

FOUNDER'S CORNER



Ring in 2025 with Joy, Growth, and Prosperity!

Happy New Year to all of you! As we enter 2025, I wish you personal and professional happiness, success, and fulfillment. May this year be one of the outstanding achievements, meaningful connections, and shared victories.

The digital marketing world continues to evolve rapidly, and I'm proud to say we are not just keeping pace—we're leading the way. In 2024, we faced challenges head-on and emerged stronger, showcasing our resilience and potential. With this momentum and focus, I'm confident we can make 2025 a transformative year.

My Vision for 2025

To achieve our goals and thrive together, I'm calling on every team member to embrace the following priorities:

1. Foster an Ownership Mindset

Building on our progress in 2024! I'm thrilled to see second-level management stepping up with leadership and accountability. Let's continue this momentum and embed the ownership mindset across the entire organization.

2. Enhance Efficiency Through Innovation

Leverage the latest technologies and refine our workflows to maximize efficiency. Together, let's set new standards for how we execute our work.

3. Reduce Costs by Eliminating Waste

Identify and eliminate redundant or outdated processes. With our slim profit margins, even small cost reductions can significantly boost profitability.

4. Elevate Employee Morale

A positive and supportive workplace is crucial to our success. Let's address issues that could impact morale and help colleagues struggling. If someone's unhappiness persists and affects the team, we'll address it decisively to protect our culture.

A Year of Opportunity

The start of a new year is a chance to reflect, reset, and recommit to growth. Personally, I'm inspired by this time to focus on the changes needed to achieve better outcomes. I hope each of you adopts this mindset as well. Let's approach 2025 with optimism, collaboration, and determination. Together, we can turn challenges into opportunities and make this our best year.

Thank you for your dedication and passion for your work. Your hard work and commitment made our company what it is. Here's to a successful and prosperous 2025!

Ajay Prasad

FEATURED ASSOCIATES



Sonali Rani

Hello! I'm Sonali, a Social Media Executive with a background in PR, where I mastered storytelling and audience engagement. Now, I focus on creating impactful content, building online communities, and amplifying brand voices. Outside of work, I'm a trained classical dancer. Dance is more than a hobby—it's a creative outlet that inspires me and energizes my approach to both life and work.

Hello! I'm Saurav Kumar, driven by a passion for innovation and leveraging modern techniques to help businesses excel in the digital world. I'm constantly exploring new strategies to drive growth and achieve impactful results. Beyond work, I enjoy chess, cricket, and staying updated on global and national news. Joining FirstBit is an exciting opportunity to collaborate, learn, and make a meaningful impact.



Saurav Kumar

HR SPEAKS

Dear Team,

Happy New Year! 🎉

As we welcome this new chapter, let's reflect on our achievements and look forward to the opportunities that lie ahead. May this year bring you happiness, good health, and success in all your endeavors.

Here's to an incredible 2025 together!



Abhishek Kr. Vashkar

Welcome New Hires!

Please join us in giving a warm welcome to Abhishek Kumar Vashkar as he joins our Marketing team! We're excited to have him on board and look forward to his contributions. Welcome to the team, Abhishek!

Team Outing Highlights

The FirstBit team had an amazing day out on 20th December, packed with fun and adventure! Highlights of the outing included:

- Archery
- Rappelling
- A refreshing nature walk
- Exploring the historic Barabar Caves
- Dancing on the bus

A fantastic day to relax, connect, and create lasting memories. Here's to more such amazing experiences together!



Secret Santa Celebration!

Staying true to our Christmas tradition, Secret Santa filled the day with joy and excitement! It was a celebration of surprises, laughter, and festive cheer, spreading happiness all around.



Work Anniversaries Celebrated!

- SUMIT VERMA
- SIDHARTH KUMAR
- MD SOAIB ANSARI
- TARANNUM FATMA
- AALIYA SHAKEEL

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 (PFC)
- JAYA KUMARI
- PRAGATI PRIYA
- SONALI RANI
- SOHAM SINGH
- DEEPAK RANJAN

Projects Signed up in December 2024

| GMRW | India Projects | Stratosphere | RepuGen |
|-------------------------|----------------|--------------|---------|
| Thrive Physical Therapy | - | - | - |