



Leadership
People First



YEAR BOOK

2022-2023

BIZOM
Turns 10
#LifeatBizom

Algorithmic
Jugaad

Everyone **is a Leader**

Collaboration





A DECADE OF excellence

From 2012 to 2023



A DECADE of

Excellence

Awesomeness

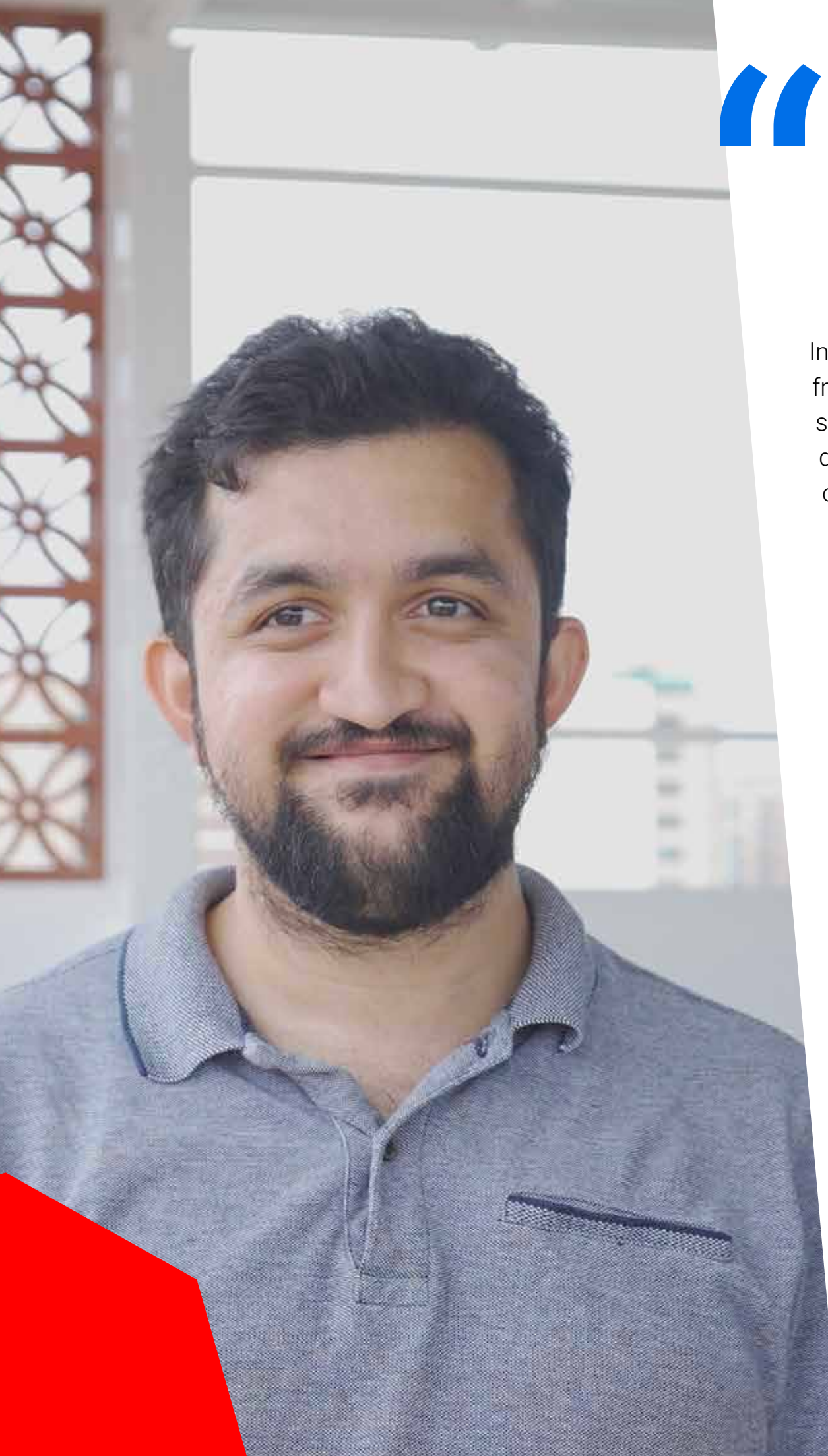
Evolutions

Dedication

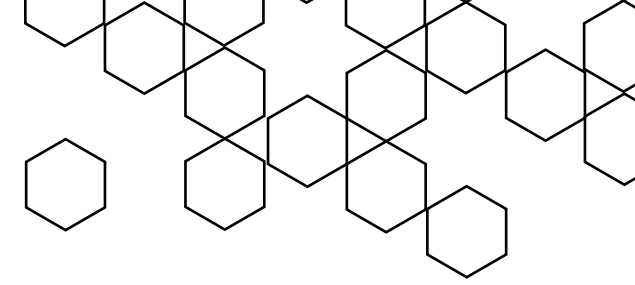
Customer Obsession

Dreams





“ A trek through the memories...”



In 2013, I joined Bizom, a startup, on a quest for employment, not a grand plan. Our small team of 15 operated from the second-floor of HQ, with 5-10 customers. I, a fresher, juggled various roles from testing to customer support. We wore multiple hats, handling everything from client interactions to uploading data, understanding databases and managing calls. It was a whirlwind of learning, and that's why today I understand Bizom inside out.

Harsh, my early guide and friend at Bizom, had joined just a month ago. He appeared more mature and had an extensive network that enriched his Bizom knowledge. Rohit, our manager, gave us the freedom to experiment and make mistakes. Bhupendra, Vidya, and Mayuri, who joined around the same time as me, became trusted companions. Even today, I can blindly believe in them, including Arvind Kandi. I recall going to a Salman Khan movie with Bhupendra, Mayuri, and Vidya during office hours. Bhupendra had to leave midway due to getting a call of duty. The rest of us enjoyed the movie, but it was a lesson in maturity. We could have watched the movie later, and while we weren't reprimanded, it served as a gentle reminder about professionalism and time management.

In 2015, we went on an unforgettable adventure to Antara Gange, with our company having around 20–30 employees at the time. We decided to trek together, which brought us closer as a team. Our fantastic office parties on the third floor were legendary—epic Friday bashes with a DJ and dancing. Anoop, our R&D hero, always ensured we had a feast. He was our late-night saviour in the pre-Zomato era and made sure we never went hungry while burning the midnight oil.

My 10-year journey with Bizom is a testament to the beautiful chaos of being part of a dynamic, people-centric organisation filled with growth, perseverance, and lifelong friendships.



- Sriniidhi Shastry ”





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From jack of all to Master of one!

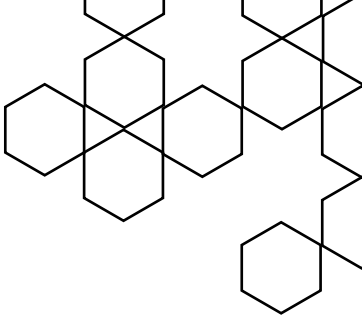
Let me take you back to 2013 when I first joined the Bizom team. I was a Jack of all trades- QA, Support Engineer, and even an Account Manager, you name it! But this was no ordinary job, it was a thrilling ride that helped me shape my career as a full-time QA Engineer.

In the early days, we operated in a resource-constrained environment. Our roles were like a mixed tape - we were responsible for testing, handling clients, visiting them, and a host of other tasks. Srinidhi, Bhupendra, Anoop, and Vidya – these folks were my North Star in the wild world of work. They taught me the ropes of testing, account management, and the technical aspects of the job. It was like riding a rollercoaster without safety bars, but it was worth the experience. Those were the moments when our team, especially Vasu, Lalit, and Shree, came through for us. Their knowledge and willingness to help weren't just comforting; they were our lifelines during those chaotic times. Working with clients like IDS, Hector Beverages, and Oxyrich was an eye-opening experience. We faced technical hiccups, but those face-to-face visits with users - They were gold! We learned what really mattered and fine-tuned our app.

What's unique about Bizom is its flexibility. One of the best things is that you can work on projects that you are passionate about, and switch between different teams, depending on your interests. And as time progressed, my role within the organization evolved. I went from wearing many hats to being the QA Lead. This transition was a game-changer in my career. I got into IT because of my electronics background, and I wanted to dive headfirst into a startup and soak in everything about the industry.

In my decade-long journey with Bizom, if there is one thing I'd say to anyone who is just getting started, it's this: Embrace challenges, don't box yourself in. Be open to learning from everyone. Stepping out of your comfort zone isn't just good for you; it's great for the whole team.

- Sadhananda K ”



“Chance Encounter to a Lasting Bond

Bizom was where I got the taste of freedom - freedom to experiment, to express, to work with complete autonomy, a chance of being my own boss, and to unapologetically fail and ask for help. It was this very part of Bizom that made me come back for my second stint in 2016 after being a part of the company back in 2013.

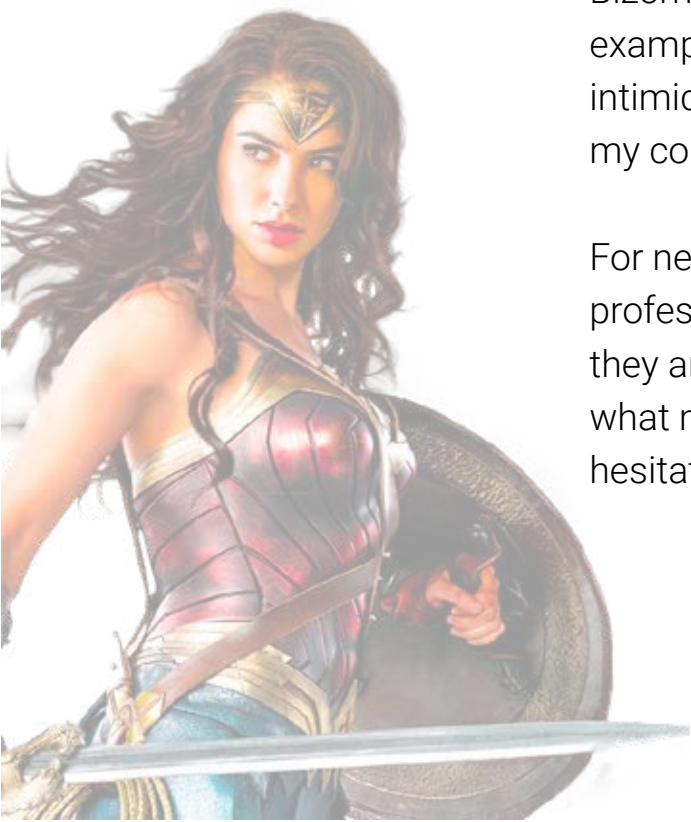
Bizom is all about the people. Back in the day, it was just a handful of us—a mere eight souls—trying to make things happen. Shree, Bhupendra, and Srinidhi provided immense support during my early days. I've had the privilege of working with incredibly talented and dedicated colleagues who are constantly inspiring me. They didn't just inspire me; they pushed me to be my absolute best. The culture of collaboration and support here makes me feel like an integral part of a team, where I can always rely on my colleagues for assistance.

Navigating challenging situations involved learning to communicate effectively with colleagues of diverse personalities and work styles. Setting boundaries and standing up for myself was crucial, and although it was difficult, it contributed significantly to my personal growth. There were times when I encountered moments of challenge. Fortunately, Nikhil provided understanding and support, guiding me towards better task management and prioritization.

Bizom stands out for its commitment to employee growth. Embracing new challenges, for example, leading a team was initially daunting. Stepping out of my comfort zone was intimidating, but I decided to give it a shot. This experience proved to be invaluable, boosting my confidence and providing immense learning opportunities.

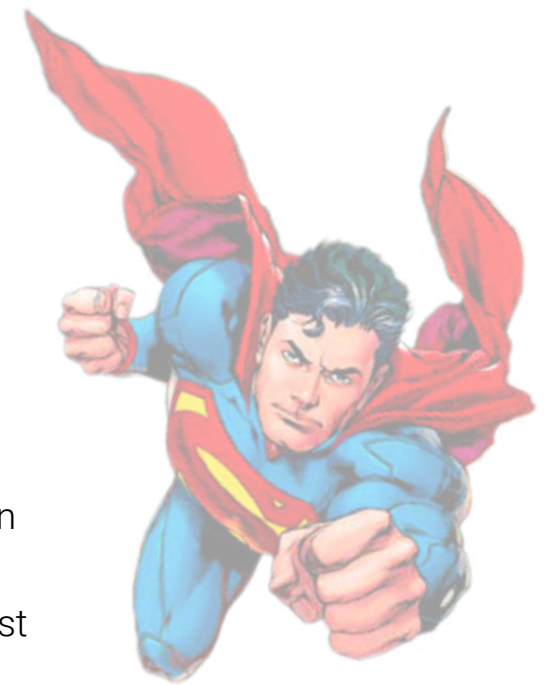
For newcomers at Bizom, I would advise embracing your personality at work. While professionalism is crucial, authenticity is equally important. Don't shy away from taking risks; they are essential for personal and professional development. Making mistakes is natural; what matters is the learning derived from them. Believe in your capabilities, and don't hesitate to explore your full potential.

- Vidya Shenoy ”





“Be The Bug Hunter, Not The Hunted!”



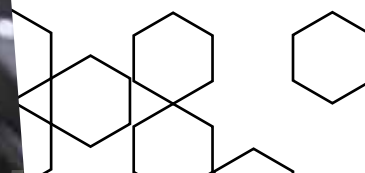
Here's a sneak peek at my incredible 10-year journey at Bizom. It all started back in 2011, when Bizom was just a budding tech startup and I was a young, wide-eyed developer eager to leave my mark on the world of technology. For me, my very first customer was none other than the legendary Lalit Bhise himself! I started this journey by convincing him!

Back in those early days, my world revolved around code. I was utterly fixated on the intricate technical aspects of our product. But let me tell you, my journey here has been a complete rollercoaster. I've learned that coding is just one piece of the puzzle. Understanding our clients' needs is just as vital, my friends. From one client to over 500 - what a ride! I went from coding like a mad scientist to facing clients. Then came the big twist – I transitioned from a pure developer to a customer-facing role. Yes, that came with its own set of challenges. I had to bridge the gap between tech wizardry and what our clients were looking for. Understanding the 'why' behind our products was the name of the game, and I totally aced it. And then my tech skills and people skills fused, revealing the magic of tech—solving real problems and making clients jump with joy!

So, if you're a budding developer, here's what I want to say: Embrace the frustration, keep learning, and always take pride in your work. Be the bug hunter, not the hunted! Seek out mentors and become one for others. And, of course, keep those fingers dancing on the keyboard for at least two hours a day; you might just make your managers a tad nervous.

As I reflect on my fantastic journey, it's been all about growth, adaptability, and bringing together the worlds of tech and customer satisfaction. Life got a whole lot easier once I figured out how to close deals, but it's the challenges and growth that have truly made this journey unforgettable. Cheers to many more incredible years at Bizom!

– Anoop N ”





“Khana Khazana

Receiving an email around 8:00 a.m. serves as a subtle reminder of the workday in a Mobisiyan's life. This email typically contains an image displaying the day's menu on a whiteboard.

Mobisy Dhaba – the epicenter of Bizom's taste buds! This team consistently fuels the minds and satisfies the stomachs of every individual with punctuality, dedication, and the tastiest, most hygienic food, day in and day out, for a decade.

The product room at HQ is indeed the mitochondria of Bizom, originally starting as our kitchen in the early days. Now, it powers the ideas behind the rocket known as Bizom. From that room to the rooftop, it was a journey of trust and taste. Bhaiya Ji and his team make sure we fill our stomachs so that we can fulfill our dreams. From serving 30 people to 300, and expanding from 100 sq ft to 500 sq ft, as well as upgrading from one small kitchen to two kitchens in HQ and Bizom One, our Khana Khazana has come a long way!

After the long climb, literally counting the calories, you reach the rooftop kitchen where the aroma hits you as you step in—And boy, it is like a warm hug! From the crack of dawn till the late hours, they whip up the most fantastic meals. Mornings start with the aroma of freshly brewed tea mingling with the sizzle of Indian breakfast. It's the kind of smell that instantly wakes you up and makes you excited to start the day.

Lunchtime is a whole other affair. The entire office buzzes with anticipation. The menu is diverse, but the one item that always remains there is the curd. They manage to strike the perfect balance between comfort food and healthy options. The best part, though, is the evening snack time. It's like a mini-festival every day! We'd gather around, chatting about work, life, and random things, while munching on the delectable snacks they prepared. It's not just the food; it's the camaraderie that comes with it, the shared moments that become cherished memories.


From a small office mess to fueling our in-house parties, and from a limited menu to exploring the vast array of tastes and cuisines, our dhaba has expanded. A team that walks the talk of Bizom, where a perfect recipe filled with consistency, dedication, quality, and consumer satisfaction exists! ”





SYNERGY

Coz none of us are as smart as
all of us together



Songs of Success and Savouries

As I savour a delectable piece of Hershey's chocolate, I'm filled with excitement about the remarkable journey this beloved brand has undertaken this year. It's not just the smooth, creamy taste of this chocolate that delights my senses, but the sweet memories that it conjures up, connecting me to the extraordinary accomplishments of our Hershey's collaboration. Among the multiple milestones we achieved this year, Hershey's SFRM Bizom Integration project is my favourite - it's THE cherry on the cake. It adds a bright grin to my face, remembering the tireless dedication of a team that turned this project into a reality.

Syed, Vinutha, Deepthi, and Laxmikanth demonstrated unwavering commitment, managing multiple stakeholders globally over ten months. It's nothing short of extraordinary. I remember your early morning calls and the countless midnight hours you dedicated to this endeavour. Your dedication and hard work are truly awe-inspiring, making this integration project a resounding success. But the spotlight doesn't end here; Shree's continuous support remained the lighthouse in the storm throughout the project. It's people like you who make extraordinary things happen.

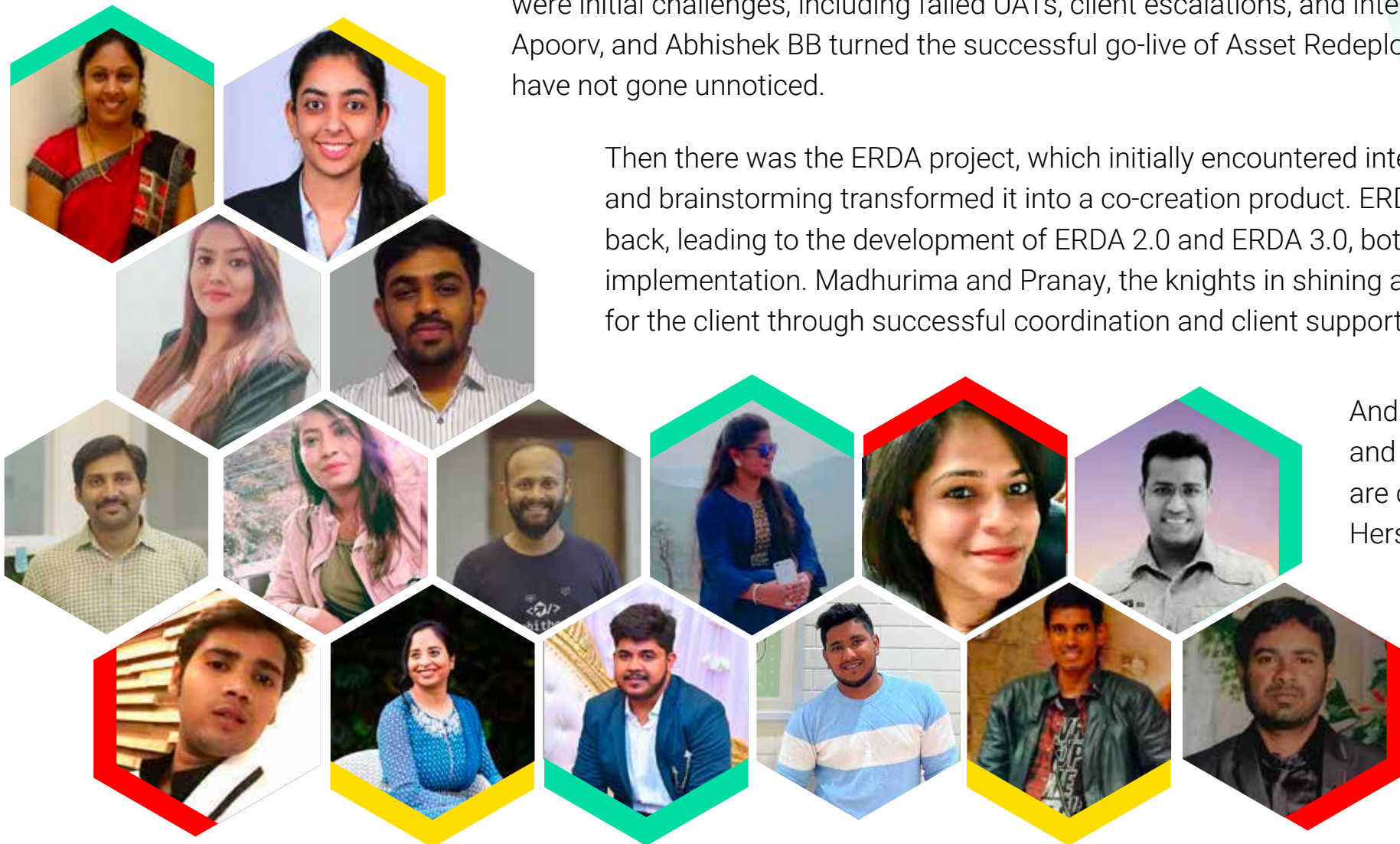
There were critical business requirements that added a smoky flavour to the story. The VC redeployment, led by Hershey's Sales Director, was a monumental task, involving analysing the ROI from the significant capital invested in the market as assets. There were initial challenges, including failed UATs, client escalations, and internal coordination issues. Despite all this, Smitesh, Ankit, Apoorv, and Abhishek BB turned the successful go-live of Asset Redeployment into a reality. Your determination and hard work have not gone unnoticed.

Then there was the ERDA project, which initially encountered internal resistance. However, the multiple reassessments and brainstorming transformed it into a co-creation product. ERDA 1.0, though launched, faced setbacks and was rolled back, leading to the development of ERDA 2.0 and ERDA 3.0, both currently in the process of successful implementation. Madhurima and Pranay, the knights in shining armour, instilled unwavering confidence in our service for the client through successful coordination and client support.

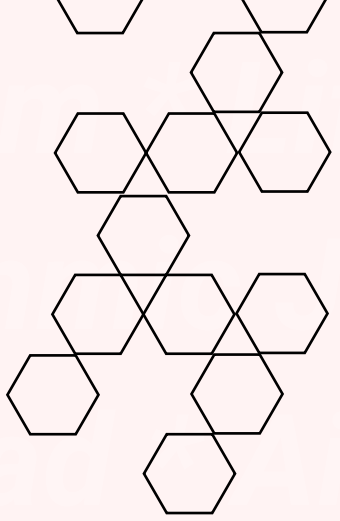
And the account team and Nainam! Their adept negotiation and revenue closures, despite escalations and challenges, are commendable. Your dedication and resilience sweeten Hershey's achievements.

With each bite of Hershey's, I savour its flavour and cherish the memories of our incredible team. Thank you for your dedication to Hershey's success. Cheers to more victories ahead!

- Gurnayan Gujral



The Shell Story: Dil Maange More!



Amidst all the victories and feathers we have collected to adorn the crown, Shell has become the ultimate trophy we cherish, and its performance graph has shot up in the past year. It is akin to a thrilling game of cricket but for the business world!

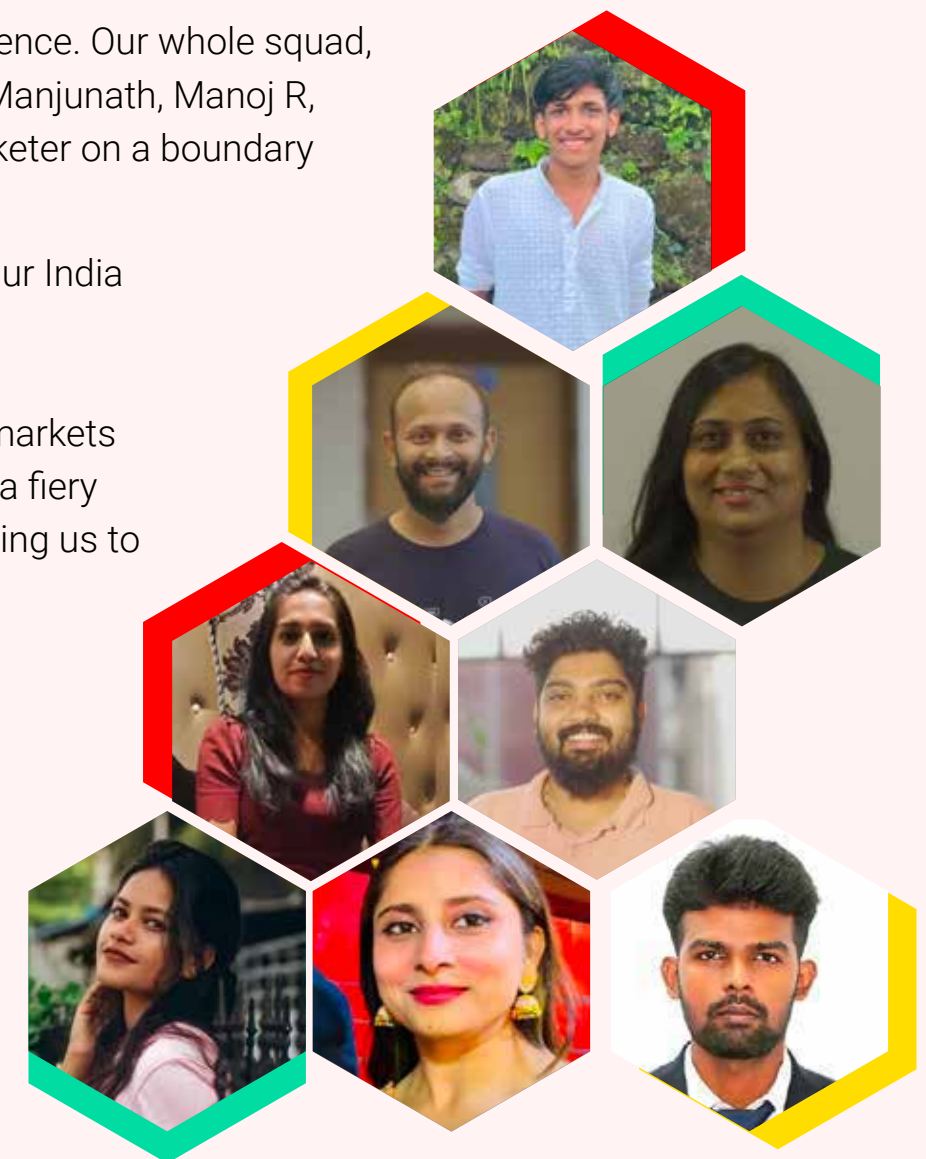
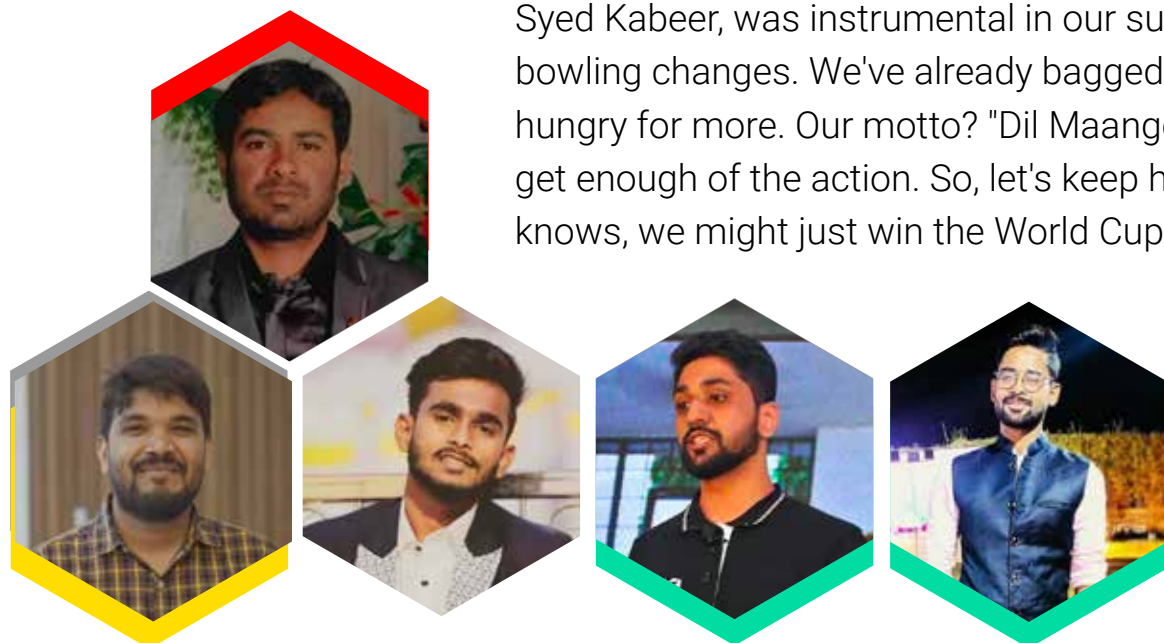
The secret sauce to this amazing turnaround? Teamwork, collaboration, and a dash of craziness. Our R&D heroes, Pratik, Ankit, and Bhoomika, joined forces. The team was led by the relentless Shree, who practically lived at the Shell office. That's commitment!

What's more fascinating than a leg-spin googly? Well, it's the right thinking and teamwork that make all the difference. Our whole squad, from maintenance to management, got in on the action. Thanks to Jyothi and her crew of superstars, including Manjunath, Manoj R, Pon Saravanan, Shruti, and Sminnu, we became crazily customer-obsessed and checked off tasks like a pro cricketer on a boundary spree.

Ownership? Shubam Jain nailed it by taking Vietnam under his wing (seriously, it was like a never-ending over). Our India team, like a well-oiled machine, kept delivering requirements on time. It's like hitting a six every time!

Persistence, the unsung hero! We never gave up. Bizom played like an all-rounder, helping Shell across different markets with a consistent NPS score of 10. We had requirements flowing in, and we executed them with finesse, just like a fiery last-over finish. Stakeholder management? Coaches Sudarshan, Noman, and Shree were our guiding lights, pushing us to achieve the impossible. Teamwork, remember?

Trophies aren't won by solo acts; it's a team effort! Integration, led by the maestro Syed Kabeer, was instrumental in our success, just like a captain making strategic bowling changes. We've already bagged three trophies (geographies), and we're hungry for more. Our motto? "Dil Maange More!" Just like every cricket fan, we can't get enough of the action. So, let's keep hitting those business boundaries, and who knows, we might just win the World Cup!



- Shrey Tewari

Mother Dairy's Victory Toast!

Picture this – a bunch of us, led by Prarabdh, took on a mission that would make even the Avengers proud. It all started when we set our sights on that elusive RFP for Mother Dairy, and it was a rollercoaster ride!

Through sheer dedication, we clinched the deal, initiating an exciting rollout and implementation phase. We wasted no time assembling our dream team, consisting of Ravindra, Piyush, Sakshi, Parth, me, Amit, and, of course, Prarabdh himself. We kicked off with a workshop to decipher Mother Dairy's intricate requirements.

However, the plot twist came when we realised that Mother Dairy was not just one big business unit, but eight distinct companies. Despite this challenge, the team dove right in, dissecting the situation, understanding master data, and initiating integration like pros.

The team had heroes like Syed, Krunal, and Vinutha, who were the glue that held the pieces together. As we progressed, Ravindra and Piyush became the dynamic duo, tackling data challenges like superheroes. Piyush, in particular, was on fire, and he proudly declared, "Bhai mai ab Mother Dairy kar liya, mai ab koi bhi account implement kar sakta hu." Talk about confidence!

Ravindra passed the baton to Dinesh on February 22, 2023, marking a significant milestone with Phase 1 going live, and we thought we'd reached the end of our adventure. However, fresh challenges arose, like the need for a customized "Bill to Ship To" solution. That's where Krishna stepped in, and with his weekly meetings, we streamlined the account like pros.

With unwavering team support, we continued to make strides. Lalit, Krishna, Prarabdh, Lav, Amit, Parth, Chandan, Saru, James, Arvind Kandi, Bhupendra, Kishore, Syed, Vinutha, Krunal, Sakshi, Ravindra, Dinesh, and Piyush—you guys are the real MVPs!

This journey wasn't just about technology; it was about a passionate group uniting for a common cause. As we ventured into the next phases, we realised the potential of our extraordinary team that is capable of conquering any challenge and forging a future filled with exciting possibilities. Here's to Mother Dairy and the remarkable dream team that made it all happen!

- Chandan Kumar

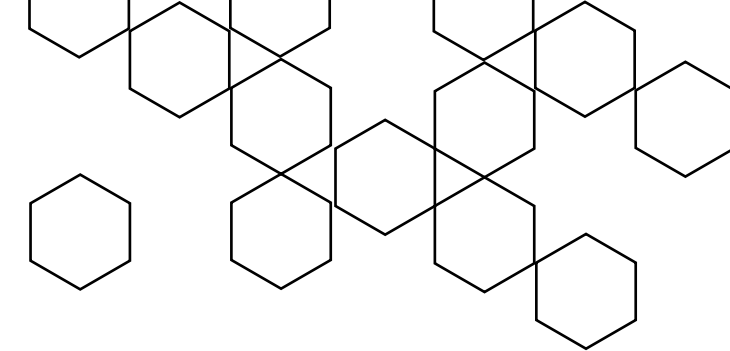


10X

Collaboration
Leadership
Growth
Development



“Beyond the Horizons of Abhi's Gyan 😊”



“Life often surprises us with chances for growth and self-discovery, and one such opportunity came my way through Abhi's nomination for the “10xer program.”

At first, I held modest expectations, wondering what more I could learn beyond Abhi's wisdom and my on-the-job experiences. However, my curiosity grew as I witnessed how other new managers tackled challenges, eager to adopt their tried-and-tested tricks. True to the program's hype, it profoundly structured my thoughts and bolstered my confidence in leadership approaches.

The kick-off at the offsite was explosive! The open, vulnerable conversations we had with KK, Shree, Lalit, Sridhar, and Revathi set new standards, enlightening me that leadership demands excellent humility. The most striking revelation was about the art of persuasion. In our roles, handling client crises and negotiations dominates our days, yet we seldom explore the psychology behind persuasion. Understanding that true influence lies in effective communication and subtle tactics like timing good and bad news or language choices during discussions has been eye-opening. These strategies empowered me to notice behavioural patterns among stakeholders and control discussion outcomes.

Moreover, I discovered the power of coaching by asking questions. A great leader must have the ability to ask the right questions to drive growth. This method significantly impacted my interactions, particularly when providing feedback to potential team members, fostering an environment for growth and development. Here are my 2 cents for anyone who aspires to be a leader (with or without a title 😊) – Leadership is a continuous learning journey, and in order to be an effective leader today, you definitely have to be skilled at including and drawing out contributions from many sources!

Remaining open-minded, curious, and receptive to new ideas is not just a choice but a necessity to stay ahead, uncover new opportunities, and find innovative solutions to the challenges you encounter along the way.

– Nishtha Jain ”

“Confessions of a Reluctant Perfectionist”

Amid life's chaos, pausing to learn and think becomes a luxury, especially for leaders in customer success entangled in constant client engagements. So, when I received an email notification for the 10Xer Program, it was like a ray of sunshine in my otherwise busy day. It gave me the opportunity to take a break and reflect on what I've learned.

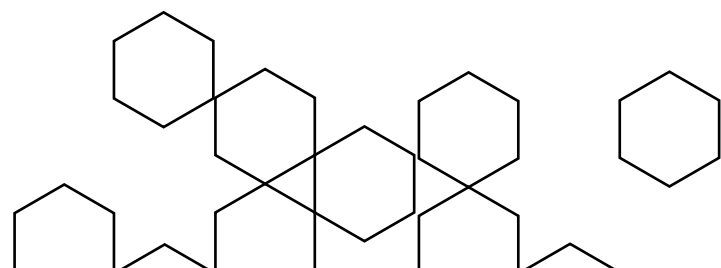
Before the 10Xer program, my days were consumed by reactive firefighting, which included dealing with unexpected client issues. I would often be dragged into last-minute calls, hampering both me and my team. During the program, I came across a game-changing concept: a gardener doesn't grow plants; they foster an environment for growth. This led me to realize that the best way to lead a team is to create a work environment that maximizes the team's productivity. As a leader, this is where I focus my time and energy now.

This transition was challenging, particularly when faced with urgent situations, yet the guidance and shared experiences from other leaders reinforced the importance of focusing on long-term goals over immediate crises.

This idea completely changed how I approached my work. I started giving my team more autonomy and allowing them to take the lead. It was challenging at first, but it was incredibly rewarding to see them grow and become more confident in their abilities. As a result, my team now operates more independently, allowing me to redirect energy towards process enhancements, individual career development conversations, and strategic assessments. Networking within also enriched my perspective, offering insights and feedback which was otherwise missing.

Of course, my approach isn't perfect, but it's already showing promising results and I'm excited to see where we go from here.

– Aldrín Paul ”





“ I learned a multitude of concepts and ideologies from 10xer and the batchmates. I started adopting the Gardner approach within my workplace, fostering an environment that empowers team members to learn and grow independently with only minimal guidance. As a result, I witnessed positive transformations in their progress. ”

- Mansi Shrivastava



“ The 10xer program helped me think out of the box and approach leadership with a fresh angle. I'd like to thank Lalit, Shree, Krishna, and Shalaka for their excellent mentorship and support throughout the 10xer journey. ”

- Praveen Kulkarni



“ Participating in 10xer was an immensely enlightening journey that allowed me to connect with peers and explore new concepts such as the win-win situation, Team of Teams, and the circle of control. ”

- Jyothi Gandhi



“ Being a part of the '10xer' experience has opened my eyes to what leadership truly means, and it has helped me discover my untapped potential. It made me realize my capacity for effective collaboration and networking. I am now fully committed to putting all that I've learned into action. ”

- Arvind Kandi



“ I have started to experiment and try new alternatives without being too much conscious about the result. ”

- Ketan Suthar

“

I am now focusing more on creating a win-win situation in various scenarios.

- Apoorv Jain



“ The team's perspective towards me has changed. Instead of just reaching out to me for technical stuff, they now see me as a person who can help them make decisions. ”

- Tanush S

“

I have a better inclination towards solutions that are long-term and scalable.

- Pratik Dash



“ I am now giving more frequent and effective feedback to my team members. ”

- Ankita Kumar





“ I refrain from assuming things and have started bringing more clarity to my communication, both internally and externally.

- Tanuja Kurapati ”



“ One core lesson I got from 10Xer remains indelible: understanding the difference between 'Can I' and 'May I'. This awareness has transformed my approach in articulating my thoughts, responses, and inquiries.

- Manoj M ”



“ Instead of worrying about things outside my control, I have started thinking more about what I can do to get things done.

- Yugandhar Sandra ”



“ Participating in the "10Xer" program was a transformative experience, where I not only gained valuable insights into role-relevant management techniques but also had the opportunity to collaborate with cross-functional teams, broadening my perspective.

- Saru Sood ”



“ The 10Xer experience significantly shifted my perception of leadership, leading to practical & valuable real-life applications. Interacting with colleagues from diverse departments was enlightening, revealing mutual perceptions & helping us identify areas for mutual support.

- Madhurima Dutta ”



“ As part of the 2022 Aikyam agenda, Mobisy selected their second-line leaders within the company through the 10Xer program, and poured in needed skills, only making our gratitude to the company multifold. The program enabled me to arrive at the right perspective and to have clear expectations as a leader.

- Vinay Kumar ”



“ The 10Xer journey pushed me beyond my limits, unlocking my full potential. I never thought the leadership team would be willing to answer difficult questions; now it is easy to reach out to them without hesitation.

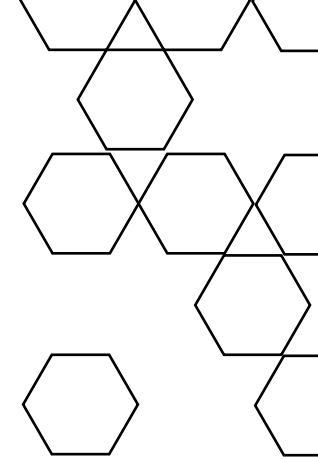
- Parminder Singh ”



“ By recognizing and developing the potential of members in 10xer, this leadership program has shone light for us on the path to harness our exceptional skills, to inspire and motivate others, cultivate a culture of innovation and excellence, and to drive organizational growth.

- Atul Lenka ”

“Flying the Kite of Leadership”



As a new leader in Bizom, my daily decisions often rely on intuition, some successful and some become lessons. This drove me to join the 10Xer program, aiming to arm myself with new ideas and frameworks to refine my decision-making process and find the most effective leadership approach.

Reflecting on my journey with 10Xer, one standout memory is the candid conversation during our first offsite dinner with Lalit, Nikhil, Sridhar, and Revathi. We delved into the challenges of leadership, discussing team management, trust-building, networking, and more, setting the program's tone and highlighting the complexities of leadership. While the program flooded me with a plethora of ideas, I cherry-picked and implemented those that resonated most with my leadership style, simmering others for future use. The experience transformed my approach to feedback. I now focus on providing outcome-based actionable steps when delivering challenging feedback. This gives clarity and inspires my team members to take action, ultimately aiding in better engagement and, in some cases, even the retention of my team.

Another skill I want to hone to perfection is team management. Sridhar mentioned during one of the offsite dinners that “managing a team member is like flying a kite. Depending on the wind situation, one must learn when to let go, relax and when to hold on tight and when to be careful. If you do not master this art of subtle balancing, there is no pleasure in flying a kite. You hold on too tight, and the kite ultimately collapses, and if you let it loose, you risk it flying away.”

Learning from this analogy, I shifted to delegating ownership and responsibility instead of just assigning tasks. Empowering my teams with resources and the freedom to make decisions has led to increased self-driven initiatives. The program's small yet impactful insights inspire ongoing experimentation and reinforce the notion that I'm not alone in this journey, and that support and resources are readily available when needed.

—Ankít Kumar”



“The Art of asking - WHAT THE QUACK??

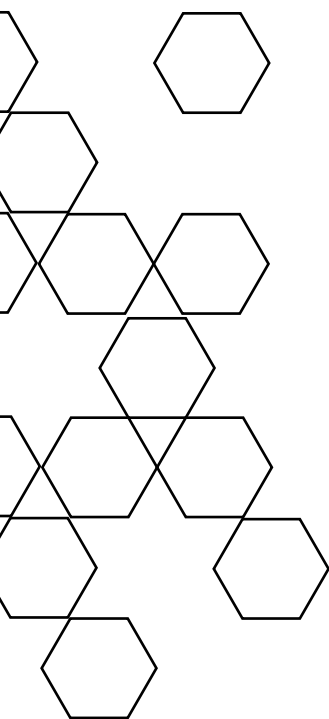
“Ask a question that makes your Leadership uncomfortable”. These were the very first words Sridhar said, and suddenly there was complete silence all around.”

A while back, Mobisy shared some exciting news—pictures, newsletters, and articles—along with a personal message informing me about my nomination for Batch 2 of the 10Xer Program. It was an incredible feeling to know that someone recognised my abilities and accomplishments. I felt seen and valued. The journey began with a set of challenging tasks to secure my place in the exclusive Bizom club. Fast forward to the first offsite for Batch 2, where we were tasked with asking uncomfortably probing questions to the leadership team, aiming for a high discomfort level. This experience was jaw-dropping and nerve-wracking. Approaching the leaders with these questions was far from simple. We had to finesse our queries to draw out their perspectives and challenges, aiming not to corner them but to understand them better. As their responses came in, we started empathising with their vulnerabilities and challenges.

This experience revealed the power of asking the right questions, particularly in Bizom's transparent environment. It was an eye-opener. I learned that asking questions, at the right time, could offer clarity and aid in becoming part of the solution. Reflecting on a recent encounter with a restructuring plan for Bizom's iOS migration, I approached it differently. I asked questions with an open mind to comprehend the necessity and effectiveness of the plan, striving to understand various viewpoints. My first attempt didn't yield much, but it taught me the importance of timing and emotional context in discussions.

The subsequent discussion proved more fruitful. I gained clarity, addressed my doubts, and even suggested ways to maintain project quality. With each question, my obstacles cleared, offering a sense of relief. In essence, the art of asking the right questions is vital for every engineer, fostering collaboration and driving change. Embracing openness and understanding without doubting intentions significantly impacts teamwork.

- Narasimha Kamath ”



A woman with dark hair tied back, wearing a white t-shirt and dark pants, is sitting on a white ledge or bench. She is looking down at a small green notebook she is holding in her hands and writing with a pen. To her left is a window with a view of greenery outside. A black handrail is visible above her. The image is partially framed by a red diagonal line.

“From Reversing Strings to Reverse Fate: Who Knew

Swetha's email with a list of activities for the 10Xer Club's application was the last thing I needed as the year-end closure loomed. Is this a cruel joke? I thought as I read through the list. "Flex your programming muscles by writing a program in your preferred language to reverse a string"—read one of the points (and trust me, this was the easiest of the four tasks). Cursing internally, I wondered – how on earth would "reversing a string" help me get better at my job, while all it is doing to me right now is eating up my time!!

Four months later, no surprise—I find myself thinking like a programmer, minus the code writing. I began this journey skeptically, doubting if I'd learn from familiar faces at work. I felt complacent and believed I understood others' perspectives. But, shortly into the offsite, I realized my misconceptions. In a few hours, my viewpoint shifted drastically. It's amusing how wrong I was. 😊

The 10Xer period has been about getting inside the heads of my colleagues from other teams, Lalit, Shree, and, as difficult as it might sound, Nikhil, among many others. There is sooo much more clarity now on –

- ***Where Shree's calm comes from even with all the bhasad!***
- ***Why getting Nikhil worked up isn't possible and most importantly***
- ***Why Lalit behaves like the Mumbai city – pushing you till you fight back enough and start living the dream!***

Through group discussions and offsite chats, I learned to view others in a different light and understand their perspectives. Acknowledging their point of view helped me approach situations with empathy, resulting in more positive outcomes. Despite working remotely, I established a great relationship with my team and completed some amazing projects together. Hearing leaders share their vulnerabilities taught me that it's okay to feel stressed or out of control at times, and how we handle those emotions define the outcomes. Even seemingly absurd tasks, like clocking 10K steps for three consecutive days, can be worth it.

– Prachi Patil ”

A series of horizontal bars in blue, yellow, and green colors, arranged in a row.



“ The 10xer program has instilled a strong sense of ethics and responsibility, emphasizing the importance of leading by example and upholding core values. It has also helped develop strong communication and interpersonal skills, along with honing the ability to influence others.

- Saba Fatima ”



“ The art of asking the right questions was a huge takeaway from this club and honestly it was a safe space where anything and everything could be discussed.

- Siddarth S ”



“ The 10xer program sessions brought about significant changes in the way I view things, whether in my personal life or my professional life. I also picked up the essential skill of saying "No" when required, and the lasting lesson of consistently learning from my mistakes.

- Manasa K R ”



“ The 10Xer program pushed me to redefine my boundaries, break free from my comfort zone, and truly make things happen. Witnessing the remarkable journeys of leaders such as Lalit, Shree, Krishna, and Shalaka instilled in me the understanding that enduring commitment is the key to conquering formidable challenges and achieving greatness.

- Hridaya Singh ”



“ The 10xer program helped me come out of my comfort zone through a different approach. The influence of the inner circle and the later impact on the outer circle is a fundamental thing, but the architecture of 10xer has helped me to apply this personally.

- Anshul Kabra ”



“ Through the 10xer program, I realised- to be and act like a leader, being in a position is not the only must-have. I need to simply build emotional bank accounts so that they are willing to go the extra mile for me if needed.

- Mehak Jaggi ”



“ Being a part of the 10xer program was a truly unique experience. Though I may not be able to pinpoint specific changes before and after participating in the program, it undoubtedly had an impact on how I make decisions and plan my actions.

- Santhosh J S ”



“ The 10xer program had a big impact on how I see leadership, and it emphasized how important it is to delegate effectively. One important thing I learned was how asking the right questions can make a big difference.

- Simran Kaur ”

WORK HARD..







SWEAT HARD...





PARTY HARDER!!





COFOUNDERs'

note:

THE MAGICAL TRIO!

“ The woods are lovely, dark and deep.
But, I have promises to keep,
And miles to go before I sleep.

Well, that's the nature of life. One is constantly striving for the next thing and the next thing and growth, etc. etc.
On the eve of the 2011 Diwali, nobody in Bizom slept. Because we were preparing to ship Bizom MVP to market. It was a 4 screen client application and a 10 screen web application.

That 4 member Bizom team has now burgeoned to 400 today. And we have multiple mobile applications and a million portal screens. Bizom is now a comprehensive, future ready route to market platform that can deliver retail intelligence to CPG brands, not only in India but in other emerging markets as well.

Over the past 10 years (Bizom was officially launched towards the end of 2012), there have been many milestones and achievements. Almost every metric has been trending upward. You will read about a lot of them in this yearbook.

We should celebrate this.
But, we should reflect on the misses as well.

We still do not have dominance among Enterprises and marquee CPG brands.
We are still not a profitable business.
There are constant escalations.
And the ROI on every Rupee we spend is very low.

We are no longer a scrappy startup. We are now 'The retail intelligence platform'. We need to believe it. We need to understand what draws customers to Bizom. **We need to provide intelligent and efficient; solutions and outcomes.**

We need to learn and care enough to do it well. We need to 'give a shit'. Not be bound by a mere list of tasks or tickets as a checklist to cross.

Please note, it is not about saying Yes to anything and everything. It's about planning, communicating, communicating, communicating and executing, **executing excellently.**

Over the past 10 years, I have learned a lot of things. Accounts, Legal, CPG business, proposals, integration, RCA, team building, etc. The list is really long.

All of this was possible because I wanted to and I cared deeply, not because that was my 'job description'.

And I look forward to learning and doing more.

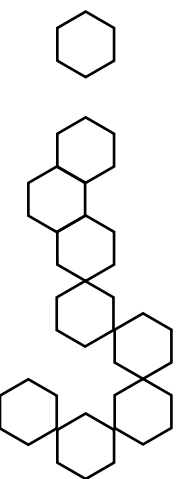
Bizom has a lot more Glory to achieve ahead of it and so, as Robert Frost said

... miles to go before I sleep.

I hope it is the same way for all Bizomians.

”

- Shree Bhise





Discovery and Chaos - infancy

A time of individual discovery, exuberance of can do, sheer bull-headedness to do and burn out.

Industry did not matter, customer size did not matter, contract size did not matter. Bizom was being built on the ground with the users, both at business as well as platform / product level. Our initial set of customers happened to be in the CPG domain. The entire team was primarily a lot of hungry doers who would do sales, customer onboarding, testing, training and everything. It was a charged up period in terms of building and scaling the business. Bizom as a platform / product could build a foundation known for delivering value to the customer. Bizom business and customer base grew 2X to ~3X annually for 2 to 3 years.

"Customer is king" vs "People first" was always a philosophical conflict. Eventually, "Customer is king" was the guiding light and choice.

Bizom as a product built its brand as a new-age, cutting edge digital transformation solution for the sales needs of the brands (not only CPG), fantastic customer care and fast turnaround time. Bizom was digitizing businesses of varied industry - FMCG, Fashion, Commodities, Bags, Agrochem etc., Landed Parleagro as a customer, went live and scaled the account.

Everyone ran pretty fast and burnt out affecting the team and operations. Eventually, team morale and churn started affecting the product quality.

Chaos to Order journey - growing up

A time for reflection, finding purpose, investment and charging forward - Algorithmic jugaad.

Nikhil helped us reorient to the "People first" ethos for everything we did. It was indeed a great learning that the "People first" ethos would be the best investment in realizing the "Customer is king" ethos. The process driven approach brought order, stability and predictability to the chaos. Bizom team morale improved significantly, regrouped and started delivering significant value to the customer. Customer engagement and value creation improved.

Scaling of the team and product helped us land larger enterprise deals. A sharp focus on the enterprise customer market helped business predictability and sustainability for Bizom.

There were a lot of firsts done during the period.

1. Big bang rollout of Cargill SFA. All the users went live on a single day.
2. GCPL rollout and scale up across geographies
3. ABInBev rollout and scale up
4. And many many more



Orderly Chaos - journey forward

A time for adventure, relearn, grow, share - build to last

Process and order brought in predictability, visibility of the value being created and delivered to the customer. It also improved in better planning, managing and delivering as per customer expectation. A strong foundation is set. A lot of our team members have grown to be leaders by owning the problems and just doing it.

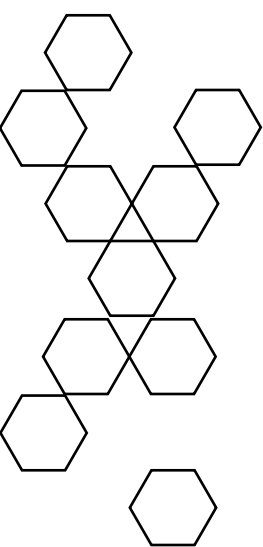
Even the behemoth brands are nimble footed, are ready to dance and groove. That is the reality. An enterprise which would do 1 company-wide operational change over 4-6 months is doing 5-6 multiple such business operational changes across the teams simultaneously today.

"Speed" with "Excellent Quality" will be one of the necessary and guiding principles for Bizom to continue to be the top leader and a trailblazer in the business transformation journey of the CPG brands (existing and new) through digital.

Wowing customers is always a multiplying factor compared to managing and delivering to the customer expectations. This has always been an exciting, fun, scalable and a humbling experience for me. To care, own and solve problems at scale. I wish the same for everyone.

-vasudeva Manjunath

”





A decade of Algorithmic Jugaad

I split the last decade of Bizom in 3 eras and associate it with value created for the business and the teams.

0-1

This was a phase when Bizom had not reached product market fit yet. Arguably the longest and hardest slog for the early Bizom team for almost 5 years. It lasted from late 2012 to early 2017. I think in 2016-17 we reported the first \$1m revenue for Bizom. While the early employees literally gave their blood (Ask Shalaka and Abhi about All Hands - 2017) and sweat, the value created for individuals was minuscule.

1-10

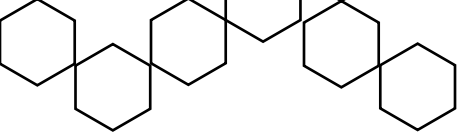
This era was about post-product market fit, the early scale of Bizom SFA, DMS, and analytics. There were many rollouts going on across mid-market and some enterprises. I think we are just crossing this phase as we are set to report more than \$10m in revenue this year. Some of the early employees from the first era became millionaires during this period with their stocks. Bizom was even able to allow a few early team members to cash out during this phase.

10-100

This is the era we are entering of scaling the business across geographies, verticals, and user personas. With newer business models for scale, we need higher-performing highly skilled teams more than ever. It's exciting for me to even think about this journey in the coming 3-5 years. As I mentioned during our last all-hands, I see at least 300 of us becoming \$ millionaires during this phase.

People who know me know my reason for founding and continuing to work with Bizom. It's mainly for the fun of working with people who are smarter than me and building something of enormous value with people whom I am happy to call friends. From that point of view, let me celebrate some of those guys who made that significant impact during the first 2 phases and the instances of them giving us highlights of our journey





vasu and the art of letting me be

While I come across as extremely passionate about Bizom, I don't think anyone thinks of me as an easy person to work with. (Hell, even I don't think I am easy to deal with.) On top of that, I have new ideas every few weeks/months/quarters. The beauty of Vasu and my association is that he allowed me the space to be myself. We owe even the birth of Bizom to Vasu cause he took over the responsibility of running services and earning some money for my salary while I wrote and sold the first version of Bizom along with an engineer and a couple of interns. As you have seen over the years, Shree and Vasu keep doing the hard yards, the repetitive stuff so I can continue to do the fun stuff around innovation, strategy, new products, etc. When we think of Bizom as an innovative product ahead of the market, a lot of it is because Shree and Vasu allowed me to be.



Srinidhi schooled us on being aggressive in delivery without any fuss

No one would associate "aggressive" with Srinidhi. But from what I have seen, he is extremely ambitious and aggressive without expressing it vocally. We saw it for the first time when he worked as the first FTR in one of our first breakout deployments in Parle Agro and took it to success without any fuss, or complaints from him or the customer. Over the years, he made an art out of it in sales and when it came to us finding our first CEO for a new business unit in SME, I could think of no one else but Srinidhi with his calm yet aggressive attitude.

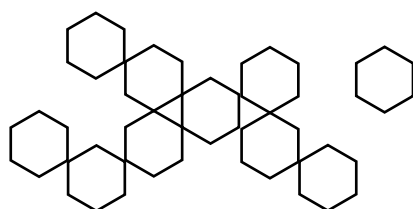
Abhi and the love of Sales

When I interviewed Abhi in 2014, I did not know how to sell. I didn't even know how to interview a sales guy. My logic was if someone can sell himself to me as a prospective employee, he can sell Bizom to customers as well. And boy did he do that repeatedly !! A typical sales guy would ask for discounts. One of the first achievements for Abhi was to sell Bizom for at least 4x the price I could ever sell for. He continued to set records for the highest starting MRR, highest first invoice, and highest first collection over the years. He did sales, marketing, farming, delivery, collections, whatever he needed to do to ensure sales and money flowed in Bizom over the years. That way he is the nearest we have to a cofounder among our early team. I remember months when our salaries would be pending Abhi selling Bizom to a few customers and collecting money from them the same day. You should grab him aside one evening to hear the stories. It's the stuff legends are made of.



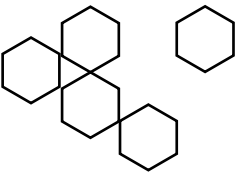
Shalaka, the growth personified

Shalaka was an intern who hadn't completed her MBA when she joined us as our first formal HR in 2015. It had to be mentioned cause one cannot believe that when you see her expertly manage the people function of a 350-plus strong organization so seamlessly today. She learned everything on the job in just 7-8 years. A top management of a 100cr company with just 8 years of experience is unheard of. Shalaka is the best advertisement for a fresher joining Bizom. She makes the best case for how one can learn fast and grow fast in an early-stage company. She makes us look good as mentors/coaches. Having seen her through the years, we have been lucky to witness a rookie exuberant blossom into a seasoned high-performing powerful leader. I wish all of us the same work ethic and hunger for personal and professional growth.



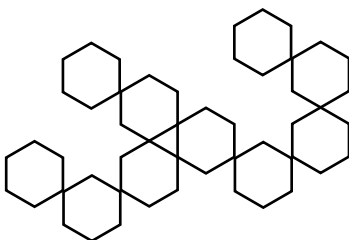
Kapil the culture keeper

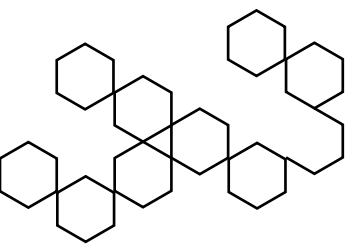
I know it sounds corny when I talk about Kapil. About 5-6 years ago, we were merely looking for an office boy when Anoop found Kapil. What we experienced afterward was an extraordinary culture keeper as we all know now. His initial exuberance was considered as a zeal to impress us. I even wondered if he was giving me special attention just because I was the CEO. But as we all know, Kapil makes everyone feel special. Even when we are more than 300 people in Bangalore, he is the best friend of us all. He practices OODA and system thinking without mentioning it. No one has formally coached him but he just learned everything we teach in 10xers about leadership on his own. He even created and scaled succession to handle us when he was on leave. In Bizom's journey, Kapil's joining is a memorable point that changed and improved us as business and humans.



Nikhil's adult supervision

I can clearly point to Nikhil's joining Bizom as a turning point for us on the journey from 1-10 million. As a post-product-market-fit company, we needed to be more professional about our product when we found Nikhil. Under my leadership and poor people management skills, the entire engineering team vanished when Nikhil helped us rebuild the team. We used to have weekly server crashes in 2016, but we haven't had one in years now (at least no one noticed it 😊). One of our mutual friends describes Nikhil as the perfect mix of IQ (Intelligent Quotient) and EQ (Emotional Quotient). I think it's an apt description. In the 2nd era of our journey, we could count on Nikhil and the kickass tech team we have built under his leadership as our true competitive advantage !!

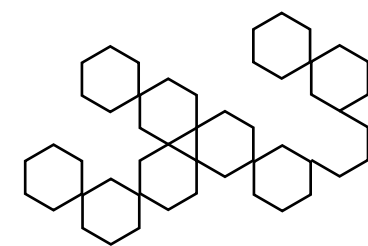




Prarabdh and Vishesh delivering outcomes.



Vishesh and Prarabdh joined 6 months apart in 2018. That was the time we were hoping we could attract more enterprise customers. We were trying to refine our customer interactions and move away from a delivery focus to more industry focus or focus on delivering business outcomes consistently to our customers. It was very hard for me to learn and teach the new perspective to our sales and delivery teams. Vishesh and Prarabdh truly believed in the thought process and took it to an entirely next level. I think we at Bizom invented the playbook for customer success and farming for all Indian enterprise SaaS companies due to 2 of these gentlemen. In spite of the fact they did not come from an FMCG background and had no prior tech experience, they truly exercised their entrepreneurial spirit to show us how to grow MRR 3x in a year. A truly transformative experience !!



Abdullah

No adjectives for this man. I cannot think of anyone else who has made as much difference to Bizom as this humble guy in the last 2-3 years. He learns everything so fast that we fondly call him a robot who can be programmed !! If I were to give a persona to future leaders of Bizom, Abdullah would be the one. Smart, humble, and ambitious !!!



The 10xers

Now that we are on a journey from \$10m to \$100m creating hundreds of millionaires among us, I am looking at 10xers to take us there. We are already seeing some current 10xers like Ankit, Arvind K, Prachi, Simran, Saru, Aldrin, Nishtha, Madhurima, Atul, Praveen, Santosh JS and future ones like Manish, Arpita, Harsh, Vitthal, Arvind, Bhaskar, Raj or honorary ones like Akshay Fotedar or Samarth carry the torch forward. This bunch is scary, ambitious, highly skilled, and extremely professional. Under their leadership, I don't think anyone can stop us from growing fast and winning.

If you look at the names above, the one common attribute among all of them is that "they give a shit". They own up to their role / work unconditionally and get things done. They own Bizom and behave like it. I wish the same for all of us !!

Lots of love,
Lalit
Oct 31st 2023

P.S. I know I must have missed lots of names and many many invaluable contributions or moments but the idea was to convey the gist and I did not intend to be comprehensive. i.e. As they say in Hindi "Bhavnao ko samjho".



New INITIATIVES:

The ideas that were
brought to life!





CAB

The Bizom Customer Advisory Board (CAB) was a marketing initiative designed to invite a select group of senior leaders/CXOs from our existing clients. The goal was to co-create our product roadmap, create a cohort of brand ambassadors and do a branding activity. Here we brought together leaders from sales, IT, and digital transformation departments with cross-industry experience and strong vision. This would enable each board member to network with the best minds in the CPG industry. The aim was to build a platform that would allow them to share their experiences, learning, and vision of the industry under one roof. It was a privilege to invite CXOs from different industry verticals such as Mother Dairy, Polycab, Zydus Wellness, Bausch & Lomb, Hershey's, Amrutanjan, and Cavin Kare.



TMI

T.M.I. - Too Much Information

The newest item on the block, TMI's, are the revamped avatars of our traditional townhalls that have lots of unfiltered banter, the spilling of some juicy beans, and tons of candid comments and heart-to-heart talks. It is the one evening of the quarter that helps create a plethora of Mobisy shenanigans to go around and keep people anticipating more such episodes.





V.I.B.E. : Vibrant Inspirations for Bizom's Excellence.

Every day, we achieve numerous small victories, whether it's that one conversation where you successfully persuade a customer to align with our solution, resolving a challenging obstacle, or the internal POD meeting where you convincingly argued for a data-backed solution that was readily adopted. Often, these hard-fought battles go unnoticed and fade into the day to day hustle-bustle. This is where VIBE steps in – a means of commemorating and acknowledging all these wins within our teams and recognizing the individuals who drive all such accomplishments.



DEPARTMENT STORIES:

Team work makes a dream work

“Scrutinising Expenses, Maximising Value!”

The year 2022-2023 has indeed been a remarkable and dynamic period for the finance team, characterised by focused efforts to achieve two primary objectives: ensuring a robust cash balance and optimising expenses. We take pride in our accomplishments, especially the improvement in collections witnessed every quarter. Our strategic shift from manual to formula-driven collection projections significantly enhanced accuracy and facilitated better cash flow planning. The implementation of a documented collection policy guided our AR team, enabling timely actions. Through meticulous revenue leakage analysis, we successfully recovered funds from integration services and full-time resources. Additionally, our team conducted price renewals with customers, yielding positive outcomes.

Collaborative efforts with the integration team and CCD/CEE resulted in the resolution of long-pending disputes and the recovery of funds from customers. Every expense, regardless of its size, underwent rigorous scrutiny and categorization by the department. By raising awareness about expenses in other departments, we fostered improved cost control measures. Negotiations with vendors to extend payment terms were fruitful, and thorough data clean-up was performed for both customers and vendors. The initiation of the budgeting process facilitated expense control, and the successful migration from Zoho to QB was a significant achievement. While attempts to renegotiate favourable payment terms with customers had limited success, we identified successful strategies that we are replicating with other clients. Automation took centre stage, resulting in partial success and the refinement and publication of several Standard Operating Procedures (SOPs), bolstering our process-driven approach.

Despite challenges, Financial Planning and Analysis (FP&A) persists, driven by a pursuit of profitability. Exploring outsourcing for SME collections yielded insights, prompting the appointment of a dedicated team member. Embracing continuous learning, our team initiated productive endeavours, fostering individual growth. Learning sessions and knowledge sharing enhanced cohesion, boosting productivity. Effective budgeting curbed expenses, bolstered by improved collection methods, ensuring a steady cash flow.

In conclusion, the unwavering dedication and efforts of the finance team not only advanced our financial objectives but also enriched our collective knowledge and experience. These achievements set the stage for sustained growth and success in the future, reflecting the team's commitment to excellence and continuous improvement.

– Finance Team





“Marketing Marvels: A Remarkable Journey from 2022 to 2023

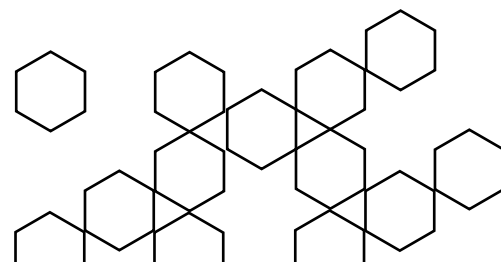
The years 2022 & 2023 marked a significant and exceptional period for our dynamic marketing team. Comprising a dedicated and talented group of seven to eight individuals, we achieved a remarkable feat by successfully executing three CPG Leadership Meets in key Indian cities: Delhi, Mumbai, and Bangalore. What truly sets us apart is that all these events were meticulously managed in-house, showcasing our expertise and capabilities.

But the achievements didn't stop there. We also orchestrated four highly successful breakfast events in strategic locations, completely revamped our website to offer an enhanced user experience, conducted our very first international webinar in the vibrant setting of Indonesia, and managed our inaugural international event in the bustling hub of Dubai.

What truly distinguishes our team is our horizontal approach. We seamlessly collaborated with various departments within the organization, including HR, Engineering, and the CEO's Office, underlining our adaptability and versatility.

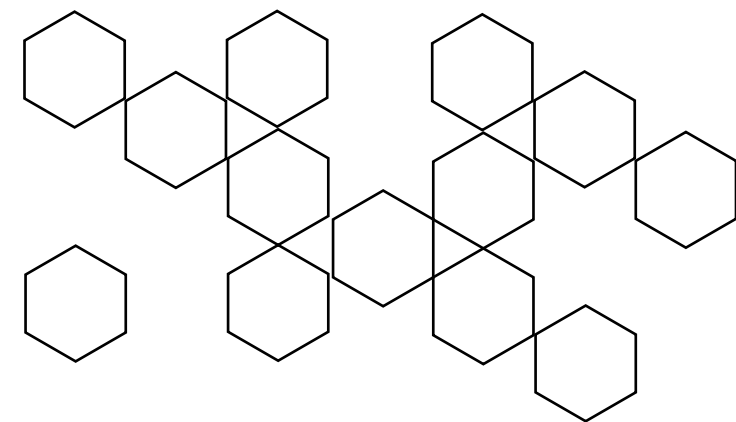
A noteworthy highlight was the resounding success of the ONDC webinar, a collaborative effort with the CEO's Office that garnered an impressive 500+ registrations. To celebrate this exceptional milestone, our team came together for an unforgettable office pizza party, epitomising the spirit of camaraderie and achievement.

Our marketing team remains committed to crafting unforgettable experiences, forging meaningful connections, and pushing the boundaries of innovation. With enthusiasm and dedication, we look forward to even greater successes in the years to come! ”



- Marketing Team

Driving Growth: The Product Team's, Impactful Year!



The product team has undergone a significant change in the last year since Lalit took over the team in December 2022. Since then, there has been a change in the way in which we collaborate with other teams, the business metrics we chase and KPIs we are responsible for, and the overall attitude of the team from working in silos to being more collaborative and active in contributing to Bizom's North Star metric (DAU).

We put in place a process for prioritising product initiative tickets by introducing the bucket flip system. Took on more responsibilities, actively picking up co-creation and custom tasks for solutioning to make the requirement as generic as possible. Launched the long-pending New Claims module, Pricing module, Tertiary module, and Image Recognition module. Created product packs by clubbing functionalities having a common business impact or meeting a common need of customers. Out of the product packs created, we have seen significant traction and DAU in the Managers App and Outlet Hygiene and Prediction (ARS, Suggested Order, and S&OP) product packs.

Besides this, the product team has played an active role in rollouts for enterprise and midmarket customers. With active participation from customers like Castrol, Haleon, Tata Motors, Mankind Pharma, and Sadafco, for midmarket, we have provided constant support to provide solutions to tricky corner cases and go-live blockers to enable faster go-lives. We have also actively engaged with churn risk accounts and avoided the churn of Timex, Namaste India, Wonder Chef, GITS, and Bambino Pasta.

In the coming year, the efforts of the product team will be centred around increasing DAU and user satisfaction. We will continue to be proactive and collaborate with Engineering, Project teams, Farming, and Hunting to meet our collective goal while solving client problems and providing them tools that enable them to grow their business, cut costs, and meet their business KPIs.

- Product Team

“Global Growth: Conquering New Territories and Key Markets!

We've experienced a mix of challenges and successes throughout the year, with much more to accomplish ahead.

Some of the successes the sales team has had include landing some of the market leaders across industry segments such as Eveready, Mankind, Castrol, and Mother Dairy, which has been great to strengthen our leadership position as the de facto choice for RTM digitization in India. Some great successes overseas include landing key accounts such as Sadafco in a very important market for us, opening up the Indonesian market with huge potential. Growing accounts such as Haleon, AblnBev, and GCPL have been pleasing with lots of blood, sweat, and tears. However, it's crucial to note that this is just the beginning of our journey as a team to save HRI. Scaled accounts such as Eveready have demonstrated the immense power of collaboration, emphasizing the strength of 'One team' across departments.

On the flip side, we acknowledge that we haven't fully lived up to the potential of what could have been achieved this year. We have not leveraged the immense opportunities each and every one of us has been given by the strength of our brand across hunting and farming, and this hurts. Having said that, we still have 40% of the year left, so if we believe we can turn the year around with immense potential in Saudi Arabia, Africa, Indonesia, and scaling key accounts that we have already acquired, it's just about grabbing these opportunities.

Lastly, what we hold dear from this year is the fireside chat hosted by Akshay, featuring three of our leaders: Deb, Prarabdh, and Abhi, during the farming bootcamp. Their inspiring stories served as valuable lessons for everyone, encouraging us to learn and aspire to replicate their success in our own unique ways. We eagerly look forward to creating many more such stories together in the remaining part of this year.

”

- Sales Team



“ Unleashing 10X Initiatives!



The CEO's Office has been undergoing significant restructuring since last year and has been given the simple mandate of working on growth initiatives: x to 10x. We are now a cross-functional team, organised under R&D, business ops, sales and channel partnerships; however, we remain generalists above all else. We've shifted focus to setting up new revenue streams for the organisation and have moved away from our involvement in the core business, as we did in 2021–22. Under Lalit's direction, the team now works on four workstreams: geographical expansion, network products (ONDC and trade credit), intelligence-as-a-service (a suite of innovative and next-gen products), and tech-enabled distribution (Blitz).

Harshit and Kishore have been instrumental in leading Bizom's hunting and farming initiatives in Indonesia and Vietnam, which is harder than you'd think. Samarth, Sumit, Rupesh, and Akhil have essentially built and maintained two new product lines from scratch, and we're now seeing orders take off on ONDC. This is exceptional in light of the fact that the smallest team working on ONDC after them is 30+ engineers strong. Abdullah has cracked the right business model for ONDC and continues to experiment and improve the bottom line. Niranjana and Akshay have been working on Blitz, and we're seeing early signals of PMF, which is heartening. Parshva and Sarath, while new to the team, have significantly streamlined business processes and operations for ONDC and Blitz, which means everything when you're competing with significantly bigger sharks in bloody waters. Rohit sir has been working on IaaS, and we're seeing early returns on it.

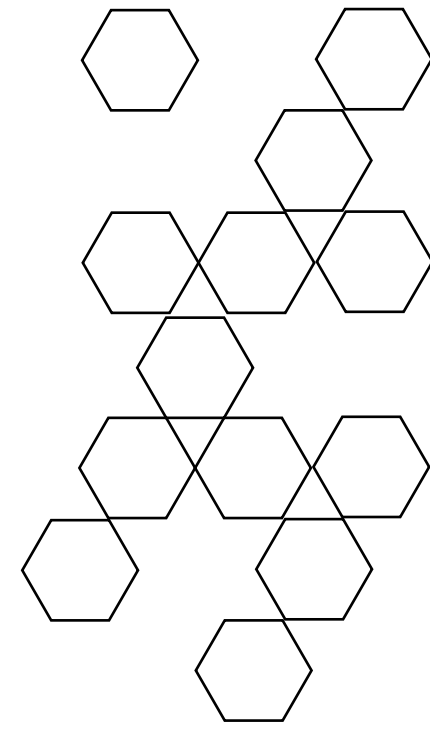
Vishesh, as Chief of Staff, has worked on investor relations as an IC for the majority of the year, and this has paid off immensely. He has stepped in whenever needed on workstreams, especially when operating in ambiguity, to provide much-needed structure and clarity, streamline operations, and bring back the team's focus to the outcomes we are working towards.

The team remains committed to its cause, and this commitment has only grown stronger over the last 12 months. We've embodied the spirit of Algorithmic Jugaad and done whatever it took to get here. While these 12 months have been a rollercoaster, I don't think any of us would have it any other way.

”

- CEO's Office

“Mitigating Risks and Ensuring Clear Contracts!”



A team that sets goals can measure their success by achieving milestones together. The SMART goals method guided us in developing specific, measurable, attainable, relevant, and time-bound goals. Being a cross-border as well as a tiny team, we ensured effective communication, accountability, and a strong framework for ensuring compliance.

This year, the legal team has worked with every department at Bizom in some capacity or another. We have brought significant transformations to Bizom during the last year.

We have transformed customer contract management, unleashing efficiency. By enforcing legal process optimisation and smarter contract drafts, including online terms and order forms to sign for SME customers, the TAT for contract closures was significantly reduced. With this, the customer contract coverage crossed 95%. We've had numerous successful contract negotiations and closures taking less than a month with minimal deviations from the contract template, like Hersheys, Nerolac, Mankind, Merino, etc. We also had customers like Sesa Care, whose 3-year ongoing contract negotiations were successfully closed.

The team has adapted to change by embracing technology and leveraged solutions like Qapita (for ESOP), Bizom Universe (for customer contract tracking), and Zoho (for task tracking).

As lawyers, our primary focus has traditionally been on legal matters. However, this year, we made a concerted effort to understand the business aspects of the organisation. Gaining an understanding of new business initiatives such as ONDC and Blitz and providing legal contract templates for these endeavours was both challenging and exciting.

Although it was an amazing year, there were hiccups and valuable lessons learned. We discovered the importance of looking at the larger picture and considering broader perspectives. “Deals need to be signed”—this needed a proactive and meticulous approach, along with aligning finance, sales, implementation, and other departments. The idea is to mitigate legal and financial risk to the greatest extent and have unambiguous terms in contracts. Flexibility and continuous improvements are key. Pro-active legal guidance and continuous collaboration with other teams are essential to ensuring the legal team remains an enabler for Bizom's success.

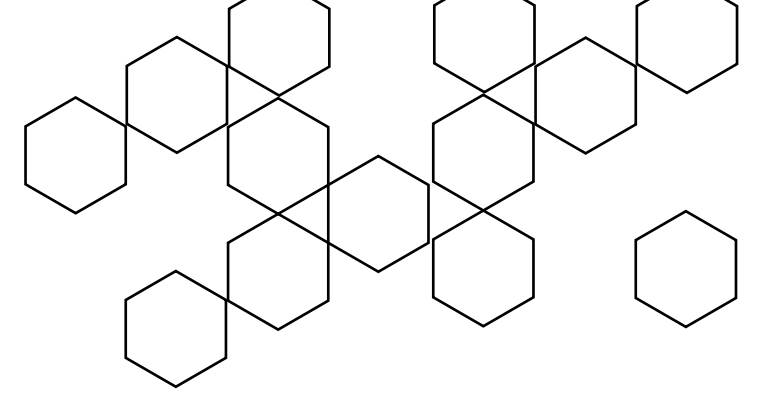


– Legal Team



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The Rise of Professional Services!



In early 2023, the concept of professional services sparked our interest as a challenge worth tackling. We embarked on this journey in JFM, focusing on defining objectives, roles, rules, and team dynamics. As we transitioned into AMJ, communication revealed a persistent individualistic mindset, hindering unity within the Professional Services BU. While this phase is vital, it naturally leads to the storming stage, marked by conflicts and hurdles. Challenges such as role ambiguity, resistance to change, and communication gaps arose, testing team members emotionally.

The turning point came in JAS, marking the official inception of the Professional Services BU. With clearly defined goals and roles, the team embraced collaboration, realizing its potential in customer satisfaction. Through strategic initiatives like open cons and team parties, the team found focus, boosting productivity, and progress. Key achievements were not just meeting targets but defining them effectively, leaving a positive impact on both internal stakeholders and customers.

Moving forward into OND, the forming stage persisted, providing an opportunity to refine the team further. The goal is to transform ourselves as a unit into an independent entity, concentrating on growth, customer-specific needs, and partner collaborations. Ultimately, our mission remains customer happiness, driving us towards a successful and harmonious Professional Services BU.

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-Professional Services Business Unit

“SME Business Unit's Success Story!”

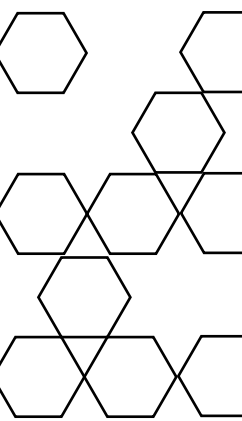
In mid-2022, the establishment of the SME Business Unit marked a pivotal moment for us, bringing together the support team and farming division to collaboratively tackle the challenge of reducing churn and nurturing existing accounts. We've achieved significant progress by creating high-quality MBRs, gaining profound insights into our clients' businesses, and maintaining consistent engagement with them. Our regular quarterly visits have played a crucial role in building trust and fostering stronger relationships. While the task of growing existing accounts remains a work in progress, we've managed to gain some control over account churns.

Our commitment to enhancing the quality of go-lives and streamlining their timelines has been evident, along with our focus on reducing resolution and first response times, resulting in tangible improvements. Over the last few quarters, we achieved a growth rate of 1.7% and a 2.4% CMGR. Although these figures might seem modest, they signify significant progress compared to the stagnant or negative growth of the previous year. We firmly believe that our foundational efforts have paved the way for future success. In our industry, challenges are inevitable, but our ability to respond to them effectively makes all the difference.

Starting in 2022 with an MRR of 37 lakhs, we've grown our base to over 50 lakhs with the same dedicated team. Despite initial internal gaps, mutual understanding and trust have flourished, leading to the formation of a robust and dynamic team. The diversity of perspectives within the team enriches our approach and infuses vibrancy into our work environment.

We've nurtured an open culture that encourages candid feedback, recognizing that we are a work in progress but firmly on the path toward greater honesty and direct communication. Reflecting on our journey, it's evident that our foundation is solid, and we eagerly anticipate reaping the benefits in the years to come.

-SME Team



”



“Symphony of Success: Cross-Functional Marvels That Defined Our Year!”

The year 2022-2023 has been a rollercoaster of victories, lessons, and the occasional stumble. Let's dive in. In our department, success wasn't just a word; it was a vibe. We kicked off the year with a revamped strategy that had everyone buzzing with excitement. Our standout success stories can be considered to be the cross-functional projects (Hershey TPM, Haleon TSM, JGH, Shel VN, Haleon, Tata Motors, Eveready and Mother Dairy) that brought together minds from different departments. It was a symphony of collaboration, and the end result was a masterpiece. Seeing how smoothly we could sync our efforts and create something bigger than ourselves was a major win. High-fives all around!

But, of course, no year is complete without a few hiccups. There were a couple of projects that slipped through that could have been handled better. We underestimated the complexity, and, well, let's just say we learned the hard way. Throughout the year, we worked and implemented multiple SOPs, processes, and documentation templates, linked department KPIs with individuals, and created a culture of ownership.

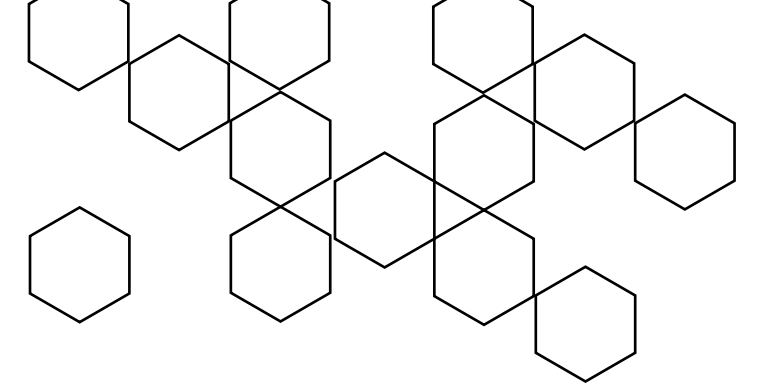
Our team welcomed many talented individuals, and we take pride in the fact that 30% of our team members are now women, a 10% increase from last year. Our team size grew significantly, increasing from 49 members last year to a total of 72 this year, which includes 15 new FTRs. The team's growth represents a remarkable 16% increase (excluding FTRs), and the MRR we handle stands at 2.3 Cr, a 25% boost from last year. Notably, CEE is now responsible for managing 47% of the organization's MRR, reflecting our team's enhanced capabilities and contributions.

In conclusion, through it all, the biggest lesson learned was the power of communication. Transparency, openness, and timely communication proved to be our mantra. It strengthened relationships, not just within the department but across the board. We discovered that sharing both successes and struggles fostered a culture of support and delivery. ”

-CEE Team



“ Internal Synergy: The Key to CCD's Triumphs!



The journey of the CCD department this year has been a tale of change, challenges, and growth. As we gather for our all-hands meet, here is a reflection on the milestones, the lessons learned, and the challenges we faced along the way.

In January, significant changes in team alignments marked the beginning of a transformative year. We introduced major enhancements to our Go-Live processes, leading to a remarkable reduction in Go-Live TAT. Additionally, we initiated the NPS system and implemented significant changes to ticket quality maintenance.

In April, we embraced the daunting challenge of the MEA region's Go-Congo account. This high MRR account arrived without a purchase order or scope of work. Despite facing integration interface gaps that prevented a successful go-live, this experience drove us to make scope documentation mandatory.

June saw us welcoming the Indonesian account, Agri Aku. Through close collaboration with the account management and sales teams, we made it live by July. Also in June, we achieved the impressive feat of making Bindu Soda go live within just seven days.

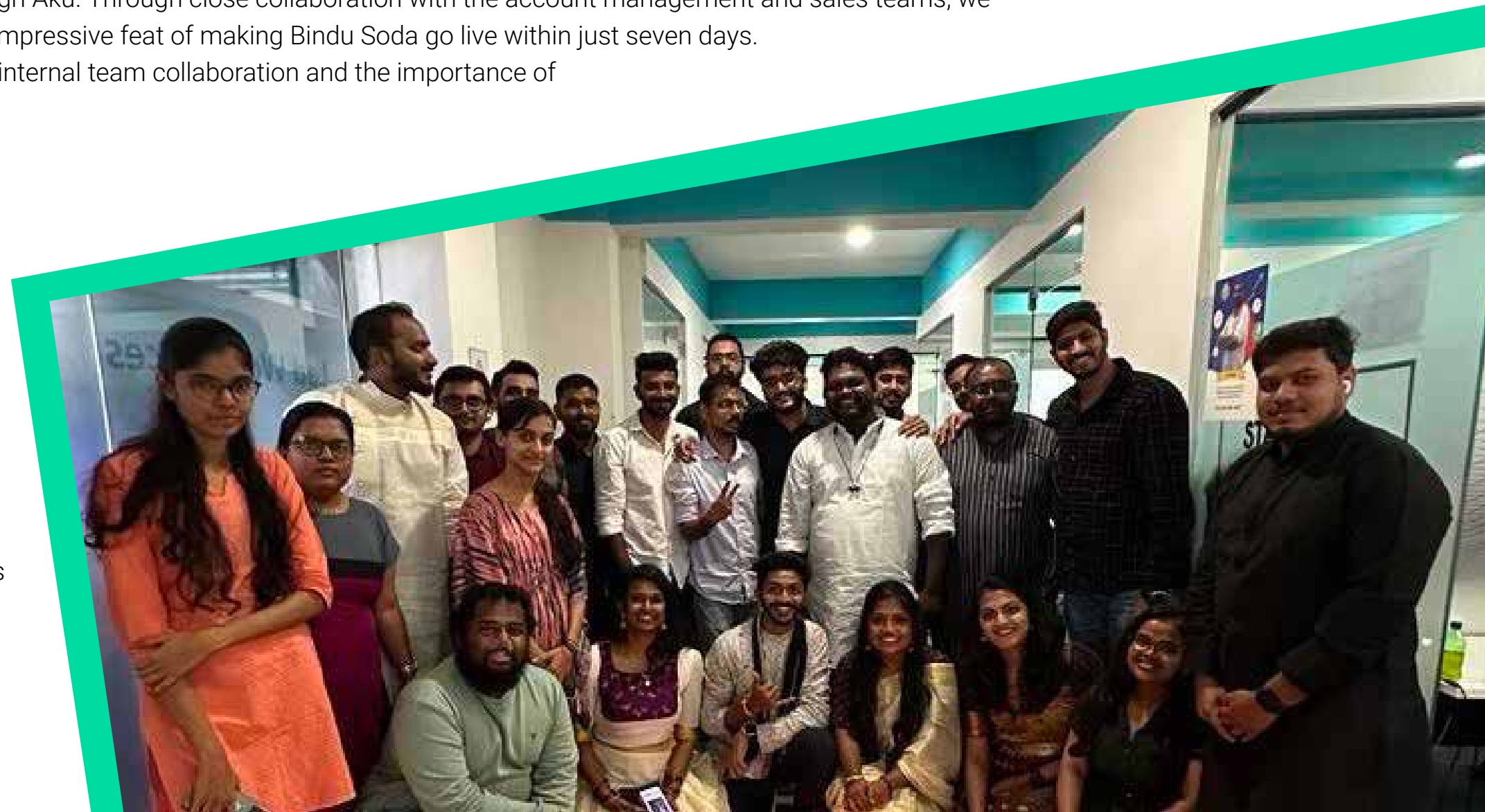
This serves as a testament to the value of smooth internal team collaboration and the importance of comprehensive documentation.

Last but not least, we have streamlined the CCD teams for efficiency by reducing the number of CCD teams from 5 to 3 and introducing region-wise squad alignments. This is an ongoing effort, promising faster go-lives and more efficient account handling through improved internal cooperation and collaboration.

Alongside our successes, unfortunately, we faced setbacks with Go Congo, Agri Aku, and CavinKare MT. We will strive to learn from these experiences and are eager to create many more success stories as a team in the days to come.

”

- CCD Team



“Charting New Horizons: HR 2023

2022, a transformative year for our HR team, we witnessed the arrival of four exceptional individuals: Nikhil, Fajas, Swetha, and Angela, all joining in April. Additionally, Lalit and Abdullah joined hands full-time with HR to help us get started, and together, we embarked on a remarkable journey, forming a cohesive unit and breaking free from the constraints of a mere three-person team. This period of growth marked a significant milestone for each of us, whether we were fresh faces or seasoned members.

Our collective journey began with an audacious move: orchestrating the grandest All Hands event in the history of Bizom. In that moment, we recognised the synergy within our diverse backgrounds and experiences, reinforcing our belief in the potential of our team. It was a year in which we pivoted from reactive, tactical endeavours and perpetual firefighting to setting our sights on a more strategic objective: revenue per employee, later evolving into MRR per employee in 2023.

This transition was no small feat; it demanded substantial changes as well as a dedicated effort to assimilate new team members into our culture and working methods. While Aikyam 2022 marked our first victory, it was only the beginning. Our journey continued with the 10Xer program (two batches), Power Up, Project Ascend, a revitalised onboarding process, the introduction of CCM, and many more, all of which played pivotal roles in broadening the horizons of the team.

Today, we stand united as a team of six, focused on enhancing the employee experience. We achieve this through various initiatives, including VIBE, Newbies, Sports, TMI, and co-founder chat sessions, while simultaneously developing strategies to boost productivity through squad rituals, open-cons, OKR tracking, etc.

Reflecting on the past year, despite a few setbacks and delayed ramp-ups, there is much for us to be proud of. Our team's remarkable passion and energy have not only persevered but have become an inherent quality shared by all. Our journey continues, and the future holds even greater promise.

—HR Team



“ Crafting a Culture of Ownership and Excellence

2022 was the year we hit the reset button in the Admin department. This reset came with a complete revamp of the team, responsibilities, and the way of working. Phase 1 was hiring the right set of people, a quest we set afoot around April 2022 and accomplished in April 2023.

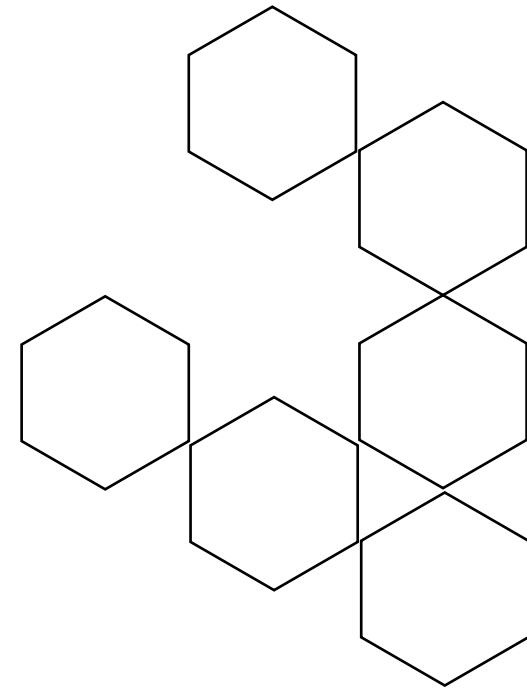
As bad as this timeline looks, trust me, hiring culturally fit people in the Admin department is one of the most important and difficult tasks the HR team has had to do. They had to find us people who would actually say this is MY office, MY people, and I have to do everything possible to make lives easy for them. After much experimentation we finally have an admin team that always says, OUR office, OUR people, OUR needs. From Kapil owning up and ensuring people have food if they are unwell or absent at office, to Nicky, no matter how late, ensuring complete availability to fulfil last-minute travel requests, visa requirements, and demands of changes in existing bookings.

Aikyam 2022: A noteworthy event last year was the biggest ever in Bizom's history, and the admin team stepped up together and pulled off the arrangements to the 'T' as needed. With Kasim and Jovita joining in during the second half of 2022, helped strengthen operations in Bangalore and Mumbai, enhancing processes, and compliances not only as an organisation but also to the Finance team's processes and requirements. Not to forget Muskaan, who is great at managing the Bangalore's office kitchen for 200 odd people as well as managing any offsite on just a day's notice.

The team established SOPs for events, encouraging all to take ownership, fostering a unified atmosphere across Mumbai, Bangalore, and Delhi offices. Newcomers receive exceptional care, with Mumbai's aunties and Nicky in Delhi ensuring everyone feels valued. This sense of ownership has empowered the team, fostering a positive work environment. Now settled, the team eagerly anticipates making continuous improvements in the future.

Cheers,

—Admin Team



“

Content Team's Evolutionary Journey!

The content team originally served as an extension of the customer training team, tasked with creating training videos and PPTs for user, distributor, MIS, and other client training. Collaborating with CCD/CEE teams became a daily occurrence, with a notable challenge arising when training videos needed to be produced in regional languages.

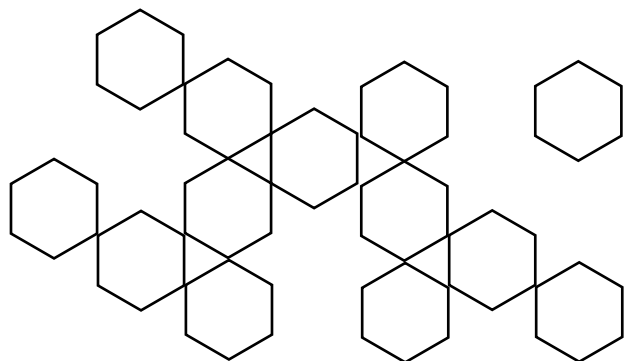
Following "Aikyam 2022", the content team transitioned, with the focus shifting to creating wiki articles for internal dissemination of product knowledge and customer implementation details. This required close collaboration with the QA and R&D teams, along with the CCD/CEE and Product teams. Every piece of information gathered was verified by testing it on Bizom ourselves and then documenting the same on a Wiki or Google Drive. Addressing internal FAQs involved innovative approaches, including experimenting with Zoho and other alternatives, making the experience both challenging and enjoyable.

An interesting large amount of content produced during the last year was for our esteemed client AbinBev (MRR north of INR 14 lakhs). We created 84 videos for multiple personas in 3 languages, one of the languages being Vietnamese.

The fledgling team, comprising Jerrin and Ancy, produced a wide range of content and documentation. We created both internal-facing and external-facing content, including standard videos for SME. Additionally, we document Bizom features and modules, as well as customer implementations.

”

- Content Team





**STEP UP
AND BE A
HERO!!!**

“

- Taking the 360° Plunge: From Owning Fear to Owning the Ship

Well, 2023 has been a career-defining year for me. It wasn't just about the responsibilities I've taken on or my achievements; it was mostly about the transformation of my mindset towards Bizom and my approach to work taking a massive 180-degree turn. I've come to understand the importance of ownership, which directly leads to better quality work and faster execution.

Back in March, Shalaka encouraged me to take charge of WBRs and Open Cons for the quarter. Initially, I was hesitant due to my fear of being in the spotlight, which had never been my strong suit. However, Shalaka took the less-travelled route; she put her trust in me and made me the captain of the ship. She told me to do what I wanted and didn't look back. From initially focusing solely on HR operations for Bizom to working cross-functionally with all departments, it was challenging. But I never knew I could achieve greater things until Shalaka's guidance.

Slowly, by collaborating with Lalit and being pushed into the already dead “catalyst” role, I have embraced the role as well as a quote from Lalit: “Fajas, don't walk on eggshells around me; I am very harsh, but not without reason. If you have put in 100% effort, I will not be that harsh”. I started my work around revamping town halls (TMI), revisiting initiatives cross-functionally (Project Ascend), owning up WBRs, and hosting several boot camps, offsites, and initiatives with Lalit (the Underlord) and Nikhil.

A quick look back at my own team: we are transitioning and growing into a very strategic function, focusing on revenue/employee and productivity. I now have a much better understanding of Bizom and its business. I've come to appreciate the importance of continuous learning, always being eager for knowledge, and stepping out of my comfort zone. If you set your mind to it, there's nothing that will stop you at Bizom from achieving that.

”

- Fajas Mohammed

Initially responsible for basic tactical tasks, Fajas has now taken on important responsibilities such as overseeing WBR, Project Ascend, and its related initiatives, as well as contributing to and constantly improving Open Cons and other HR-led initiatives. He consistently brings fresh perspectives and innovative ideas, making substantial contributions to the team.

- Shalaka Kothawle



“

- One for All, All for One...

My initial six months at Bizom have been an enlightening journey. The unique aspect of Bizom's culture lies in its strong foundation of innovation, agility, and a determined 'can-do' attitude.

A heartening demonstration of our collective spirit became evident when I was racing to meet a demanding project deadline that extended into the lunch break. To my pleasant surprise, my colleagues were on hand, enthusiastic to provide their support, highlighting the 'one for all and all for one' ethos that quietly characterises Bizom's culture. This unwavering sense of togetherness and belonging has consistently revealed itself on various occasions, and it is evident in my interactions with the various teams and departments throughout the company.

The diversity within the teams at Bizom, with each member contributing unique skills and perspectives, has been instrumental in driving innovation and confronting challenges head-on.

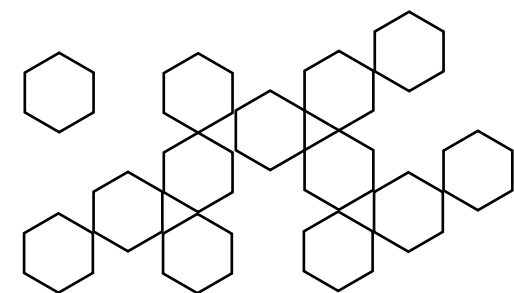
Looking forward, I'm eagerly anticipating the opportunity to continue contributing to Bizom's growth. The journey thus far has been enlightening, and I am confident that the future holds even more remarkable experiences and accomplishments.

”

- Gaurav Sood

Gaurav has been a valuable addition to the team, bringing with him complementary skills that have greatly contributed to our team's growth. Additionally, he generously shared tips with newcomers on how to manage their personal finances more effectively. In an impressively short span, he quickly grasps new concepts and takes ownership of new initiatives and investor relationships. His insightful input has not only benefited the finance team but also made a positive impact on other functions within the organisation. Gaurav is a disciplined, hardworking, and intelligent individual, and I am truly thankful to have him as part of our Finance team.

- Archita Gupta



“

Juggling Complexity with Grace!

When I first joined Bizom's legal team in December 2022, I was navigating through the company's maze without a map. Mandeep, who's a real whiz, had to go on maternity leave, putting me in uncharted territory. It was a bit overwhelming, to be honest. But I was lucky. Shree took me under her wing and guided me through the chaos. Her mentorship and cool-headed approach gave me the confidence I needed to tackle the challenges head-on.

As time passed, I took on challenging tasks like untangling negotiations that had been stuck for ages with enterprise customers like Safechem Industries, Anmol Industries, Sesa, and others. Some of these negotiations required me to make in-person visits, which was quite an adventure.

Aside from the legal stuff, the secretarial work at Bizom was no walk in the park. It involved handling big investments, juggling hectic board meetings, and plenty of hard work. But we managed to excel, achieving an impressive 95% contract compliance rate.

We also took on the responsibility of seamlessly managing all initiatives from the CEO's office. This was an added layer of complexity that we willingly embraced and efficiently executed, ensuring that every aspect of our work was meticulously attended to.

Looking back at my journey, I see a path filled with growth, challenges, and plenty of valuable lessons. I'm excited about the year ahead and all the new adventures it will bring.

”

- Hridaya Singh



Hridaya has exhibited dedication, hard work, and unwavering commitment towards her work. Her contributions have made a significant impact. She's not only a stellar individual contributor but also a great team player. Her commitment to legal excellence is truly commendable. We are privileged to have her as a part of our legal team.

- Mandeep Chhabra

“

- Finding my Path at Bizom as a CS Student!

In March 2022, I started on a journey that would reshape my perception of career choices. I joined Bizom as an intern, eagerly taking my first step into the professional world as an Associate Business Analyst (ABA). I still remember the raised eyebrows and sceptical glances from friends and family when I made my choice to pursue a career in sales. They had doubts about my career prospects as a Computer Science Engineering student in the field of sales. Many thought it was an unconventional choice, an ill-fated career path. However, Bizom was about to prove them all wrong. My journey had its share of hurdles, but Bizom's supportive team, especially Srinindhi, was always there to back me up. Despite my reputation as an early student in college, I faced challenges, but Bizom offered both personal and professional support during tough times.

I am grateful to Sid and Jithender for their unwavering support during difficult days and to Srinindhi for encouraging me to explore new avenues, even when some efforts didn't yield the expected results. Among team and organisational changes, Bizom's focus on collective success rather than personal ambitions stood out. My journey, from an intern to a confident ABA, was shaped by the right environment and a dedicated team. Thank you, Bizom, for your support and opportunities.

”

- Jaswanth R

It's hard to give feedback on Jaswanth's work considering the amount of maturity he brings to his business analyst role; his genuine care towards clients, his business and analytical mind are commendable. Not just that, he's quite compliant with internal processes, business reviews, and timeline adherences, and he checks the boxes in all parameters for his role; he's truly the rising star of SME.

- Vinaya Kumar S



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-Tames and Tales: Just A Beginning!

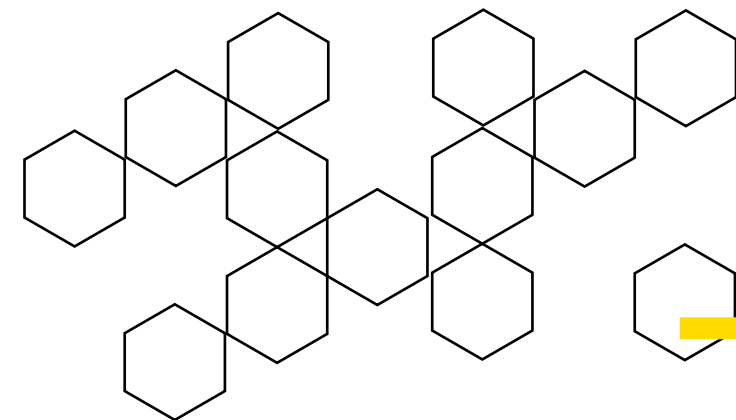
My journey? Well, it's been a crazy mix of adventures, like a choose-your-own-adventure novel. At the ripe age of 18, I stepped into the world of adulting, balancing studies and work to support my family. Then came the day when Bizom strutted into my college, and I strolled into their hiring room with a "win it or chill" attitude. To my astonishment, I made it to the final round and met my first manager, Raj, who introduced me to the world of Bizom. It was like discovering a new dimension, and I decided to hitch a ride with Bizom for an epic journey. Starting from square one, I embraced the "talk-to-people" learning method rather than the traditional document-dive. They even gave me the title "RTM Guru" by the Greatest of All Time (GOAT!) S Abhishek after the legendary "Saurav Bhai." I dove deep into understanding our clients' problems and got the chance to live out my dream of travelling and meeting new faces, all thanks to Bizom. But hold on, there's more to this story. I've got a secret superhero side: I'm part of the Bizom HR team's CSR initiatives, working to sprinkle a bit of goodness into our world. Oh, and speaking of families, my second one is Bizom! I've probably spent more time with them than with my own family. If you're ever in the mood for an adventure, just follow the laughter and lively chatter to the first floor, where you'll find a 6-foot-tall dude cooking up solutions, puzzling over configurations, or simply shooting the breeze with the Bizom crew. So, drop that book and come join the fun!

”

- Karthikeyan R

Karthikeyan has swiftly become a valuable asset to our pre-sales team, demonstrating remarkable tenacity, ownership, and a positive outlook. His contributions have already made a significant impact on our hunting team, consistently delivering tasks punctually with a smile and calm attitude. Keep going, Karthik!

- Saurav Kandoi



“

- Corporate Adventures Await...

From the setting of a design studio environment where daily standup calls, goals, and KPIs were non-existent and where conversations need not be conducted via email, I transitioned to a setting where any discussion requires scheduling a meeting by blocking the calendar.

This was a bit unusual for me, and it took time to adapt. I'm grateful to my team members for providing a warm and welcoming space, especially during my initial days. Mansi and Delroy have been incredibly helpful, offering tips and tricks whenever I felt stuck and they patiently continue to do so.

My journey so far has been amazing. Working on a mascot has given me room to grow and improve, understanding how to truly represent our brand. Collaborating with people of various levels of expertise is something I enjoy. Collaborating with the CEO's office on the Seller App design allowed me to work across teams and learn about different aspects of the business, gaining insights into how different sectors operate. I believe there are great opportunities here; I just need to identify them.

Amidst the regular working hours, there are certain pockets of joy that I cherish. When the atmosphere becomes a bit relaxed, lighthearted banter not only provides a break from the usual work-related discussions but often shares anecdotes, humorous stories, or pieces of interesting information (also called gossip).

PS: Still getting the hang of corporate life, one day at a time. ”

- Navya Baheti



From day one, Navya has brought a fresh and unique perspective to our design projects. Her knack for transforming content into visually striking and engaging designs is nothing short of remarkable.

What truly sets Navya apart is her willingness to go the extra mile. Even within her first three months on the team, she took on significant projects for ONDC, including a crucial contribution to the UI of an app that greatly supported the CEO's office.

- Mansi Srivastava

“

- Finding Purpose at 23....

Joining Bizom a few months ago has opened the door to learning and excitement for me. At 23 and clueless about what the future holds, the diverse community at Bizom feels like a perfect slice of the world, giving me a sense of ease. Despite seeming like a small role, contributing to an organisation and its people by keeping things in order and managing the admin section makes me realise how each person can contribute to a greater cause, regardless of their individual roles.

I have had a busy and fulfilling experience in an administrative role. I have been the connection between various departments, seeing firsthand the teamwork required to keep everything running smoothly. I have managed schedules and organised events, each task contributing to our company's success.

The best part about Bizom is its people. You don't have to struggle to fit in because there's a place for everyone here. Designations do not dictate respect, personalities do. When the same people I address as "sir" or "madam" sweetly call me "bhaiya," it gives me a strong sense of belonging.

My time at Bizom has not only enriched my professional life but has also given me a profound appreciation for the value of teamwork, diversity, and inclusivity in achieving success. I look forward to continuing to grow and contribute to this remarkable community.

”

- Pinku Das



We've been on a long quest to find the right addition to our admin team. However, Pinku emerged, and it was almost like a snap decision—he instantly fit our culture, resembling a miniature Kapil. After more than five years, we have finally identified someone who embodies the same sense of ownership, values, and dedication as Kapil and Muskaan. Pinku is driven, eager to learn, and takes a high degree of ownership. He's here day in and day out, engaging with people, interacting with teams, and seamlessly filling in when Kapil is unavailable. It's truly remarkable to witness how rapidly he has carved out his place at Bizom.

- Shalaka Kothawle



“

- Grateful for the Ride of a Lifetime!

Stepping into Bizom was like stepping into a whirlwind of fresh ideas and drive. The company is all about breaking boundaries in the tech and business realms, and I found myself hooked on the high-speed, always-changing vibe. Every day brought a new challenge, and it was a chance for me to learn something new. It was like an adrenaline rush.

But what made this place truly special were the mentors. They were amazing, and I hit the jackpot with them. They didn't just share their wisdom; they also instilled confidence in me. Their constant support and encouragement helped me bring out my best.

Talking about the projects I handled! GCPL, in particular, was mind-blowing. It was an opportunity to work on cutting-edge business solutions, and it was nothing less than a dream come true. Being part of a team that was dedicated to making a real impact was truly inspiring.

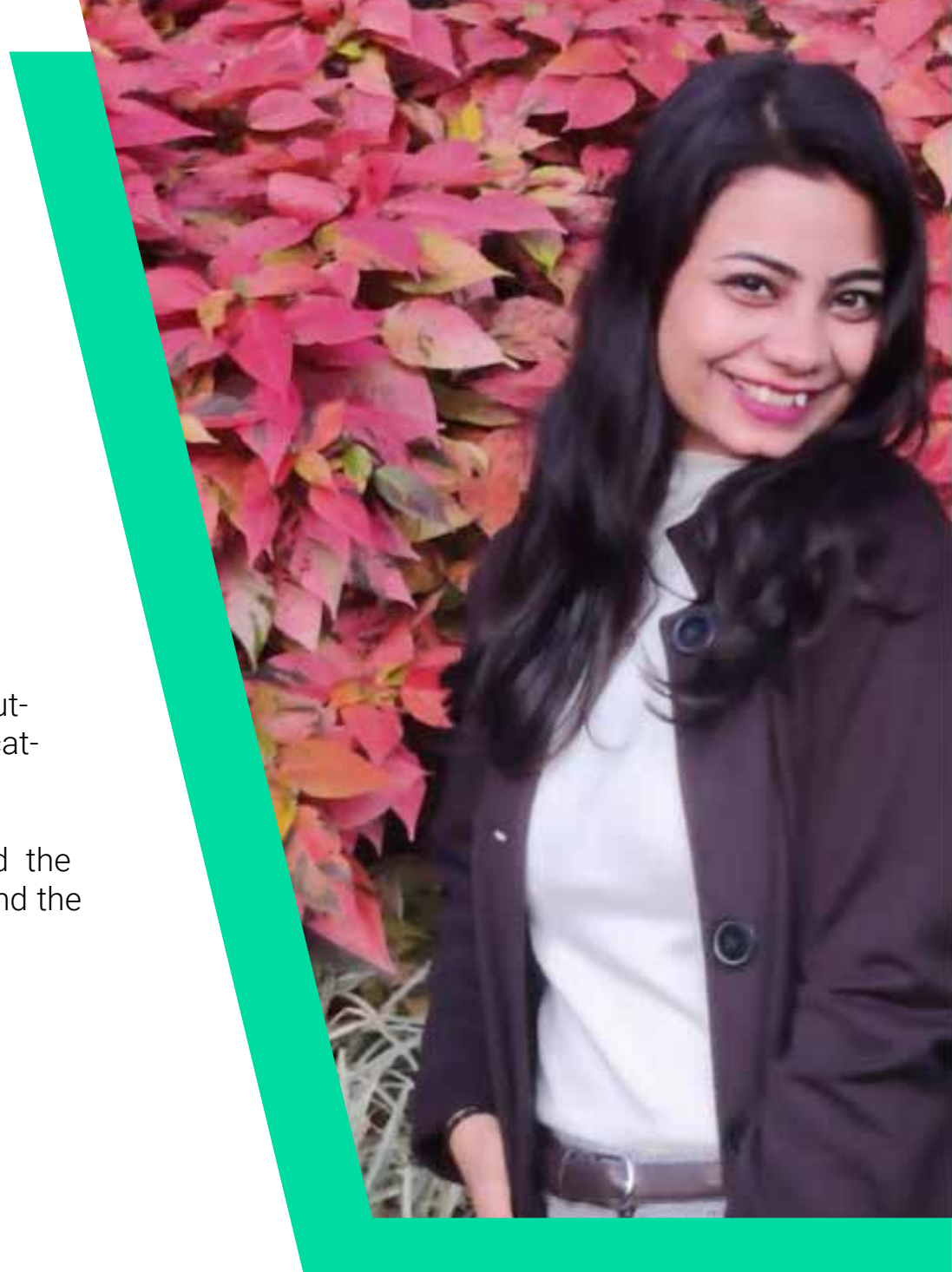
Looking back, I feel overwhelmed with gratitude for this experience. The thrill, the amazing mentors, and the growth—they have all made me a more capable professional. I can't thank Bizom enough for the opportunities and the confidence they've instilled in me. It's been one heck of a ride!

”

- Ritvika Pandey

Ritvika is a rising star in our organisation, showcasing unparalleled efficiency, dedication, and strategic acumen. In just 10 months, she contributed to substantial projects, such as the entire Africa implementation, ensuring timely project completion and seamless execution. Ritvika adeptly applies her knowledge and excels in stakeholder management. She seamlessly integrated into the Bizom culture, highlighting her adaptability and commitment. Her influence on our projects and workplace dynamics is inspiring, making her a beacon of success and a promise for the future.

- Lav Kumar



“

- Confessions of an ONDC Explorer!

In January 2022, I joined Bizom as an intern, wrapping up my MTech final semester (I had earlier worked for 2 months as a summer intern, although no one knows :P). As an SWE intern, my initial expectations were to work on tickets assigned "one at a time." One fine day, I asked for a change in my tasks; little did I know that it would be a turning point. I was asked to work on something called ONDC.

In the following days, I was added to several Slack channels managed by ONDC and bombarded with documents containing lengthy API specs. I started daily sync-ups with the ONDC team and teams from other companies. A person with practically zero years of experience was suddenly interacting with people of my age who had significant experience (I realized this when I met everyone in person, and yes, I felt out of place).

As an engineer, this was definitely unexpected, but realizing that I am one of the very few people in India who understands ONDC end-to-end is something that truly validates all the challenges of the past year. It is joyful to look back and realize that technology was not the only thing I was working on last year. It was a mix of operations, finances, and sometimes selling because of the sole reason that I had to. All of this was possible because my mentors in Bizom believed in me even when I failed to do so.

I eagerly look forward to the exciting ride ahead!

”

- Samarth Patel



Amid initial setbacks in B2C ONDC development, I felt disheartened as no orders came through for months. My instruction to Samarth was to leave B2C and shift focus to B2B; he instead persisted in resolving our logistics issues. Despite my dissatisfaction, he believed in the B2C vision. Now, we've exceeded 100 weekly orders, a testament to his leadership. Samarth's determination and belief turned the situation around, showcasing his ability to succeed independently. Remarkably, he achieved this in under 2 years. WOW!

- Lalit Bhise



“

- A Coder's Dream: Turning Ideas into Reality at Bizom!

I am honoured to be nominated as the rising star of my department (Engineering) this year. Looking back, I have been a computer enthusiast since a young age. Coding enables me to bring my creative ideas to life through software. It offers endless opportunities for problem-solving. The satisfaction of seeing my code work and the potential for innovation keep me passionate about coding. Joining Bizom has given me the chance to turn my passion into a livelihood.

My journey at Bizom has been an incredible learning experience filled with challenges, growth, and a strong sense of accomplishment. From day one, I was welcomed by a dynamic team that encouraged innovation and creativity, pushing me to constantly strive for excellence.

During my time at Bizom, I have had the opportunity to work on diverse projects and collaborate with colleagues like Arvind Kandi, Dharshan Kumar, Laxmikanth TD, and others. I have also witnessed the company's dedication to driving positive change in the business world. It has been a rewarding experience that has allowed me to harness my skills and contribute to the department's success. I look forward to continuing my journey at Bizom and making a lasting impact in the years to come ”

- Srijan Prakash

Srijan's dedication and work ethic make him a valuable asset to our team. He diligently allocates time to understand the requirements before development, asking the right questions to gain a deep understanding of the task. Srijan displays initiative by making necessary decisions independently when he knows the correct course of action, reducing dependency on others.

His commitment to promised timelines and close coordination with the team has led to significant improvements and optimizations in the system. Moreover, he is always open to receiving input and adheres to suggested workflows without any issues.

- Laxmikanth KD



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-Jai Bizom, Jai CCD: The Heartfelt Anthem of a Bizomite!

The journey I've had at Bizom is undeniably amazing. Being a part of a team that constantly breaks barriers and tackles challenges head-on has been nothing short of amazing. The vibe at Bizom is absolutely infectious, with a drive for excellence and a love for innovation that is truly inspiring.

Personally, I've grown so much during my time here - both professionally and personally. The support I've received from my team and the opportunity to work on super cool projects have been a game-changer for me.

What's great about Bizom is that it's not just a workplace - it's a whole vibe! The focus on always getting better and the absolute dedication to finding solutions make every day feel like a fresh lesson. My journey here has been filled with mind-blowing projects, amazing colleagues, and the feeling of doing something that really matters.

I am proud to be a part of the Bizom family and grateful for all the opportunities that have come my way. As for the future of Bizom, I'm on the edge of my seat, eager to see how this already remarkable legacy keeps reaching new heights. Jai Bizom, Jai CCD!

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- Vasanth Kumar



Vasanth's dedication has been instrumental in making Vikram Tea, VB Brothers, BVP, and Livpure accounts go live this year, as well as assisting with Walko and Priya Gold go-lives. Notably, he achieved the remarkable feat of a 14-day Livpure account go-live. Vasanth's versatile and deep business knowledge, combined with his tireless work ethic, consistently result in on-time and outstanding project outcomes. His contributions have significantly enhanced our team's performance.

- Aldrin Paul



THANK YOU

