

vRock Newsletter

"Connect, Learn and Empower"

FOUNDER'S CORNER



Hello Associates,

This month, all FirstBit employees in India will receive their annual reviews and salary adjustments. Many of you may have already received your evaluations from your supervisors. Based on my years of experience managing teams, I understand that not everyone will be completely satisfied with their assessments or raises, regardless of the company's efforts.

In this edition of vRock, I want to focus on what you can do to advance your career, whether you are pleased with your evaluation or feel it could have been better. Below is some information on how we determine salary increases and what steps you can take to enhance your career trajectory and earning potential.

How We Determine Salary Increases

Salary adjustments are based on the following factors:

- **Industry Benchmarking:** We analyze average salary increases across the industry to determine the overall budget for raises.
- **Performance Assessments:** Each associate is evaluated by their supervisor based on their contributions, work ethic, and overall performance.
- **Value Contribution:** Beyond performance scores, we assess the actual value each associate brings to the company. Those who have made significant contributions to our businesses—GMRW, GMRT, RepuGen, ScoreDoc, and TCI—receive higher salary increases compared to those with similar performance ratings but lower impact.

How You Can Enhance Your Career and Earnings

We believe in recognizing and rewarding exceptional performance beyond the annual cycle. Mid-year promotions and salary increases are available for those who consistently exceed expectations and go above and beyond their responsibilities. Here's how you can stand out:

- **Understand Your Business Impact:** Gain a deeper understanding of your project's business model. Identify areas where you can contribute to improving productivity, processes, technology, or overall business growth. Shifting your mindset to think like a business owner will help you recognize opportunities to add value.
- **Engage with Your Supervisor:** Proactively ask your supervisor how you can excel in your role and make meaningful contributions. If you aim for above-average evaluations and salary increases, you must demonstrate an above-average impact on the business.
- **Engage with Your Peers:** You are surrounded by smart people who know their stuff, so utilize this resource to vet your ideas, plans, results, and more. Marketing and Development managers have created a task force to discuss their plans and get feedback from their peers. No one stops you from forming your own taskforce to vet your ideas, as long as it does not impact your job performance.
- **Act like the Designation You are Striving for:** Promotions are generally given to reflect your contribution to the company, not in the hopes of getting an appropriate contribution after being promoted. Start performing at the level you want to reach in both the short and long term, and your promotions and raises will follow suit.

Career Growth at FirstBit

I acknowledge that FirstBit may not be the right fit for everyone. If your primary goal is solely financial, there will always be companies offering more money. That said, FirstBit is committed to developing talent and making our associates highly sought after by top employers in both the US and India. While we have lost star employees to lucrative offers elsewhere, we take pride in our role in their professional growth.

However, if you are passionate about the industry, enjoy solving complex problems, and are eager to learn through active listening and engagement, FirstBit is the right place for you. I take immense pride in the longevity of our associates in both our US and Indian offices, and I sincerely appreciate their contributions.

We operate in a rapidly evolving industry, and it is crucial that we continue to push our boundaries, acknowledge our areas for growth, and stay adaptable to change. The key to long-term success is not resisting change but actively embracing and driving it.

Thank you for your dedication and hard work.

Ajay Prasad

FEATURED ASSOCIATES



Bhanu Shankar

I'm Bhanu Shankar, a PPC Executive with a data-driven mindset and a passion for digital advertising. I thrive on optimizing campaigns and crafting strategies that convert. Every ad is a challenge, and I love making every click count!

Beyond work, I enjoy exploring new trends in marketing, watching TEDx talks, and brainstorming business ideas.

Hey everyone I'm Soham, from Patna and have done Bachelors in Mass Communication. I'm into writing and like exploring different dimensions through it (personally & professionally). Currently I'm working as a Content Executive.

Apart from writing I'm into movies, sports (cricket, pro wrestling) and travelling.



Soham Singh

HR SPEAKS

Work Anniversaries Celebrated!

NEELAM NAVEEN
CHANDAN KUMAR GUPTA
MD SADIQUE HUSSAIN
NIRANJAN KUMAR
ADITYA ABHIRAM
RITU KUMARI
NAVNIT KUMAR RAI
SANCHITA KUMARI
RACHIT ROSHAN

Happy Birthday

SHREEKANT
RAJ KUMAR
ADITYA ABHIRAM
KUNAL SINGH

Projects Signed up in March 2025

GMRW	India Projects	Stratosphere	RepuGen
Friendly Foot & Health Care	FYNE IVF	insureyourchildcare.com	Orthocenter
Touch Of Wholeness Psychological Services LLC	-	-	Amit Agarwal, MD UT Physicians Colon & Rectal Clinic
ASAP Orthopaedics	-	-	Eye Doctors Hawaii
Comprehensive Minds	-	-	Lakeshore Eye Specialists