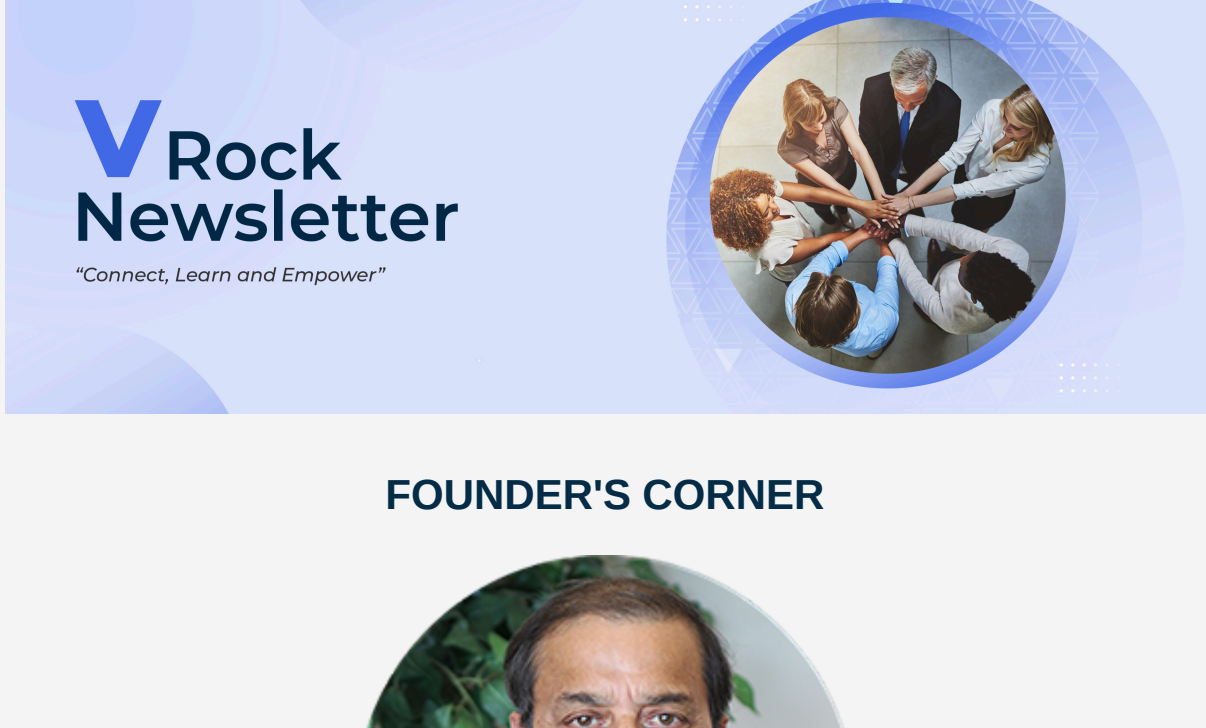
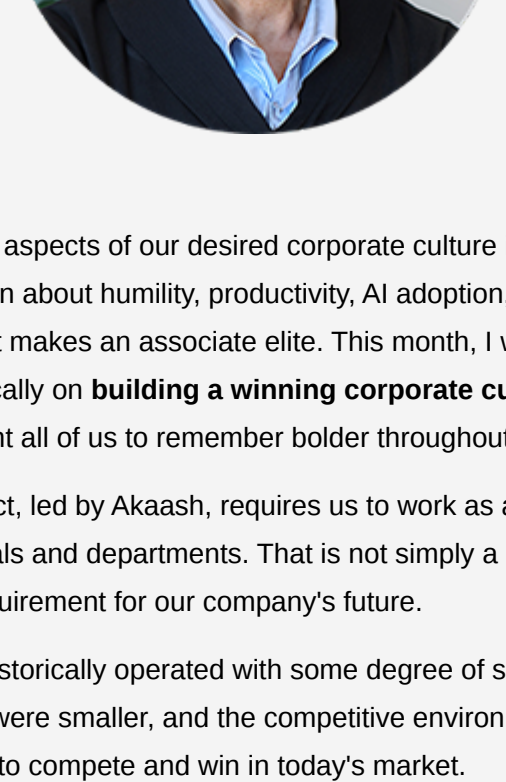




FOUNDER'S CORNER



Hi Team,

I have addressed many aspects of our desired corporate culture in previous vRock messages. I have written about humility, productivity, AI adoption, attention to detail, accountability, and what makes an associate elite. This month, I want to connect those ideas and focus specifically on **building a winning corporate culture**. I am intentionally making messages I want all of us to remember bolder throughout this message.

The Constellation project, led by Akaash, requires us to work as a close-knit group rather than as separate verticals and departments. That is not simply a requirement for Constellation. It is a requirement for our company's future.

Our businesses have historically operated with some degree of separation. That may have worked when we were smaller, and the competitive environment was different. It will not work if we want to compete and win in today's market.

A winning culture does not happen by accident. It starts with leadership and is reinforced by every associate's behavior. Here are key components of a winning culture:

1. Leaders Must Embody the Culture. Culture starts with me and flows through every level of the organization. **Everyone must practice what they preach.** We cannot say we are customer-centric and then focus primarily on what is convenient or profitable for us. We cannot preach respect while being disrespectful to each other. We cannot demand accountability from associates while making excuses for ourselves.

Please remember, **People do not follow titles. They follow authenticity.** If leaders do not demonstrate the behavior they expect from others, no mission statement or corporate value will change the culture.

2. A Winning Culture Lives by Its Core Values. Our values should show up in how we work every day, not just as words on a website. The values I expect us to live by include:
- **Under-promise and overdeliver** by exceeding customer expectations.
 - **Communicate clearly** with clients and each other.
 - **Be clear about what we do** and what we are responsible for delivering.
 - **Help our associates grow** and become successful in their careers, whether that career is ultimately with us or somewhere else.

This is how I expect us to operate as a team.

3. Everyone Must Understand Our Mission
- Our mission is simple: **Help our clients succeed through a win-win relationship.**

That means generating a positive return on our clients' investment while building a respectable and sustainable profit for our company. If our clients do not succeed, we cannot succeed for long. Every associate should understand how their work contributes to that mission.

4. Winning Companies Make a Big Deal About Small Things. As I discussed in my previous vRock message, **small mistakes become big problems.** A missed deadline, careless coding error, poor communication, unanswered client request, or preventable mistake may seem insignificant. But each one can erode trust, create rework, waste resources, and reduce client confidence.

When small problems become normal, **mediocrity becomes part of the culture.** Winning companies address problems while they are still small.

5. Winning Culture Requires Preparation, Attitude, and Execution. We need a clear game plan for both client marketing and internal projects. A good plan, followed by disciplined execution, helps us identify what is working, what is not, why it is not working, and what needs to change. That is how organizations improve. **We either prepare and execute well, or we spend our time fixing mistakes.**

Attitude matters as much. A leader's attitude directly affects the people around them. Leaders cannot expect their teams to be positive, accountable, energetic, and solution-oriented if they do not demonstrate those qualities themselves.

Leaders must also execute at a high level and hold their direct reports to similar standards. When we do this, mistakes become data points for improvement, not reasons for blame.

6. Mistakes Are Not Ignored. But They Are Not Feared. We will make mistakes. Every company does. The difference is what we do afterward. A winning culture does not hide mistakes or create fear around admitting them. We identify them, take ownership, correct them, and learn from them.

The real problem is not making a mistake. The real problem is making the same mistake repeatedly because we failed to learn from the first one.

7. Accountability is Non-Negotiable. When something goes wrong, we should not immediately look for someone to blame or develop explanations that make us feel better.

Instead, we ask:

- What happened?
- Why did it happen?
- What should we have done differently?
- What are we going to change?
- Who owns the next step?

Explanations are useful only when they lead to solutions. Accountability means fixing the problem and making sure it does not happen again.

8. Leaders Must Communicate Expectations Continuously. Leaders should never wait for an annual performance review to tell an associate how they are doing.

Associates should know:

- What is expected of them.
- What they are doing well.
- Where they are falling short.
- What they need to improve.
- How their performance affects the team and company.

If someone is not meeting expectations, address it when it happens, not six months later. **There should be no surprises in a performance review.**

One Team, One Culture

This is particularly important for Constellation. We cannot build something significant if GMR Web Team, Stratosphere, RepuGen, and our other businesses continue to operate as separate organizations. We have different products and responsibilities, but we share the same company, resources, and objectives. The opportunity ahead requires us to share knowledge, technology, AI tools, ideas, customers, and resources instead of protecting individual silos.

We need to think like one company.

A winning culture is not built on slogans, schemes, or talent alone. It is built when:

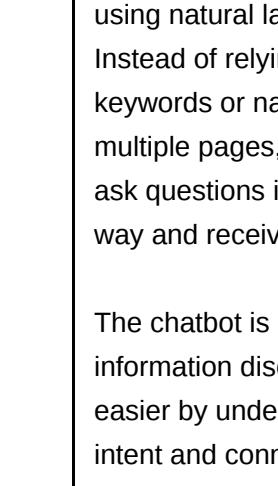
- Leaders demonstrate the behavior they expect.
- Associates take ownership.
- Everyone understands what matters.
- Problems are addressed while they are still small.
- Mistakes become lessons instead of excuses.
- People hold themselves and each other accountable.
- Teams share knowledge instead of protecting silos.
- Everyone understands how their work contributes to the company's success.

That is the culture I want us to build. Culture isn't something management can announce. **Every one of us creates it through our behavior every day.** If we get the culture right, performance improves. If performance improves, productivity increases. If productivity increases, we create capacity for growth.

And if we work together instead of in silos, we can accomplish things none of our individual teams could alone. That is what a winning culture should do, make all of us better and make the company stronger.

Ajay Prasad

FEATURED ASSOCIATES



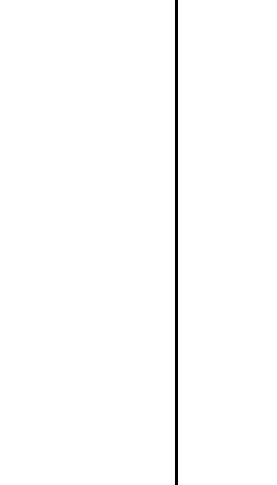
Anand Raj

Hi, I'm Anand Raj, and I've been part of the GMR Web Team for over three years. I started as an SEO Executive and have grown into my current role as Digital Marketing Team Lead. It has been a rewarding journey of continuous learning, new challenges, and professional growth.

I'm passionate about using AI, data, and automation to make smarter decisions and build effective digital marketing strategies. Outside work, I enjoy exploring new technologies, staying fit through regular gym sessions, and spending quality time with my family.

Hi, I'm Saurabh Shekhar, a Senior Software Engineer. I enjoy building reliable, scalable software and solving complex technical challenges. I'm always curious to learn new technologies and explore efficient ways of doing things.

Beyond the world of technology, I love spending time with family and friends, exploring new places, and keeping up with the latest tech trends. I'm excited to be part of the team and look forward to learning, collaborating, and contributing along the way.



Saurabh Shekhar

HR SPEAKS

Congratulations, Abhishek!

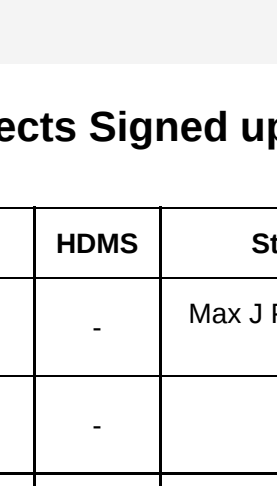
Please join us in congratulating Abhishek Kr. Vashkar on his promotion from Digital Marketing Executive to Digital Marketing Specialist.

Abhishek played a key role in building our onboarding automation, reducing onboarding time by around 80%. He also manages GMRW lead assessments, mentors teammates, and regularly shares AI tools and ideas that help us work smarter.

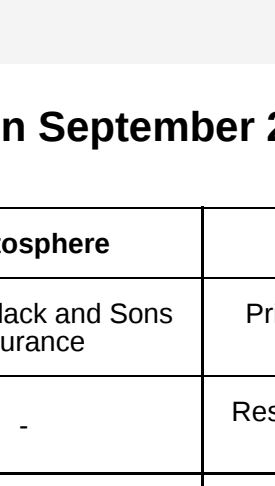
Congratulations, Abhishek! Well deserved, and wishing you continued success in your new role!

Welcome, New Hires!

Please join us in warmly welcoming Ritesh Kumar to the Development team & Swaraj Prasad to the Marketing team.



Ritesh Kumar



Swaraj Prasad

Internal Tool Updates

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

Tool Name	Milestone/ Feature Description	Suggested By	Team Members (Initiated / Completed)
ScoreDoc - Search Enhancement	ScoreDoc's traditional database search has been upgraded to an Elastic search-powered advanced search system. The new search provides faster performance, natural language search, auto-completion, partial keyword matching, and more relevant search results.	Ajay Prasad	Sonu Sharma
	This enhancement has significantly improved content discovery and the overall user experience. Following the implementation, ScoreDoc recorded an approximately 500% increase in website traffic, based on Google Analytics and Google Search Console data.		
ScoreDoc - Chatbot - Beta Version	Along with the recent ScoreDoc search improvements, we have also launched the beta version of the ScoreDoc Chatbot to provide users with a more interactive and intelligent way to discover information.	Ajay Prasad	Sonu Sharma and Sadique Hussain
	The chatbot allows users to search for doctors, medical conditions, clinics, and highly rated articles using natural language queries. Instead of relying on exact keywords or navigating through multiple pages, users can simply ask questions in a conversational way and receive relevant results.		
	The chatbot is designed to make information discovery faster and easier by understanding the user's intent and connecting them with the most relevant doctors, clinics, conditions, and educational content available on ScoreDoc.		
	This beta release is an important step toward creating a more AI-driven and user-friendly search experience, where users can interact with ScoreDoc in a natural conversational format while quickly finding the healthcare information they need.		
OpenVio - Website Builder Change Notification	In the Website Builder project, we have introduced a new change notification feature. In addition to maintaining a complete change history in the dashboard, all mapped project users will now receive real-time email notifications whenever changes are made to the project. Users assigned the Client role are excluded from these notifications.	Amit Ranjan	Sonam Raj

Work Anniversaries Celebrated!

AMIT RANJAN
AVINASH KUMAR (MARKETING TEAM)
RAKESH NANDAN
VIKASH KUMAR (DEV. TEAM)
LOKNAYAK BHARTI
RAHUL RAVI
BANAVATH KRISHNA
BHANU SHANKAR
NIKHIL KUMAR SINGH

🎂 Happy Birthday 🎂

VISHNUVARDHAN CHOLKAR
MD SIKANDAR AHMED
RAHUL ANAND
SUNIL KUMAR
SIDHARTH KUMAR
POONAM KUMARI
CHANDAN KUMAR GUPTA
DEEPAK KUMAR
SATAKSHI
VIVEK KUMAR (MARKETING TEAM)
PREETI KUMARI

Projects Signed up in September 2026

GMRW	HDMS	Stratosphere	RepuGen
Rocky Mountain Medical Weight Loss	-	Max J Pollack and Sons Insurance	Primary Health Medical Group
-	-	-	Resova Health (The Care Clinic)
-	-	-	Counseling Associates
-	-	-	Nore Women's Health
-	-	-	PCCSM (Sleep Center of Bucks County)