raj
MailJet email campaign detailed reporting	The Mailjet Email Campaign Reporting Module allows clients to view detailed performance reports for their email marketing campaigns directly from the client portal. The module integrates with Mailjet to retrieve campaign statistics, including emails sent, delivered, opened, clicked, bounced, and unsubscribed. Clients can review individual campaign performance, monitor engagement rates, and evaluate the effectiveness of their marketing activities. By providing all campaign-related information in one place, this feature eliminates the need for manual reporting and gives clients better visibility into their marketing results. It helps clients make informed decisions and improve future email campaigns based on performance data.	Amit Ranjan and Richa Prasad	Sonu Sharma
360 Degree Feedback module added	The 360-Degree Feedback Module enables employees from different countries to evaluate their colleagues through a structured feedback process. For example, US-based employees can provide ratings and feedback for India-based employees, and India-based employees can evaluate their US colleagues. The feedback process is organized into defined review cycles to ensure systematic and consistent evaluations. The module uses employee country information to identify eligible participants and provides a dedicated rating system for evaluating colleagues based on predefined criteria. This feature encourages cross-country collaboration, improves communication, and promotes a culture of constructive feedback. It also helps the organization understand employee performance, identify improvement opportunities, and strengthen teamwork between US and India teams.	Pravin Singh	Sonu Sharma

Work Anniversaries Celebrated!

MAHESH KUMAR
HEMANT SRIVASTAVA
KUNAL SINGH
SAURAV KUMAR (PPC TEAM)
ROSHNI SINHA
ABID HUSSAIN
ONAM SAGOL
MOHIT KUMAR

Projects Signed up in October 2026

GMRW	HDMS	Stratosphere	RepuGen
Lowcountry Eye Specialists	Shanti Memorial Hospital	Value Plus Insurance	Sleep Center of Bucks County
Crescent Theranostics	SWARUP EYE CENTRE	-	-
-	Vaidyacharya India Limited	-	-