

 **BIZOM | 2024-2025**

**WE ARE  
ALL THIS**

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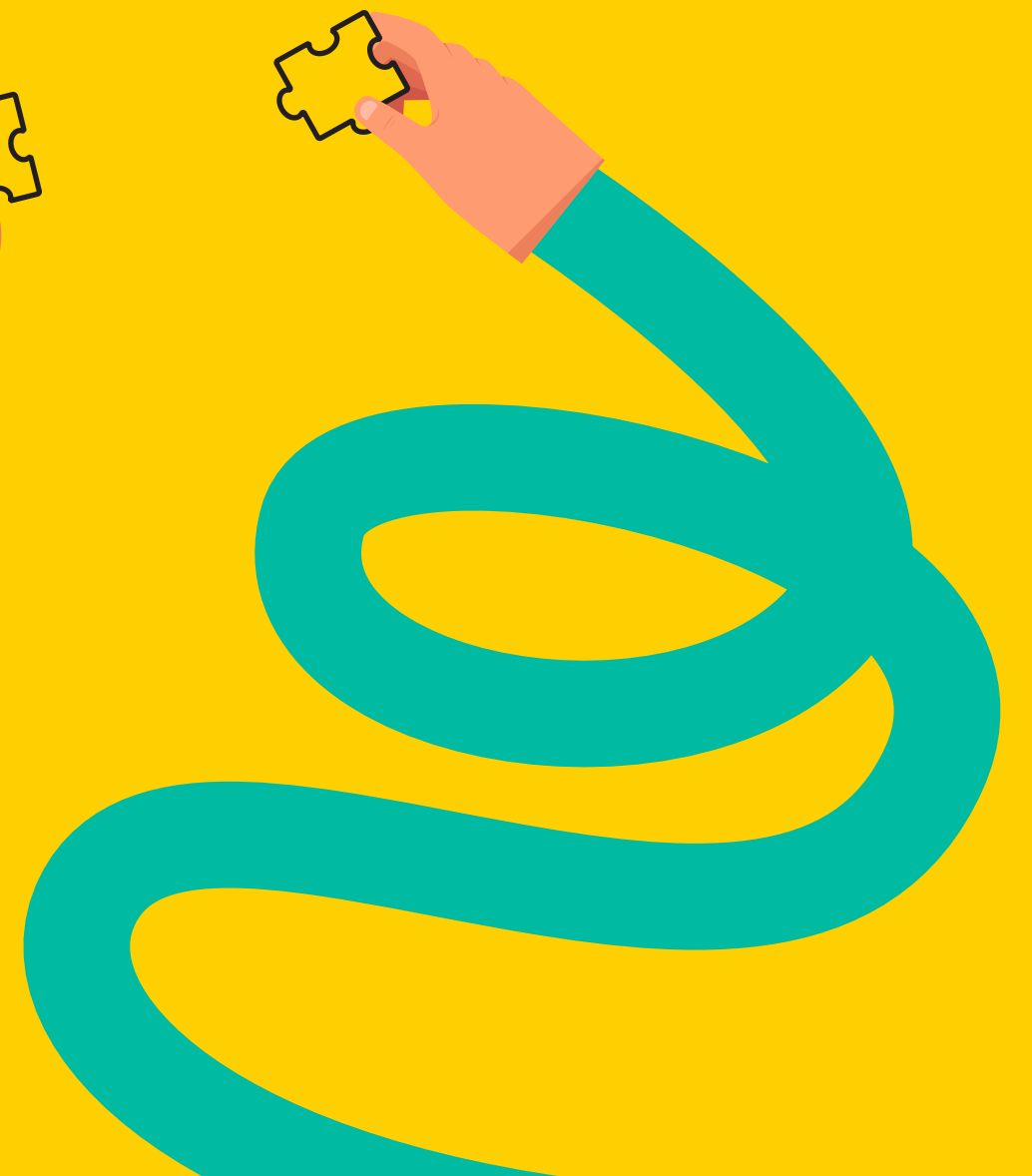
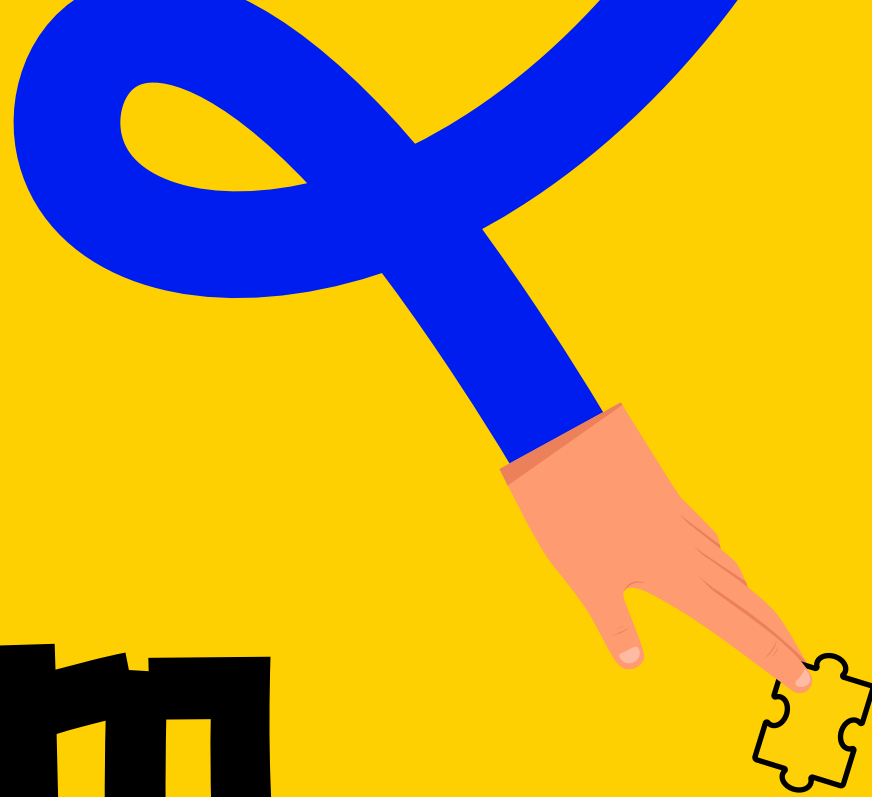
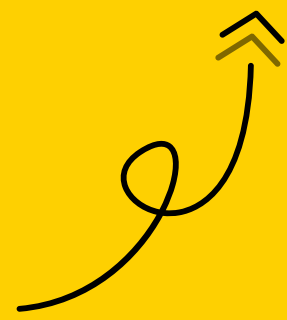
**MORE**

**#Collaboration**  
**#Algorithmic Jugaad**

**#Work is Fun**  
**#Compounding**  
**#Customer Obsession**



Scaling  
**Bizom**  
to **10X**  
and Beyond



“

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**You got a dream....  
You gotta protect it.**

*The Pursuit of Happyness*



# Beauty in Chaos

My adventure with Bizom began on April 1st, 2013, as a Support and Testing Engineer. I had no grand vision, no five-year plan, just a gut feeling that this was the right place for me. Well, it turned out pretty great! Back then, Bizom was a tight-knit team of around 15 people, working out of a single floor in what is now Bizom HQ. Our "product team room" was actually the kitchen and dining area. And the true MVP? The Paper Boat fridge, always stocked with drinks—sometimes even beer! The early days were intense. We'd get app updates right before customer meetings, testing them on the go—literally in autos and cabs—before presenting demos. Late nights? Plenty. Some even turned into overnights, fuelled by sheer determination (and a few energy drinks).

With an evolving system and a customer-facing role, I bore the brunt of client frustrations. But that also meant I got to interact with everyone—from salesmen to CEOs—getting an unfiltered view of the business. Our roles were fluid. One day, I was testing; the next, uploading data or even coding (just one line, but it counts!). It was chaotic, yet thrilling.

***Our biggest breakthrough? Landing Parle Agro. Until then, Bizom mainly served SMEs. This was our big-league entry.***

Another game-changer was when Nikhil joined—bringing structure and documentation (though begrudgingly accepted at first). No more quick fixes; everything had to be logged in Bugzilla! Painful, but transformational.

What I'm about to say may surprise the new fraternity—we literally lived in the office. We had a bed and a convertible sofa, and many nights we crashed there, waking up just as Shree, the earliest riser, arrived for work.

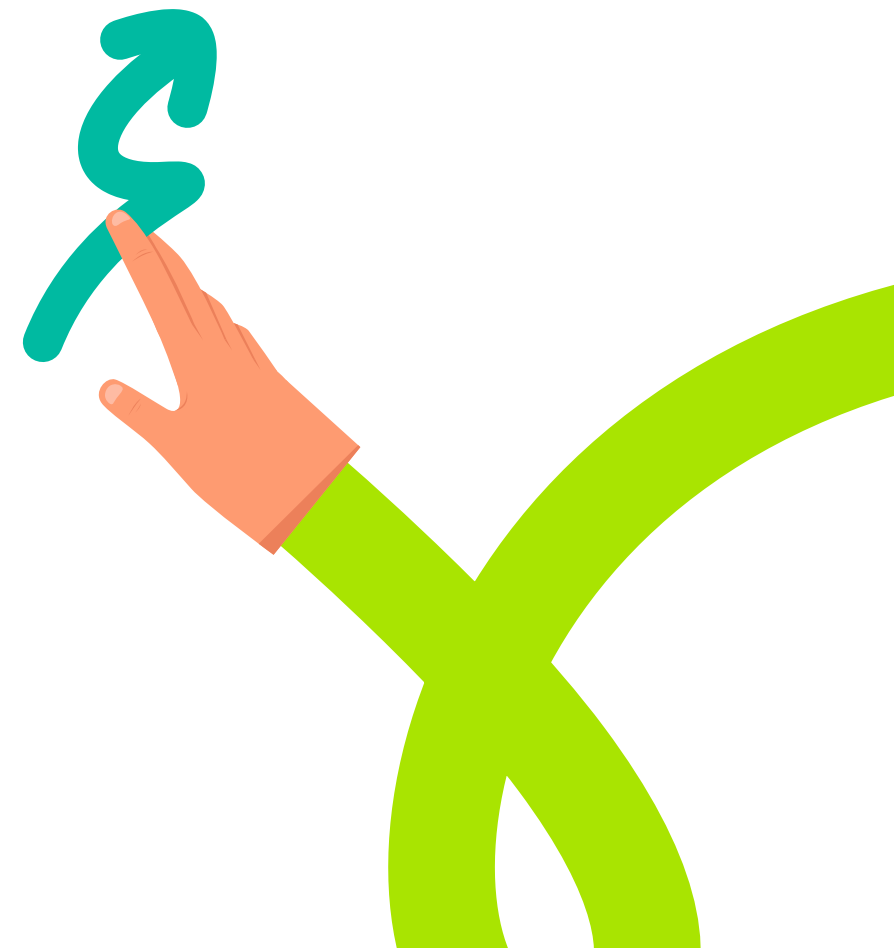
***Bizom, in its early days, was what I'd call "Beauty in Chaos."***

Features were often decided by who fought the hardest for them (Rohit vs. Lalit battles were legendary). Work happened at all hours—some coding, some handling escalations, while others played TT or carrom in the same space. And somehow, it all worked. The empathy we had for each other and our customers was the glue holding it together.

Enjoy what you do! If you're not, talk to your manager and explore what excites you. Trust me, Bizom is full of surprises—I started in Support & Testing and ended up heading SME. You never know!

***If I could relive one moment, I'd cherish more time with the early team—the madness, laughter, and magic of building from scratch. Those were the days that shaped Bizom.***

**-Srinidhi Shastri**





# Empowering My Stomach through Craftsmanship, Skills & Vision

Work as if your life and livelihood depend on it—that's how my journey began. "Empowering my stomach" was my primary goal. Exploring life while getting paid to do so was a fantastic idea. The absence of a singular direction allowed me to do multiple things to also please the inner engineer in me.

Between 2007 and 2015, I contributed to Mobisy through projects like Tengolf, Idea SMS, Formofast, Store Monitor, and the HIV smart app. Later, I volunteered for the Bizom website, marketing collaterals, backend, signup, API layer, ELL, and AWS-related work.

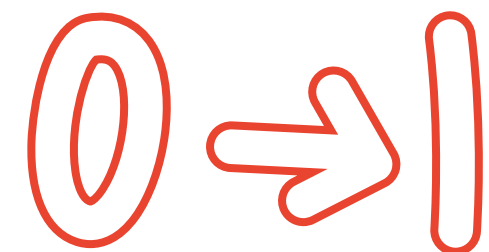
Looking back, about seven to ten people were working at Mobisy when I joined. The work culture at that time was somewhat challenging; everyone approached their tasks as just another day at the job, and the team lacked that spark. What was needed was a talented role model and executor like Anoop to drive a shift in this culture, and that's exactly where he made his impact!

And then came the ELL—a project I confidently volunteered for, despite having zero clue how to build it. I generously gave myself two weeks, which I spent doing... absolutely nothing. By the 14th day, my progress was a solid 0%. Classic. **Then, at 2 AM on the 15th day, something snapped. I stopped thinking and just started doing. By 8 AM the next day, the now-infamous crosstab was released! Somewhere, in some spreadsheet, the official target date was December. But thanks to my apparent ability to bend space and time, it was done by May.**

There was a time when the office felt like a reality show—endless debates, meetings about meetings, and enough blabber to put a newsroom to shame. That's when it hit me—not just a thought, but a gut-punch realisation—Bizom was doomed. Then, like a plot twist, a ray of hope emerged. I observed engineers working overtime and counterbalancing the fluff.

In those early days, everyone wore multiple hats—developer, designer, product manager, customer support, and more. If Bhaiya Ji was off, we even made tea! The last person out turned off the lights and locked up. I never knew Saturdays were days off, so I worked six to seven days a week for years, which accelerated my learning immensely.

**Everyone who wasn't actively contributing to the chaos was a hero.** Ownership transcended job descriptions; it was about survival—coding one moment, calming an irate customer the next, and troubleshooting WiFi like a tech exorcist. Now, we have experts for every role, driving consistent company growth year after year.



**-Anoop N**

# Code, Growth & Camaraderie!

I joined Mobisy as a software developer in 2014. The office had about 25 people, and there was a warm, close-knit vibe. Shree Madam, who managed HR and support, introduced me to the team. My team lead, Anoop Sir, was approachable, and my buddy, Bhupi Bhai, helped me settle in.

One of my first projects was the Parle onboarding process. The client wanted all transactions integrated instead of just collecting data. I sensed this could lead to the closure of our services there, but that's how technology evolves.

Another challenging task was working on Oxyrich reports with Lalit Sir, where I had to apply colour-coded logic and VLOOKUP in Excel. The client wanted specific colours, such as green and red, with logic behind them, but there were some logical issues with sending emails using the script. Lalit Sir insisted we fix it at any cost. That led to my first all-nighter, setting up an email queue using Python and Celery. By morning, I had it working, showed it to Lalit Sir, and finally took the well-earned day off to rest!



After 11 months, I left Mobisy to complete my MCA in Mumbai. However, little did I know that working elsewhere would make me truly appreciate Mobisy's approach—structured development, database changes via scripts, and backward compatibility.

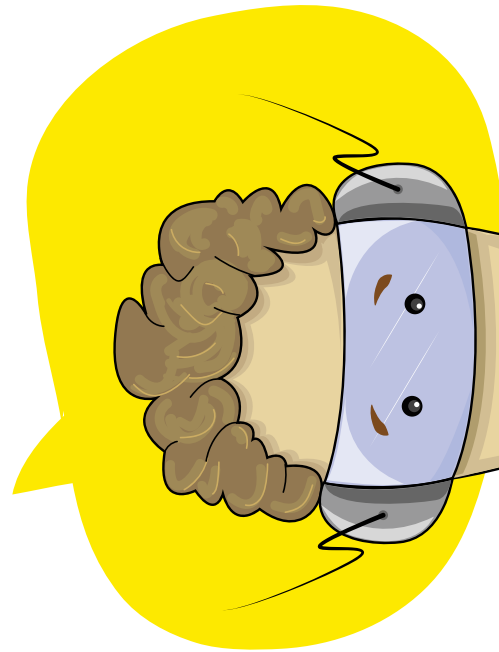
**By 2017, Mobisy had transformed from a cosy 25-member team to a 250+ strong workforce.** Thanks to Bhupi Bhai, I reconnected with Nikhil Sir and rejoined as a Senior Software Engineer. This time, we had processes like Bugzilla for developer-sales discussions that ensured high-quality code and minimal downtime. Amidst this growth, Praveen's journey stood out—he joined as a fresher in my first stint and, within two years, rose to lead the ELL Report team.

My first task after rejoining was developing the trainer module for HRI, but it wasn't used until a year later, which was disappointing. However, I learnt that sometimes good work takes time to make an impact.

**The COVID-19 era was an impactful phase! Mobisy wasn't just a company—it was a family.** When my wife and I tested positive and couldn't cook, Kapil Bhai and the HR team ensured we received three meals a day. When I urgently needed a hospital bed, Shalaka Madam, Karthik M, and Arvind Suryakant stayed with me until I was admitted. I will always be grateful for their kindness.

Throughout my journey, I've made wonderful friends, including Bhupi, Sadhanda, Praveen, Srinidhi Shastry, Shakti Abhishek, Smitesh, Shubham, Laxmikanth, Darshan, Sajal, Vidya, Bhaskar, Arvind Suryakant, Tushar, Dhulappa, Prashant Bathina, Santosh, Abhishek, Veerichetty, and many more. **Mobisy has been more than a workplace—it's been a journey of learning, growth, and deep connections. For that, I'll always be grateful!**

## -Arvind Kandi





# A Journey of Hustle and Heart

## ***The Beginning***

I still remember the day I joined Bizom—an ambitious startup with a bold vision to transform the retail and distribution landscape. We were a small, determined group, working out of a compact office with an infectious energy that fuelled our relentless drive. As a QA, Support, and Account Manager, I juggled multiple responsibilities—problem-solving, firefighting, and building from scratch. As an Account Manager, my first clients were iD Fresh Food, Hector Beverages, Aachi Masala, and Ayurwin, which gave me hands-on experience in managing key accounts and ensuring seamless operations. What drew me in was the sheer passion of the founding team and the belief that we were onto something revolutionary!

## ***The Challenges & Hustle***

The journey was anything but smooth. With tight resources, sleepless nights became the norm. There were times when our servers crashed at crucial moments, forcing us to pull all-nighters to ensure clients weren't affected. Due to the small team, it was difficult to manage multiple roles, and at some point, I was handling more than 25 accounts while ensuring smooth operations. Critical rollouts demanded long hours and sleepless nights, testing our endurance. Yet, collaboration defined us—no task was beneath anyone, and problem-solving became second nature. There were moments when we thought we wouldn't make it, but our shared resilience and ability to pivot quickly turned things around.

## ***Game-Changing Moments***

Several key moments have significantly shaped Bizom's journey. One pivotal turning point occurred when we secured Parle Agro and Vadilal as enterprise clients during a challenging period for the company. This achievement felt like validation of our hard work! I still remember the celebration that followed; it was a surreal moment of joy and relief.

## ***The Work Culture & Spirit***

What truly made Bizom special was its culture. We had an unspoken rule—ownership mattered more than hierarchy. There was an informal tradition of 'midnight brainstorming,' where ideas flowed freely and breakthroughs often occurred. The team was bound by a shared mission, and that team spirit made even the toughest days bearable. Whether it was inside jokes about our chaotic launch days or celebratory meals after closing a big deal, the spirit of Bizom was deeply ingrained in everything we did. Over time, this DNA evolved, but the core principles of hustle, innovation, and trust remained.

## ***Lessons & Reflections***

Bizom taught me adaptability, perseverance, and the power of a strong team. If there's one piece of advice I'd give to the new generation of Bizom employees, it would be this: embrace uncertainty, take ownership, and never stop learning.

***To those who are just starting their journey here—know that you are part of something special. Keep building, keep innovating, and most importantly, enjoy the ride!***



**-Sadhananda K**





**FROM SMALL**  
**BEGINNINGS**  
**TO BIG DREAMS**

*This is our Foundation.*



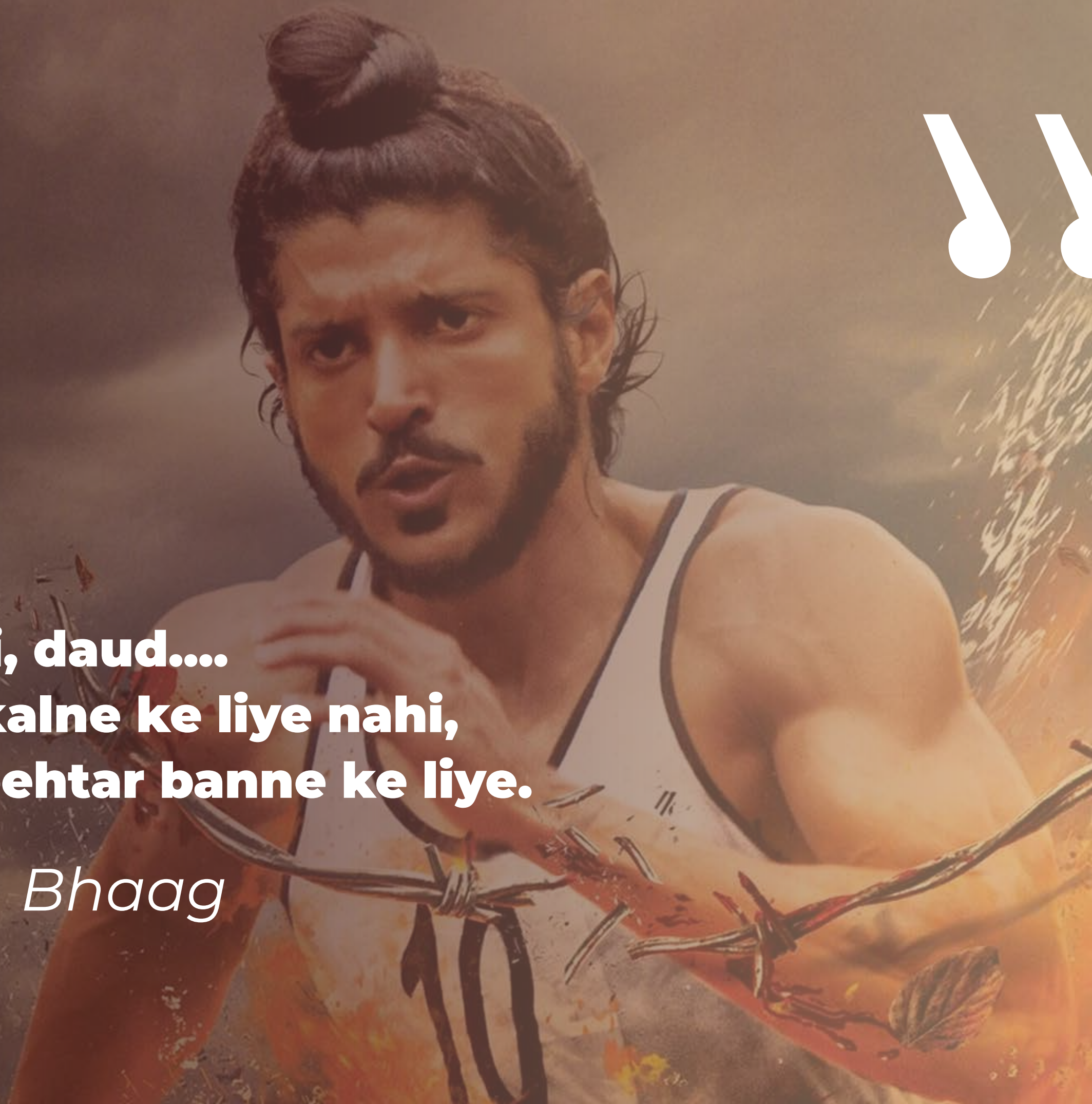


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**Zindagi mein  
daud lagani hai, daud....  
kisi se aage nikalne ke liye nahi,  
balki khud se behtar banne ke liye.**

*Bhaag Bizom Bhaag*





# Nine Years in the Making, Me Along for It!

I'm Saurav Kandoi, and my journey with Bizom began in late 2015. Today, I lead the Solution Consulting team, but looking back, these nine years feel like watching a dream unfold.

## ***Diving In on Day One***

I still remember my first day—jumping straight into an escalation. From that moment, there was no looking back. I evolved from handling crises to playing a key role in closing some of our biggest enterprise deals. Watching Bizom grow from 40 to 400+ has been incredible, and I'm grateful to be part of this journey.

## ***Earning a Seat at the Table***

Over the years, my role has continued to evolve—managing key accounts like Capital Foods, Fena, Cargill, Philips, and Del Monte, diving deep into numbers, and becoming a trusted consultant for enterprise clients. A defining moment came when I was asked to present business statistics to a major client early in my journey. My love for data analysis kicked in, and I delivered insights that not only impressed leadership but also secured my place in critical business discussions. That moment made me realize I had earned a seat at the table.

## ***The People Who Made It Special***

And the best part? The story is still being written. I've been fortunate to work alongside inspiring mentors, managers, colleagues, and clients who have enriched my journey. A special shoutout to my incredible pre-sales team—Atul, Lakshmi, Akshay, Kshitij, Sarthak, Shubhi, Shriya, and Pavan—who have always stood by me.

## ***More Than Just Growth***

When I first joined, there were no structured processes, no dedicated teams, and certainly no well-documented wiki like we have today. Alone, with no guide—just trial, error, and instinct leading the way. The same person handled customer interactions, implementation, and even functional testing. I still remember Praveen bhai guiding me through the logic of building reports. Back then, we coded on demand, creating a mess of expectations. It was chaotic, but one thing stood out—we cared, and the hustle built something special.

## ***The Enterprise Challenge: Thinking Like a Client***

One of the most defining projects in my journey was Cargill. Managing expectations for a global leader wasn't easy—they expected not just solutions but strategic thinking. That experience taught me a crucial lesson: to put myself in the client's shoes, understand their pain points, and solve their problems (only the project-related ones, of course! 😊). As Lalit often says, you don't just win a project—you win trust. Over the years, communication and documentation have been my lifesavers—clear expectations simplify work, and good docs prevent crises.

## ***The Mindset That Drives Success***

If I could share one piece of advice with new team members, it would be this: Never give up. Never say never. In every complex client situation, I reflect on past experiences and find an “Algorithmic Jugaad” to solve the problem at hand. That mindset has taken me far in life—keep trying, keep learning, and always trust the process.



**-Saurav  
Kandoi**

# My Journey at Bizom: A Story of Growth, Challenges, & Impact

## ***Finding My Passion in FMCG and Bizom***

FMCG has always been my passion, and Bizom became my playground—a place where I could directly impact decision-makers and help build something meaningful. My journey with Bizom began in 2015 when I joined Mobisy. We were a 60-member team with an ARR of INR 3 crores. Fast forward to today; we've grown nearly 30 times! This journey has been filled with lessons, wins, and its fair share of stumbles.

In 2020, I rejoined Bizom as a Strategic Engagement Partner (KAM), but my role soon expanded beyond its initial scope. From shaping industry insights and marketing analytics to tackling challenging accounts, optimising the sales process for mid-market and SME segments, and establishing a structured farming process, every turn brought new challenges and learning opportunities. But the most fulfilling was launching industry insights. With no blueprint or reference point, we had to build everything from scratch. Today, our data is widely referenced, even by the RBI, proving the power and capability of our ecosystem.

## ***Taking the Big Leap: Expansion and Strategic Partnerships***

One of the defining moments of my journey was taking Bizom into Indonesia—a massive leap that came with its own set of challenges, especially just after the COVID-19. Entering a new market, navigating cultural differences, and building credibility from scratch required persistence and adaptability. But the effort paid off. Winning our first client in Indonesia was a huge milestone, soon followed by three more. At the same time, we forged key partnerships with Mastercard, Accion, and Thoucentric, strengthening Bizom's brand.

## ***Transforming Bizom Analytics: From Reactive to Proactive***

When I took over Bizom Analytics, the team was seen as reactive—often the last resort for problem-solving. We knew this had to change. Through a conscious shift towards being proactive and solution-driven, we transformed Bizom Analytics into the company's go-to team for “algorithmic jugaad.” The internal push to be more consultative and forward-thinking turned us into a team that can be a key driver to Bizom's growth.

## ***Milestones and People Who Made a Difference***

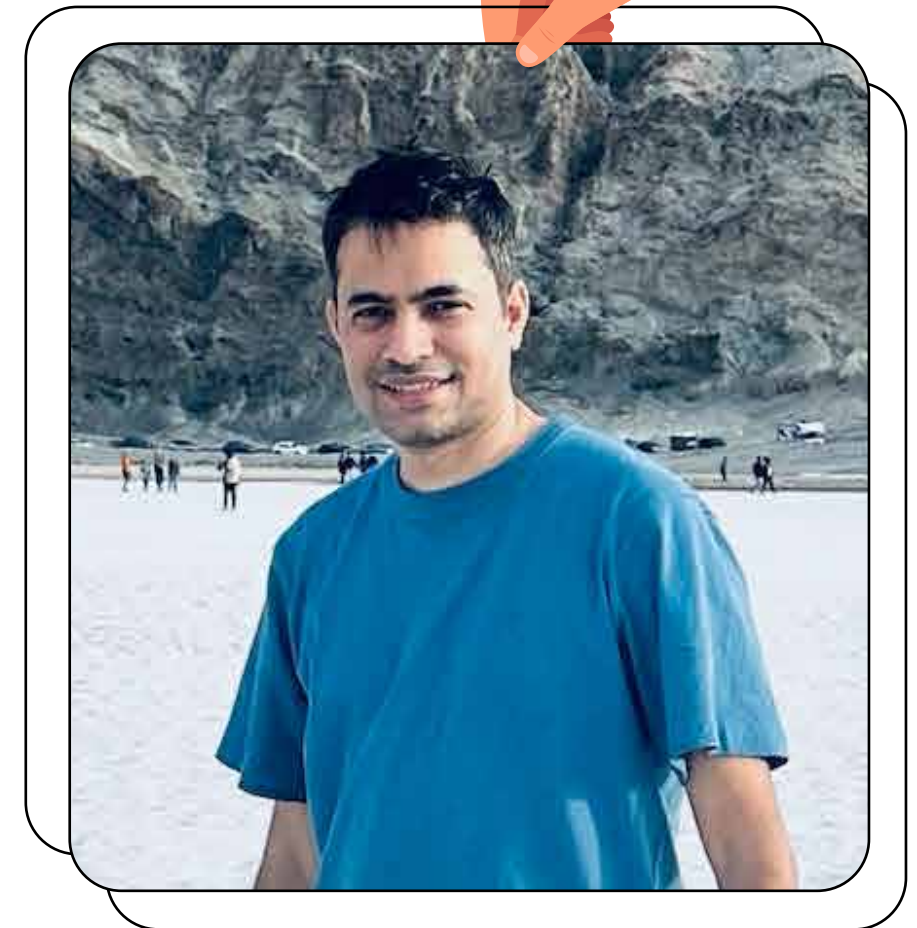
This journey wouldn't have been possible without some standout moments and incredible people:

- Scaling Distiman's operations to 600+ monthly orders.
- Hershey's migration from Power BI to Bizom Analytics, reinforcing the trust in our capabilities.
- Innovations within the team, such as Akhil's gamification, Rohan's intuitive dashboards, Bhoomika's standardized reports, and Raghu's and Sanjeev's deep client empathy—each playing a crucial role in reshaping Bizom Analytics.
- Our Friday retrospectives, a sacred ritual where we track wins, dissect failures, and (secretly) hope for a public holiday!

## ***Lessons and the Road Ahead***

Skills matter, but attitude and persistence matter more. Absorb, experiment, and stay fearless. If I could turn back time, I'd fight harder to keep Distiman alive—some battles are worth the struggle.

***Bizom's story is still being written. And the best part? The next chapter is ours to create.***



**-Harshit Bora**





# The Road to Regional Head

I joined Bizom in September 2019 as an Associate Business Analyst (ABA). Over time, I moved into a Farmer role and later became a Regional Head. While all my roles remained customer-centric, the shift from ABA to Regional Head was a big one, going from focusing on my own performance to driving the performance of an entire team.

Looking back, I've seen **Bizom evolve in incredible ways—built as a product-first company from day one**, we've grown into one of the leading SaaS brands, setting industry best practices rather than just following them. Some major milestones during this time? Navigating COVID exceptionally well and expanding internationally with brands like Shell and BAT.

On a personal level, my journey was just as transformative. Leading the Piramal Go-Live during COVID, driving the Godrej Agrovet Scale-Up, doubling the MRR for Parag, and contributing to the Hershey Global TPM project were all defining moments. One of the biggest confidence boosters? The Piramal UAT during the height of COVID. And making the leap from ABA to Farmer and eventually to Regional Head—that was a journey in itself.

Of course, rapid expansion brought its own set of challenges—structural changes, evolving roles, team building, and making sure everyone stayed aligned with leadership's vision. Clear communication became critical, and initiatives like Lalit's AMA sessions played a huge role in providing much-needed clarity.

One of the most challenging yet rewarding experiences was the Parag Scale-Up. It was a rollercoaster—seeking guidance from Harshit B, taking some tough feedback from the Parag team—but in the end, it was all worth it. **Another major challenge? Learning how to build and manage a team.** Shifting from an individual contributor to a leadership role wasn't easy, but it pushed me to grow in ways I never expected.

If there's one thing I've learned, it's that a team with a common goal and consistent effort can break through even the toughest challenges. Bizom shaped me from a 21-year-old figuring things out to a confident professional ready to take on whatever comes next.

Bizom itself has evolved massively—from a startup mindset to a well-established SaaS leader. The level of innovation, leadership, and adaptability here just keeps getting stronger. And when I look back, I can see how every single person's effort contributed to the company's growth and long-term success.

For those just starting at Bizom—soak in every opportunity you get. This place gives you an incredible platform to learn, grow, and make an impact. Leadership trusts you, and if you show intent, take ownership, and stay committed, things will fall into place.

Personally, this journey has been nothing short of transformational. From my early days as an ABA to now, Bizom has shaped not just my career but also how I see leadership, resilience, and the bigger picture. **I can't wait to see what's next—for both Bizom and its people.**

## -Nainam Shah



# Building Bridges, Not Just Solutions



For those who don't know me, I'm Chandan Kumar, leading the North-1 team at Bizom. I've been around since 2016—back when we were just starting to make waves in the North! In many ways, it felt like we were growing together - Bizom, carving its space in the market, and me, growing alongside it. Looking back, it's incredible to see how far we've come, navigating challenges, learning, and transforming along the way.

Back then, things were different. There were no well-defined processes, no dedicated teams, and definitely no neatly documented knowledge bases like we have today. Everyone wore multiple hats—customer interactions, implementation, even functional testing. ***It was chaotic, but that hustle built the foundation of what Bizom is today.***

One of my most defining projects was Fena. ***Managing expectations? Tough. Tight deadlines? Always.*** I was their sole point of contact, handling everything from troubleshooting to strategy. Some days, it felt like an impossible balancing act. But then, I realized something—success wasn't just about delivering a solution; it was about empathy. When I started thinking like the client, understanding their pain points, and putting myself in their shoes, things changed. Relationships strengthened, trust grew, and we not only scaled the account but also reduced churn risks.

***A game-changing moment for me was when I became a full-time resource for Fena and Cargill. This wasn't just another role—it was my crash course in client relationships.*** The more I interacted with them, the more I understood their business, their struggles, and their vision. Over time, I started providing insights that weren't just solutions but strategies. That's when I truly grasped the power of a hustling mindset—when clients started seeking my advice not just for execution but for bridging their business gaps.

Bizom's growth in the North wasn't just about adding clients; it was about vision, impact, and solving real business challenges. We started with Fena and Cargill, then scaled up, earning the trust of industry leaders like DS Group, KRBL, DFM, Mother Dairy, Namaste India, and many more. But the biggest transformation wasn't external—it was cultural. Thanks to leaders like Prarabdh, we didn't just manage accounts; we built relationships that empowered businesses to thrive.

***Fast forward to today—Bizom is bigger, stronger, and more structured. But you know what hasn't changed? The spirit of innovation and hustle.*** The biggest lesson I've learned is that relationships and perseverance will always set you apart. When experienced clients trust you to help them bridge business gaps, you know you're doing something right.

To the new gang at Bizom—keep going, stay curious, and don't hold back. This mindset got me far, and I know it'll take you places too!

***The journey continues...*** 🚀

## -Chandan Kumar

# Two Innings, One Journey

I started my journey at Bizom as a QA engineer before transitioning into the Product team. Over the years, I've had the chance to collaborate with almost every team on various initiatives. My time at Bizom has actually spanned two innings—first joining in 2015, leaving in 2016, and then returning in 2018 with fresh perspectives and a deeper understanding of the business.

Since my second stint in 2018, it's been a solid 7.5 years of growth, challenges, and a fair bit of fun (especially when it comes to teasing my colleagues—in good spirits, of course!). Some of my key contributions include scaling the product from 1 to 10, launching Bizom's first iOS app, and leading several other impactful initiatives.

Bizom has evolved dramatically over the years. When I first joined, there was no formal employee structure—just a close-knit team figuring things out. Today, we have dedicated departments, structured workflows, and a clear vision. The biggest milestones have been onboarding major FMCG players, not just in India but across multiple regions, while continuously expanding and enhancing our product offerings.

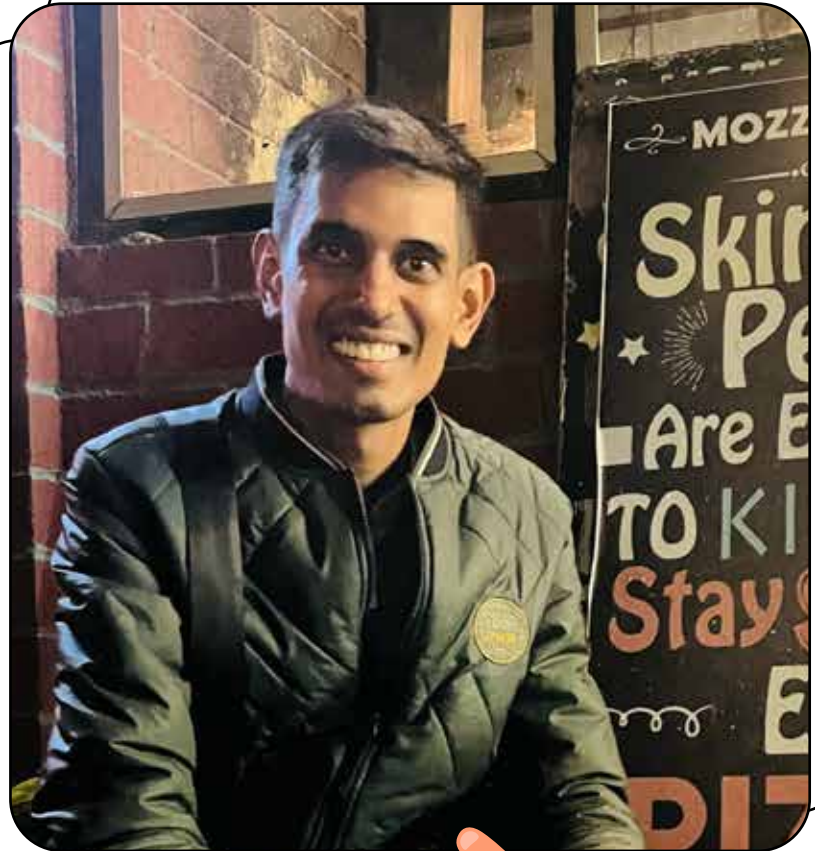
**From a team of 30 to nearly 400, Bizom's culture has transformed. But what's remained constant is the ownership mindset**—everyone takes responsibility, learns, and pushes to deliver the best outcomes. Watching this journey of growth and collaboration has been truly inspiring. Of course, with rapid expansion came new challenges. Working with larger customers meant adapting to their scale, expectations, and structured workflows. It wasn't easy, but it drove our growth. Every team stepped up, collaborating to ensure success.

**One of my most exciting milestones? Launching Bizom's first iOS app in a new geography.** At the same time, I was also learning about the industry and market dynamics—balancing product development with real-world adaptation. That experience reinforced a few key lessons: keep learning, stay humble, and embrace collaboration. With the right mindset and teamwork, anything is possible.

This journey has shaped me in more ways than one. Professionally, I transitioned into a higher-impact role as a Product Manager, focusing on solving real problems for users. **Personally, well... let's just say everyone in the organization seems to like me! 😊 But more importantly, I've gained the confidence I once lacked, which has helped me tackle challenges more effectively.**

Having seen Bizom's evolution firsthand, I can confidently say it has grown, matured, and cemented its place in the industry. What started as a budding startup is now a structured, confident, and recognized leader in the market. And for the new generation at Bizom? Ohh... got it now! Confidence is great, but overconfidence? That's a big no! The key is to keep learning—stay hungry, stay foolish, and always strive for growth.

**Having worked across Bizom's core teams—first in R&D and now in Product—I've always believed in creating an open and approachable environment. Whether it's my old team or a cross-functional one, I'm always happy to listen, collaborate, and solve problems together.**



## -Bhaskar Mangal





**“Hello, How Can I Help?” To “Here’s How We Scale!”**

Boldly stepping into the dynamic world of Bizom, I was an ambitious (and slightly over-enthusiastic) go-getter, ready to take on challenges and break barriers.

I started as a Customer Delight Executive in the call support team—handling queries, resolving issues, and ensuring clients didn’t pull their hair out while navigating Bizom. But I wasn’t just a voice on the phone. I was already diving into implementations for major clients like Empire Spices, Ravi Foods, and Inbisco.

Soon, I stepped up as the fearless (and slightly sleep-deprived) leader of call support, all while taking on implementations. I operated in hypercare mode for our customers—troubleshooting, strategizing, and even performing minor miracles to drive adoption and boost salesman efficiency for brands like Emami, UBL, and Shell. ***As Bizom evolved, so did I. When we transitioned towards CCD and CEE, I took over as the lead for CCD.***

During this time, we focused on key improvements—implementing NPS, pushing go-live TATs, streamlining the go-live process, and defining KPIs for variables, all to ensure a seamless customer experience. ***One of my proudest achievements? Stabilizing call support—achieving a stellar 90% customer satisfaction score and boosting our Google Play Store rating from 3.8 to 4.4 stars. If that’s not a digital makeover, I don’t know what is!***

Bizom wasn’t just growing—it was expanding rapidly. We evolved from serving SMEs and mid-market clients to handling larger mid-market and global enterprise accounts. Game-changing funding from IndiaMART propelled us forward, and rather than slowing us down, COVID-19 became a period of hypergrowth. Faster go-lives for entrepreneurial customers and company-wide innovation made us stronger than ever.

***Culture-wise, Bizom is one-of-a-kind. The motto? “Crush deadlines by day, celebrate wins by night!” No micromanagement, just pure hustle—with a side of fun.*** Scaling teams and managing expectations was no easy feat. COVID-19 brought new challenges, but we adapted—remote implementations, virtual support, and relentless innovation. A defining moment for me? Representing Bizom at a sales conference in Delhi for Shell, where I addressed 200+ users, showcasing our impact.

Exhausting? Absolutely. But the experience reinforced how deeply my role impacted users—it wasn’t just about software, but about empowering businesses.

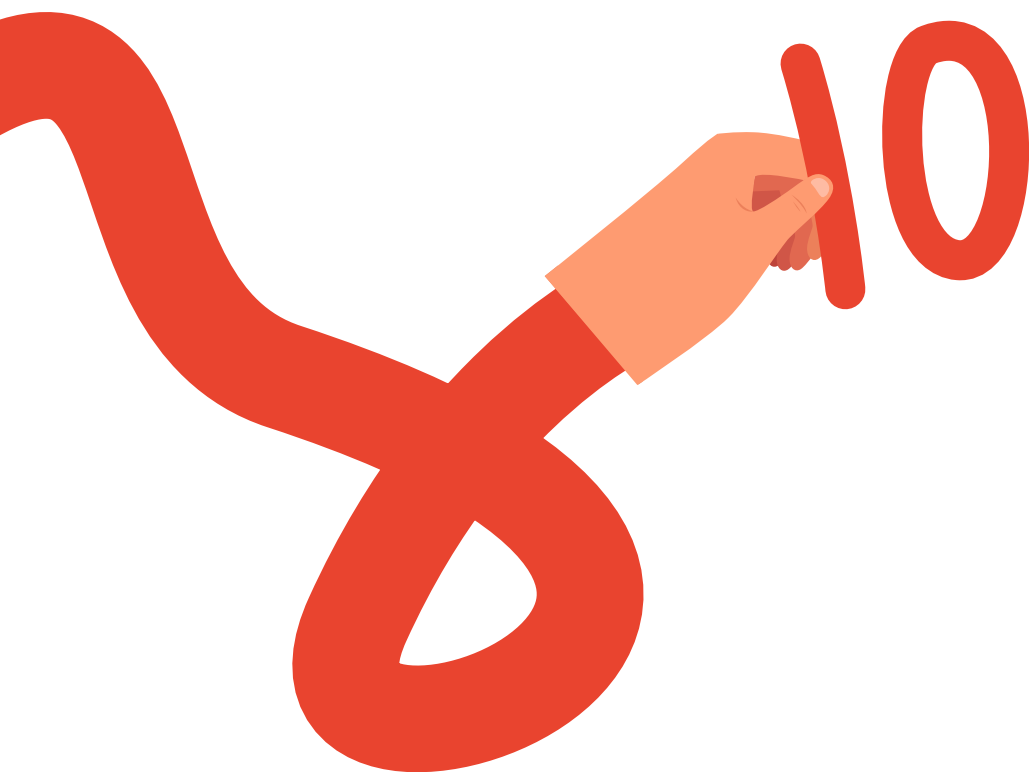
Bizom shaped me both professionally and personally. I learned that adaptability, resilience, and a customer-first mindset are key to thriving in any high-growth environment. If I could share one piece of wisdom with the next generation at Bizom, it would be this: Stay curious, embrace change, and never stop innovating. The ride is wild, but trust me—it’s worth it!

***To all my fellow Bizom warriors: Keep pushing boundaries, keep innovating, and most importantly, stay relentless.*** May your bugs be few, your clients be happy, and your WiFi be ever strong. Cheers to the adventure ahead! Best wishes and up the hill ahead,

Aldrin Solomon Paul—signing off with a mic drop (and probably a coffee refill).

**—Aldrin Paul**





# Where Coding Meets Culture

I started my journey at Bizom as a mobile app developer and, over the last 5.5 years, grew into the role of a Mobile Application Architect. It's been an incredible ride—one filled with exciting projects, challenges, and milestones that shaped both my career and Bizom's mobile ecosystem.

One of the biggest highlights was the launch of Bizom's iOS app and Bizom Next—major leaps forward in our mobile evolution. I also saw Bizom transform into a more process-driven and scalable organization, ensuring efficiency while staying true to its core foundation.

***But one thing that never changed? The spirit of "Work hard, party harder"—which made every challenge worth it!***

Of course, it wasn't always easy. Integrating new technologies while ensuring stability and scalability was a tough balancing act. But the freedom to experiment and adopt modern tech stacks made all the difference. Taking ownership of these advancements, I worked alongside a fantastic team to drive innovation and push our apps to the next level.

Looking back, some of my most cherished moments were those spent tackling massive datasets for Tata Motors, racing against time to roll out critical features, and fine-tuning performance for seamless scalability. ***Each challenge strengthened my ability to solve complex problems, work efficiently under pressure, and lead technological advancements—lessons that will stay with me throughout my career.***

Bizom has grown tremendously over the years, expanding its reach while maintaining a robust and scalable architecture. ***And if there's one piece of advice I'd share with the next generation at Bizom, it's this—take ownership, embrace challenges, and step out of your comfort zone. That's where real growth happens.***

A huge thanks to my incredible team for their support, collaboration, and guidance throughout this journey. Wishing everyone continued success in driving Bizom's growth forward!

**-Anshul Kabra**



# Nine Years, A Million Lines of Code



I joined Bizom as a Trainee Web Developer in January 2016, stepping into a world that was as thrilling as it was unpredictable. Under Supreeth's guidance, I found myself diving headfirst into maintaining the Node.js backend for Distiman and crafting APIs that powered the app's functionality. Little did I know, this was just the beginning of an adventure that would stretch across nine incredible years.

At first, my focus was solely on Distiman's backend. But as time passed, I moved to the Bizom Core team, where I got my hands on some of the platform's most critical modules—MSL (Must Sell List), the Loyalty Points System, Gamification Features, Scheme Capping, and my personal favorite, Master Data Management (MDM), which I took full ownership of. Along the way, I picked up new skills, solved challenges I never saw coming, and watched Bizom evolve from a scrappy startup to a structured, high-impact organization.

## ***The Good Ol' Days (and the Chaos That Came With It)***

When I first joined, Bizom was a lean, mean team of 50, all huddled together on the third floor of our office. It was the kind of place where your job title meant very little—because one day you were coding, and the next, you were out on the field doing Beat Visits or even managing promotional events. It wasn't just about writing software; it was about understanding the business inside out.

As Bizom gained traction, we grew—fast. Suddenly, teams became structured, roles became more specialized, and we had to adapt to working across different regions and industries. But that get-it-done energy never really disappeared.

## ***Big Wins & Bigger Growth***

One of the biggest milestones? Securing funding from IndiaMART. It supercharged our expansion, pushing us beyond just FMCG into retail, fashion, dairy, and even pharmaceuticals. From processing a few transactions a day to handling thousands per minute, Bizom became an indispensable tool for businesses worldwide. But it wasn't just about scaling numbers. The culture at Bizom evolved too.

## ***The Bizom Culture: Then vs. Now***

Back then, flexibility was the name of the game—where creativity was limitless, and speed was everything. It was messy, unpredictable, and absolutely exhilarating.

Today, Bizom is more structured, process-driven, and efficient—ensuring stability, scalability, and quality in everything we do. But despite the shift, one thing hasn't changed: the freedom to own your work, innovate, and ask for help without hesitation. There's no micromanagement, no rigid punching hours—just meaningful work that challenges and excites you.

## ***What Bizom Taught Me***

Think Beyond Tasks – Don't just check off items from a to-do list; create impact.

Embrace Challenges – Setbacks are just opportunities in disguise. Adapt, learn, and keep moving.

Enjoy the Journey – Hustle hard, but don't forget to celebrate the wins, big or small.

***Nine years later, Bizom still feels like home—only now, the house is bigger, the rooms are neater, and the family has grown. But at its core, it's still the place that lets you build, explore, and grow.***

# -Dharshan Kumar

# Customer First, Excuses Last

I joined Bizom in 2018 as a Mid-Market hunter in the Delhi office, where our mission was to replicate the South team's success in the North. Navigating the resistance to digitization in mid-market businesses was challenging, but our team spirit made all the difference. I still remember when a client handed us a stack of 1 lakh outlet records—on paper. Instead of backing down, we spent days digitizing every entry because the customer needed it—**our "Customer Obsession" in action.**

Since then, my journey has taken me across South and East India, then to Africa, where I helped open new markets and built Bizom's Inside Sales team from scratch. Each challenge—whether setting up processes, expanding geographies, or refining sales strategies—became a stepping stone. Today, as VP of Business Development, I focus on global enterprise expansion, but the core remains unchanged: relentless growth, problem-solving, and putting customers first. As Bizom scaled from a two-floor office with fewer than 100 people to a global company with 450+ employees, multiple offices, and a 35+ member hunting team, one thing remained constant—our DNA of team spirit and customer obsession.

## ***So, what truly sets Bizom apart?***

It's the freedom to experiment—where innovation isn't just encouraged, it's expected. When traditional outreach failed in Indonesia, we tried something new every week, testing different messaging across multiple platforms. Eventually, we cracked the code, leading to a dedicated team in Jakarta.

It's also about embracing failure. Lalit always said, "If a client blocks you, that's a great outcome." At first, I resisted the idea—until it happened to me. A major prospect shut me out, and I thought I'd lost the deal forever. Six months later, they signed with us. At Bizom, failure isn't feared; it's a stepping stone. And, of course, it's the collaboration at every level. I'll never forget the night before a critical client meeting when our demo portal crashed at 11 PM. Without hesitation, our VP of Engineering jumped in and fixed it within 30 minutes. No questions, no excuses—just teamwork.

## ***Breaking Stereotypes***

More than just a job, Bizom gave me the confidence to speak my mind—whether in internal meetings or high-stakes client discussions. And that made all the difference. I still remember walking into a boardroom where I was the youngest and the only woman. The skepticism was clear. "Are you here alone?" they asked. "Don't worry, I'll handle your questions," I replied. An hour later, the room was silent—listening, learning from me about tech transformation. In another tough negotiation, a client once told me, "You should never get married—you'll never listen to your husband." Three years later, I'm happily married. And yes, sometimes I do listen to my husband!

## ***For the New Generation at Bizom***

Own your hustle. Fail fast, but learn even faster. And never hesitate to ask for help—because no one succeeds alone. Bizom's journey is just beginning. This isn't just a company; it's a place where you build something bigger than yourself. So, dream big, take risks, and make every moment count.



**-Nishtha Jain**



# The Day I Joined Bizom... and the World Shut Down!

## **March 23, 2020—my first day at Bizom and the COVID lockdown.**

I delayed joining until the 23rd, hoping for a solo trip before corporate. Instead of chai in the hills, I faced my laptop, unsure if this was my first day or last, thanks to hiring freezes. **I came from a real estate startup where “team” meant two, and revenue was 10L (YES, annual!) Role? sales, ops, backend, contracts, manually sending “automated” emails. Spent more on career counselling than I earned, only to hear (four counsellors!) I wasn’t “fit for sales.”**

And yet, here I was, shoved into sales by the universe itself. After countless pep talks (mostly to myself) and convincing Bizom for farming (anything but sales), reality hit, COVID left one role: hunter in Mumbai. Not my plan, but beggars (or pandemic-job-seekers) couldn’t be choosers. With no one buying, my 100 daily cold calls became check-ins—asking about families, offering free pilots. Turns out, those calls built a goldmine of connections.

## **Biggest wins?**

- Helping people find oxygen, meds, and hospital beds.
- A 1,000+-strong Mumbai network.
- Closing two deals purely through relationships.

Funny how things work out. From last-minute Canva decks to cutting million-dollar deals for breakfast (okay, slight exaggeration—but dream big!). From IT support to sales-strategy whisperers for CXOs. From pitching ideas to a world where no brand decides to factor us in.

## **The last five years? Milestones. Madness. Plenty of “Wait... we did that?” moments.**

From 24-year-olds owning geographies to driving global expansions, we’ve watched Bizom soar. 100K+ deals a quarter? Check. 500K sneaking in? Oh yes. But the real win? The team. The culture. Turning talent into leaders, ownership into second nature, and building more than a company—we’ve built a brand. We’ve battled old-school brands, procurement melodrama, brutal sales losses, mid-call demo disasters, and expectations ranging from unrealistic to full-blown sci-fi. And of course client wisdom—like being told during a deal, “You should never get married.” (Yes, that happened. To whom? Ask around. xD)

We’ve tackled new markets, stumbled, and learnt hiring is the toughest game. After many “well, that didn’t go as planned” moments, we’ve found our footing.

If you’re reading this, congrats—you survived the chaos! And yes, you should feel proud. xD. Early days? Waiting outside the Polycab office, chasing distributors, losing deals—getting played or stuck with IT. But we learnt the real game-changers: ownership, hustle, and relationships. GSK, Castrol, JK, and Godrej proved this: behind every title, it’s just humans talking. **The real magic? Meals, coffee, beer—where relationships formed.**

At the core? Simply giving a shit about what you do. Everything else follows. Algorithmic Jugaad was a fast, scrappy startup ride—pure hustle. We sold vision, built on the fly, and fought for attention. Today, we’re not just a player; brands don’t just evaluate us; they depend on us. The hustle remains, now fuelled by experience, strong teams, and ownership.

**Still growing, still pushing boundaries, and still just getting started. At Bizom, ownership is a way of life. Solve real problems, build what matters, and grow fast. Challenges? Plenty. Wins? Bigger. The key? Take initiative, stay curious, and experiment. Jump in, embrace the chaos, and shape more than a career—this story is still being written!**



**-Manish Khilnani**



# The Leap from Customer to Release Manager

I'm Preethi KH, and if you were around Bizom from 2016 to 2020, chances are we've shared a high-energy brainstorming session, battled bugs together, or celebrated an "aha!" moment.

I have worn multiple hats at Bizom, first as a customer on the other side of the table, then as an FTR (facing one of our major DMS clients), bridging the gap between our customer and R&D. From there, I moved into Customer Success, then became QA Lead, and today, I'm the Release Manager. As a QA, I had the privilege of testing new enhancements with insights from the business side, ensuring everything worked seamlessly. I also had the honor of being a tech lead during one of Bizom's most electrifying phases.

***And now, as a Release Manager? Imagine being in the engine room of a rocket ship, fine-tuning the engines while it's already in orbit—that's what it feels like leading releases at Bizom!***

Looking back, it feels like we didn't just build software; we built something far bigger—real impact. My contributions ranged from architecting scalable solutions to mentoring an incredible team that thrived on challenges. Every day brought a new problem to solve, and every solution moved us closer to revolutionizing retail intelligence.

Imagine Bizom back in 2016—full of grit, big dreams, and endless ambition. Fast forward to 2020, and we became a strong name in retail-tech. That incredible journey from 1 to 10? I was lucky to witness it all up close.

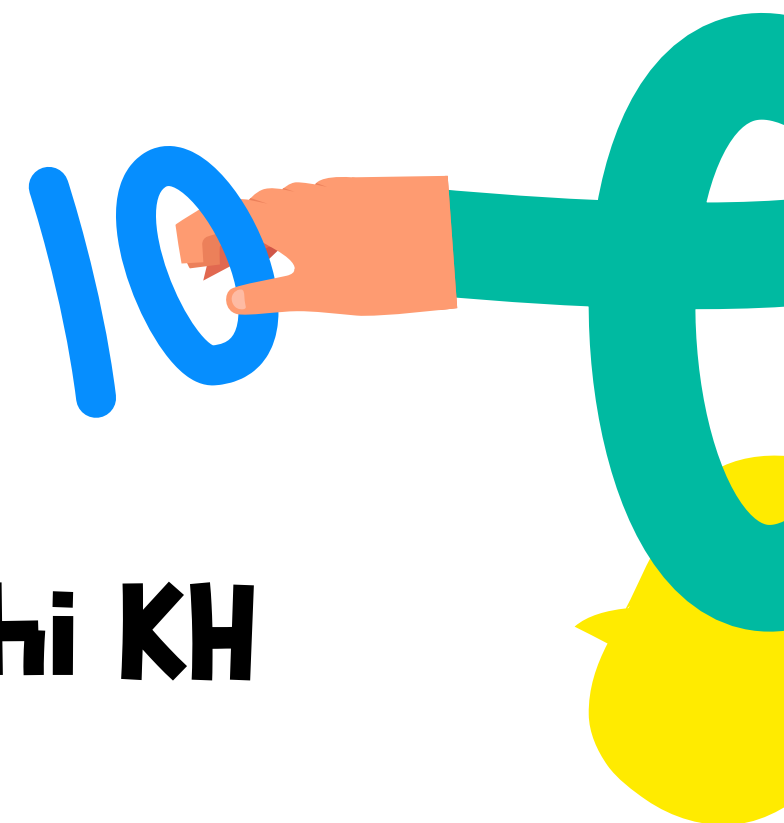
We worked under a lot of pressure, managing tough customer demands while building a dream team of talented techies. Our user base was growing fast—one day, it was thousands, and soon, it was millions. It wasn't just about "Can we handle this?" but "Can we stay ahead?" After many tries, sleepless nights, and a solid team that never gave up, the answer was a big yes!

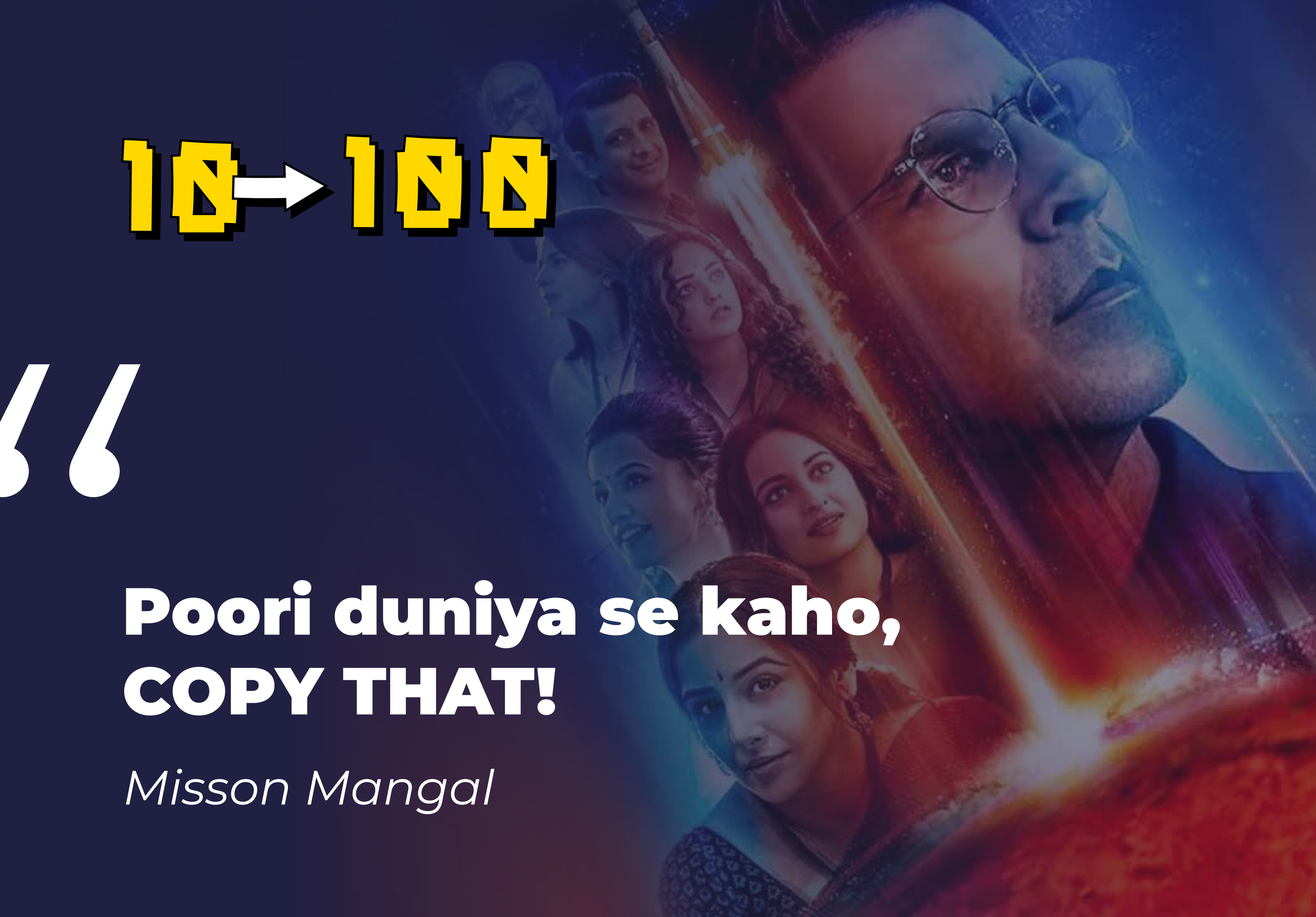
One night I'll never forget? The night GST was introduced. We had to make a huge system change overnight—failure wasn't an option. The energy in the room was intense—every click on the keyboard counted. When we pulled it off smoothly, it felt like a big win—not just for me, but for Bizom's tech story. Looking back, every challenge, every late-night debugging session, and every breakthrough reinforced one belief: Growth is uncomfortable, but it's the most rewarding thing you'll ever experience.

## ***What I've Learned:***

- The toughest challenges shape the best innovators.
- Passionate people make all the difference—energy is contagious!
- Tech is ever-changing—stay curious, stay adaptable.
- Don't be afraid to break things—as long as you rebuild them better.

**-Preethi KH**





**10 → 100**

“

**Poori duniya se kaho,  
COPY THAT!**

*Mission Mangal*



I see Bizom's 10 to 100 journey as being a relentless pursuit of excellence. It's not going to come by hustle. It's going to come by planned and structured execution day after day after day. It's going to need all team members to document—their processes, the requirement definitions, the solutions, and the plans. All the documents will have to be living documents, being updated constantly. On top of this, we will have to continue innovating as we currently do.

I visualise all the organisation, process, and ways of working redesign resulting in Bizom Customers deriving great outcomes in their own businesses and hence being our champions!

**-Shree Bhise**



In my view, I will break the 10-100 journey into 3 parts:

**Product:** The product needs to be embedded with AI apart from platformizing it more to allow partners and customers to extend it.

**Market:** The market is there for our taking; apart from key accounts, which can be 10cr accounts, there are 100s of potential 1cr accounts in our cohort. We just need to sharpen our ABM and Product marketing.

**Sales:** This will be the biggest area for team and process learning and growth. I expect more skills to be built internally and hired from outside in this group (CS+Hunting)

So, I think the game is around doing the same things better every day and compounding them over the next 5 years while acquiring the ability to collaborate expertly across teams in true algorithmic jugaad fashion, which is what will take you there.

*In my mind, we are well set on the journey ..  
onwards and upwards !!*

**-Lalit Bhise**



A solid foundation has already been set with the journey from 0-to-1 and 1-to-10. The journey of 10-to-100 is a journey of growth. Growth focused on great outcomes and experience for our customers, employees and partners.

Growth driven through industry-leading innovations, cutting-edge tech, and superior user experience.

**-Vasudeva  
Manjunath**





# New Initiatives

**Only when someone  
dares to swim against  
the tide, big things  
happen.**

*Soorarai Pottru*

# Real

# Intelligence



## What Real Intelligence is NOT

When we talk about Real Intelligence, we must be 100% clear on what it truly means—and more importantly, what it does NOT mean. These key points will ensure that every conversation around Real Intelligence is sharp, impactful, and aligned.

### ***Real Intelligence is NOT anti-AI.***

- ✓ It's not about resisting technology—it's about using it strategically.
- ✓ AI is an enabler, not the enemy.
- ✓ The smartest businesses combine AI with human ingenuity. RI is the superset of AI.

### ***Real Intelligence is NOT about more software products.***

- ✓ We're not just pushing software under a new buzzword.
- ✓ RI is about maximizing customer outcomes—not adding tools for the sake of it.
- ✓ It's about delivering value faster through AI-driven innovation.

### ***Real Intelligence is NOT ignoring human connection.***

- ✓ We build real relationships with customers and prospects.
- ✓ We engage with truth and insights—not fluff.
- ✓ Human perspectives are the foundation of every action we take.

### ***Real Intelligence is NOT about more noise.***

- ✓ More AI is not the solution.
- ✓ The right AI for the right problem is Real Intelligence.
- ✓ Everything else? Just noise.

### ***Real Intelligence is NOT a tagline.***

- ✓ It's not just a marketing slogan—it's a positioning strategy.
- ✓ Like Inbound Marketing (HubSpot) or Customer 360 (Salesforce), Real Intelligence is a framework for AI-driven success.

### ***Real Intelligence is NOT a sales pitch.***

- ✓ We don't "sell" Real Intelligence.
- ✓ It's our answer to skeptics & the curious—showing how Bizom is integrating AI into its roadmap.
- ✓ It's about being honest, real, & capable.

### ***Real Intelligence = Strategy + AI Human Intuition***

- It's not just technology, data, or automation.
- It's about strategy, customer obsession, and smart execution.
- It's about adopting AI and combining it with human intuition for meaningful impact.

**-Animesh  
Bajpai**



# Why We Choose Real Intelligence (RI) at Bizom

Bizom has always focused on delivering solutions that address specific use cases rather than simply promoting a particular technology. We emphasize showcasing the capabilities of our solutions without overly highlighting the underlying technology. This approach allows us to steer clear of discussions around the limitations of specific technologies and instead focus on how our solutions can enhance the lives of users.

Since 2015, we've been at the forefront of developing AI-driven products. One notable example is 35Hawk, a patented image processing algorithm developed by Lalit, which stands as one of the earliest implementations of image recognition merchandising in the Indian CPG industry. By 2017, we had assembled a team of data scientists to work on advanced image recognition use cases, positioning us ahead of the curve. Back then, the market had only a handful of vendors offering similar products or genuine AI solutions, so it wasn't necessary to explicitly state whether we were using AI or not. However the situation has changed drastically ever since Chat-GPT came out in early 2023.



We aim to differentiate ourselves from the multitude of vendors offering AI solutions. "Real Intelligence" (RI) is a unique niche. Today, AI is often equated with the use of Large Language Models (LLMs). If a solution incorporates an LLM, it's considered AI; otherwise, it's seen as a rules-based system. Conveniently, western marketing organizations have redefined AI for their own gain. Regrettably, our customers have been swayed by these definitions and now frequently inquire whether our solutions employ LLMs, often without really understanding what they're asking for. **Competitors are exploiting this gap in knowledge by branding every intelligent solution as a "GenAI" solution backed by LLMs. This situation is concerning because customers genuinely interested in adopting next-generation technologies may end up having negative experiences, ultimately removing these innovations from their list of desired technologies.**

we've established to set ourselves apart from opportunistic vendors. RI focuses on enhancing Bizom workflows to be more intelligent and intuitive, ensuring that our product is innately smart rather than merely ticking a box.

**To distinguish ourselves from the ever-growing crowd of AI solution vendors, we have carved out a niche we call "Real Intelligence" (RI). This initiative allows us to enhance Bizom workflows to be more intelligent and intuitive, ensuring that our products are innately smart and not just a checkbox on a product list.**



**Here's why we refrain from labeling our solutions as GenAI or AI products:**

- 1. Purpose-Driven AI:** Our goal isn't to chase AI trends for their own sake but to make use cases smarter and more effective. Sometimes, a classic machine learning model suffices, providing tangible improvements in workflows without the necessity of generative AI. Our priority is to enhance customer satisfaction through substantial workflow improvements, regardless of the technology used. RI gives us the flexibility to choose the right tool for each job.
- 2. Adaptability:** Technology is in a constant state of flux, with new trends emerging every few years. Today's emphasis on GenAI might shift to another focus area tomorrow. There could even be undesirable outcomes from current GenAI applications that might prompt companies to reconsider their usage. By branding our efforts with RI, we create a safeguard against the volatility of technological trends.
- 3. Industry Alignment:** Many major players are adopting their versions of "Real Intelligence," such as Apple Intelligence and Microsoft Copilot. This positions us alongside industry leaders who prioritize meaningful innovation over generic technological buzzwords.

We have defined several core attributes that are integral to any RI offering, ensuring consistent and effective positioning with our customers. **For a solution to be considered an RI solution, it must adhere to the 5 'Real' principles in addition to being intelligent.**

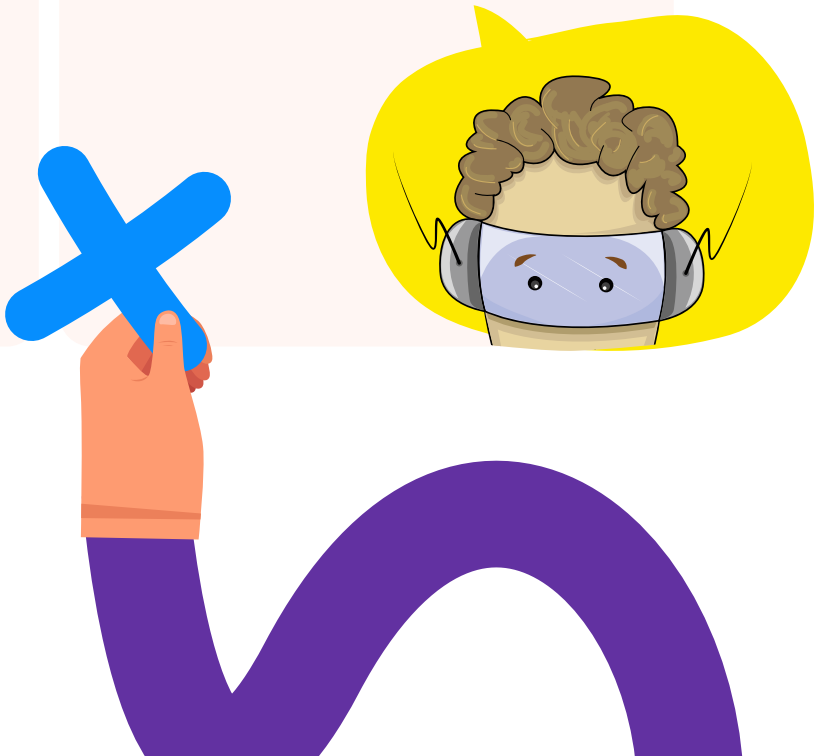
**Criteria #1**  
**Solve a Real Use Case:** Our solutions are crafted not as technical proof-of-concepts, but to address real customer use cases and challenges through the use of technology. Simply using a Large Language Model (LLM) for its own sake holds no value. If it doesn't solve a business problem, we won't incorporate it. The solution must be easy to use by the end user so that he can reap the benefits. We can summarise it as Purpose-Driven Development without unnecessary use of technology

**Criteria #2**  
**Closer to Reality:** All solutions must be designed for scalability to support deployment across India. This means ensuring that APIs respond within the desired time frame even at scale, and that algorithms can handle multiple concurrent requests effectively. Additionally, it's crucial to account for regional differences in the data. For example, someone in Uttar Pradesh might search for milk using the term "Doodh," while in Karnataka, they might use "Halu."

**Criteria #3**  
**Trained using Real Data:** We should utilize real data, rather than simulated data, to fit and train our models. Having access to years of real data gives us a distinct advantage over the competition. This authentic data enables us to train models that more accurately reflect reality and offer a deeper understanding of the industry's dynamics.

**Criteria #4**  
**Choice of Algorithm driven by Reality and not Hype:** We aim to employ techniques that are optimal or best suited for the solution, rather than being influenced by trends or hype. For example, we shouldn't automatically switch to using DeepSeek R1 just because it's widely discussed, without thoroughly evaluating its pros and cons. In some instances, a simple model may outperform a complex one, as outcomes should be based on facts. However, in other cases, we may need a model that generates results beyond just factual data, such as when writing a product description from an image, which requires creativity. In contrast, predicting a suggested order relies on factual outcomes.

**Criteria #5**  
**Bring Real Outcomes and Real ROI:** We should collaborate closely with customers to determine the outcomes they aim to achieve and identify the technology that will help them reach those goals. The solution's cost should be justifiable, delivering sufficient ROI to ensure it is sustainable and consistently valuable for the customer



Some of the solutions that fall under the gambit of RI in current Bizom offerings  
(List is large here listing some of the most popular):

<i><b>Solution</b></i>	<i><b>Solve a Real Use Case</b></i>	<i><b>Closer to Reality</b></i>	<i><b>Trained using Real Data</b></i>	<i><b>Choice of Algorithm driven by Reality and not Hype</b></i>	<i><b>Bring Real Outcomes and Real ROI</b></i>
Outlet Deduplication	Identify the duplicates in 1M images and cleanup the outlet master	Pan India images can be analyzed. The solution costs has been put on check by using a GPU and CPU combination	The solution was trained on the real customer images	The algorithm used was the optimal to solve this problem. Instead of using a classical Image processing algorithm, the solution uses MLLM models	The solution helped the customer to cleanup the data set effectively and accurately with no major concerns
Eagle Eye Hyperlocal space	It helps the brands to understand the potential of the locality by using Bizom Data & publically available data	Some of the publicly available data is old and out of context, we have created our own data. All analysis is done basis of the 1km x1km grid and that helps us to scale it to Pan India	There is no simulations, all the output is based on the actual data	It is a large collection of statistical models. The GenAi models will not work here since the output is based on facts and not on creativity	One of the largest tobacco companies is using the solution to find out the whitespaces in India. The kirana report that is our flagship FMCG insider report make use of Eagle eye analysis
Bizom RI Copilot	Helps the salesman to place the right products at the right outlets in right qty	The solution suggests cross-sell, up-sell basis of the grid dynamics and optionally provide the facts for the suggestions made	The data is grounded for the particular grid. A single model shows issues when used for the pan india scale, so we have created multiple models fine tune to a region to enhance the accuracy	We have used an ensemble of prediction models. GenAi models will fail miserably in this scenario as the outcomes are based on the historical facts	Multiple companies are using it and it is a part of the regular offering in BizomNext

***In conclusion, adopting Real Intelligence allows Bizom to maintain its pledge to develop solutions centered around true customer needs, providing sustainable value and resilience against the rapidly changing tech landscape.***

**-Rohit Agarwal**

# From RI Newbie to RI Explorer

As someone who firmly believes that Artificial Intelligence is the future, I knew we needed to prepare ourselves and integrate it into our daily habits. I was fortunate to join the RI core team back in December 2024, a transformative opportunity that introduced me, a complete non-tech professional, to the world of AI.

## ***Mondays Hit Different Now!***

Every Monday morning, the RI core team meets to shape how RI will influence the future of Bizom. Initially, many of these discussions felt alien to me, but with the unwavering support of team members, I gradually found my footing. Stepping out of my comfort zone, I started thinking about how AI could be incorporated into my daily HR work as well.

## ***Lalit's Adrenaline Rush!***

Lalit ensured I never stayed in my comfort zone, Sunday nights became nerve-wracking in anticipation of our Monday meetings. However, looking back, I realize how profoundly this experience has impacted my career trajectory. My perception has shifted; AI is not just the responsibility of the tech or product teams, it's a revolution that will reshape all our lives. This initiative will create a lasting impact, not only on how we work internally but also on how our clients perceive us.

## ***Explaining RI to Janta***

We initially launched RI with the League, but soon realized it needed to be a centralized initiative, one that drives Bizom's growth as a whole. This isn't about competition; it's about collaboration. Our ultimate goal is to deliver the best for our customers because, at its core, Bizom is all about customer obsession.

Along the way, we struggled, we failed, we learned, we unlearned, and we relearned, but RI kept evolving. Human intelligence remains both the starting point and the driving force behind it. Real intelligence lies in delivering maximum value in minimum time, because the later value is delivered, the lesser its impact.

## ***Owning the RI Narrative***

My role is to ensure that everyone understands what RI is, what we are building, how it is scaling, and the broader impact it will have. The day every single person in Bizom recognizes how we are incorporating RI will be my personal victory. From branding to awareness, that's what I do. If anyone in the company remains unaware of RI, I see it as my failure.

***One of my personal milestones so far was working on an assignment with Langflow, where I built a bot, something I never imagined I could do! That moment was a powerful reminder that growth happens outside our comfort zones.*** I still struggle on some days, but I know this journey is worth it for my long-term growth. What once felt intimidating has now become an exciting adventure of constant learning and transformation.



**-Ridham Kapoor**



# The Growth Zone

Last year's L&D initiatives were truly rewarding! It was great to see 100+ employees participating with an impressive average LSAT score of 4 out of 5. We introduced several new programs, and the positive response was genuinely heartening. It always feels great to create something that helps my people grow and scale.

***Narrative Edge wasn't just about storytelling***—it was about making content that sticks. Led by our very own Archit, the session dived into what makes a message hit home. We talked about why the right cook (storyteller) matters just as much as the ingredients (data, facts, and insights). It was all about turning raw information into something people actually care about. How do you shape a story? How do you make data feel real? How do you create content that doesn't just inform but pulls people in? This session was packed with real talk, hands-on learning, and those lightbulb moments that change the way we create.

***BTS – Business Through Stories*** was a wake-up call for anyone still cramming bullet points into slides and calling it a presentation. Launched with Sachin Bhandary, we ran two batches for leadership and customer-facing teams, diving deep into how stories can make or break a message. It was about turning every conversation into a story people actually care about. But a story that pulls you in, makes you feel something, and sticks in your head long after? That's the secret sauce. If your words aren't making people laugh, think, or say 'damn, that was good', then you're just making noise.

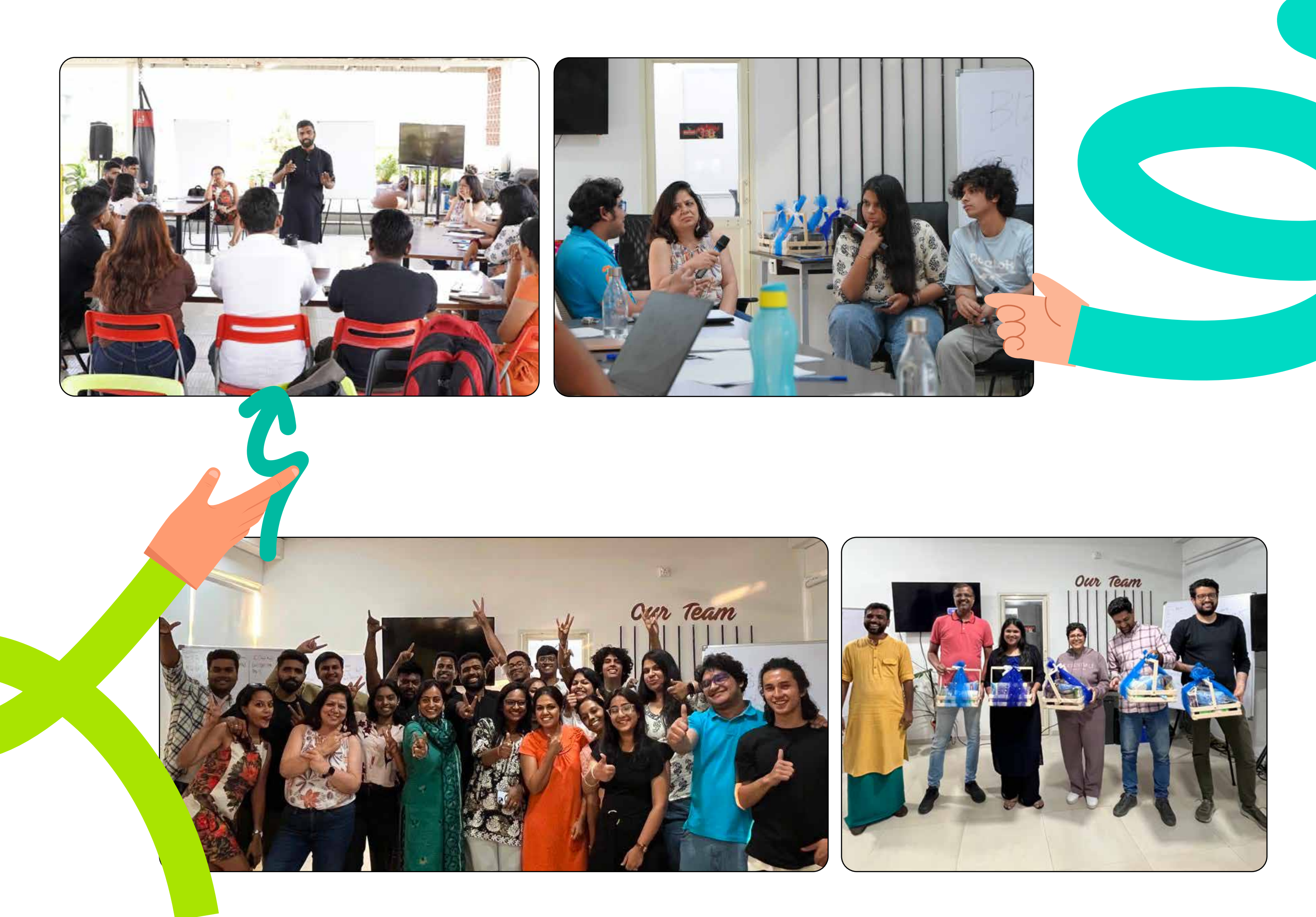
***BYOB (Be your Own Boss) wasn't just a program***—it was a mindset shift. With 80+ participants across customer success, SME & Professional BU and 60+ certifications, this 3-month journey was all about being your own boss—taking ownership, accountability, and making things happen.

Led by Revathi, we tackled real stuff—how to think on your feet, own your decisions, handle crises, and step up when it counts. No hand-holding, no shortcuts—just straight talk, real challenges, and pushing limits. The energy was insane, the lessons were raw, and by the end, everyone walked away not just with a certificate, but with a whole new way of thinking. Boss up or miss out.



**-Angela Ann Simon**



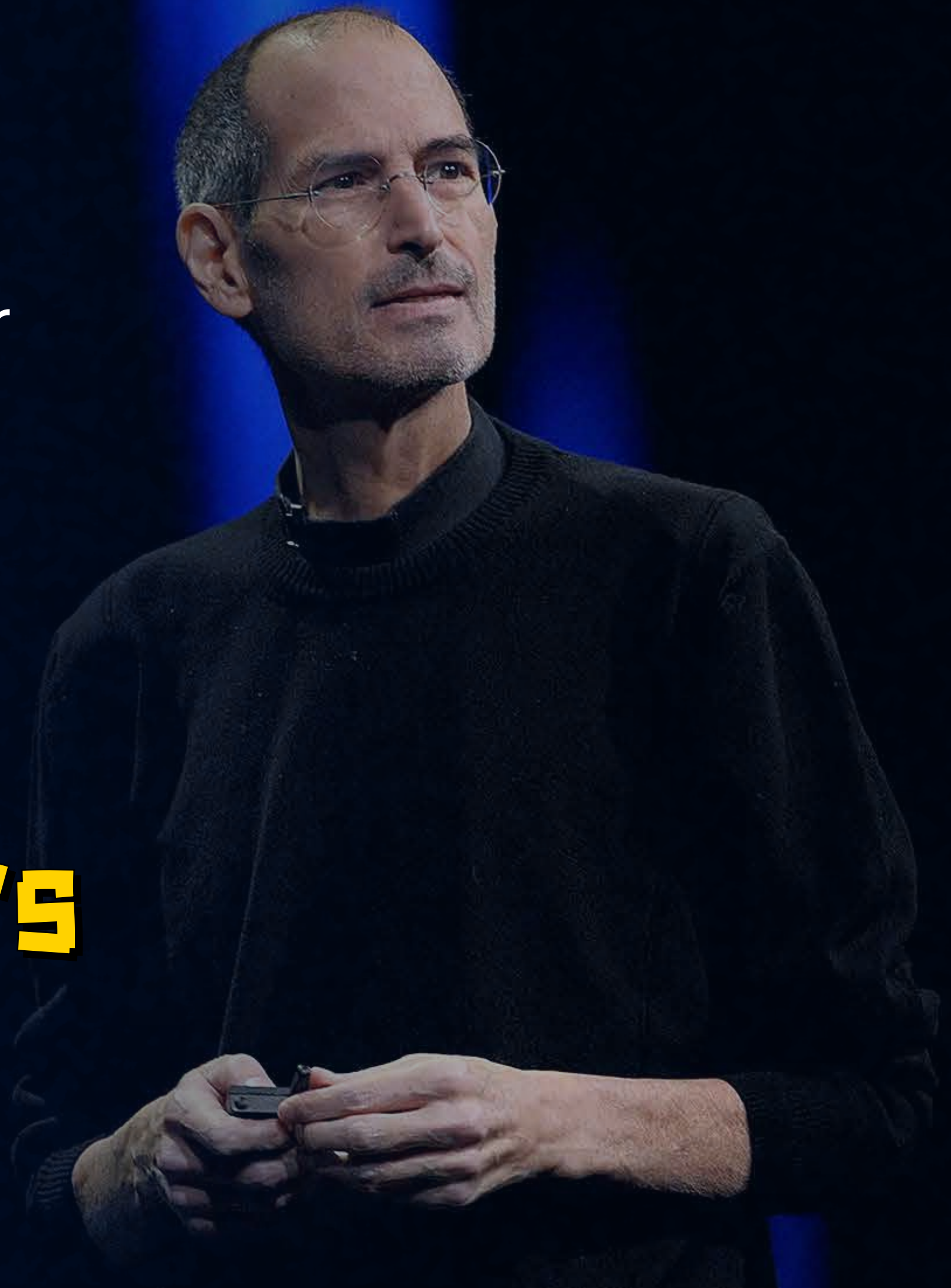




Great things  
in business are never  
done by one person.  
**They're done by a  
team of people!**

- *Steve Jobs*

**CO - FOUNDER'S  
Note**



# To Infinity and Beyond !!

This is my 18th year as an entrepreneur and 13th year for Bizom as a product and business. I am entering my entrepreneurial adulthood as Bizom gets into its teens. Transformatory times, either way. While we have successfully navigated our 0-1 journey and 1-10, ***the 10-100 journey will need us to learn new skills and unlearn some old bad habits. Essentially, grow up!***

Bizom's product market fit is proven. What we need in this phase is an organisation market fit. As we deal with larger and larger customers, customers are looking at Bizom not just as a product but as an organisation. During the last 5 years of our journey of 1-10, we could win battles with some heroic efforts from individuals combined with great products alone. While this must be preserved, it is not sufficient for the next journey. Now, what we need is to replicate those individual heroes in a single one of us at scale. This needs replicable processes and leadership that spreads our great culture among individuals.

Toy Story is unlikely but a great movie around collaboration and leadership. Woody eventually finds out that rather than preserving his own selfish agenda, if he partners with Buzz Lightyear, they can together achieve the goal (Andy's happiness). We are going through the tough Woody phase of fighting the change rather than accepting that we need to reinvent ourselves. ***What does reinventing mean?***

***Compounding:*** Learn to bring in some improvement every day in your current role and perfect it rather than trying to delegate too soon or switch roles too quickly. Be methodical and systematic about it. Remember Malcolm Gladwell's 10,000-hour rule!

***Collaboration:*** We are doing big things, and big things cannot be done by individuals; it needs a team. When working in a team, it's possible that others do not follow your lead or you feel left out / not heard. In Bizom's philosophy, everyone is a leader, and a great leadership ability is to stay calm, try to make your point, but in the end, pull together towards the common goal without finger pointing but leveraging the unique skills and strengths each one of us brings, Toy Story style.

***This Aikyam, we will talk about these and how they help our customers succeed even more and more consistently. To infinity and beyond!!!***



**-Lalit Bhise**



# Boring is Profitable & Fun

***It's been a really rough 15 months since the last Aikyam.*** We have been facing setback after setback. We had to work super hard to get customer satisfaction in most of our key accounts. In spite of putting in hard miles, including complex customisations, we lost some really good accounts. The funding dragged on for a long and played a nerve-wracking 'will it, won't it' game with us. Some beloved deals didn't materialise even though we worked hard at impressing the stakeholders.

## ***Some sobering numbers***

Customers churned - 66

Average degrowth across degrowing customers - 25%

## ***That said, we had some brilliant wins as well***

Customers added to MRR - 109

Customers with more than 20% MRR growth - 111

Customers with more than 30% MRR growth - 83

Customers with more than 30% MRR growth over a base of 1 lakh or more MRR - 27

Average MRR growth across growing customers - 36%



Now, this is great. Please take a moment, take a bow, and clap for yourselves and all those departments and team members who got you till here. But we cannot be satisfied with this. We are now in the 10-100 growth phase. We are done with the 0-1 initial stage and 1-10 PMF and scaling stage.

***The real battle begins now. Will we be able to gracefully achieve the 10-100 scale? Not if***

- we are disorganised and run for last-minute developments
- we run only 4 test cases for 1 story point development
- we hand over customers like they are hot potatoes
- we hustle poorly and take shortcuts to meet targets
- we point fingers for every setback etc.

***We definitely will achieve this, but we must upgrade our ways of working for that.***

1. We must create and follow repeatable, sustainable, profitable processes in every department
2. We must collaborate like our life depends on it. True individual success will only come with the organisation's success
3. We must each look at what incremental improvement we bring in ourselves and our teams day after day after day

***There is fun in the boring and the repeating. Trust me. Team Bizom, Are you with me?***

# -Shree Bhise

# Consistency is a super power!



For the past 13 years or so, Bizom has been at the forefront of transforming the retail ecosystem in India and the emerging markets. For me, it is a humbling experience filled with gratitude for the customers, partners and the Bizom team, present and past.

In the last 15 months, we have had great success with onboarding and scaling several key customers across regions. The period has also seen some avoidable failures, such as key customer churns, quality issues and escalations.

Growing a sustainable business is intertwined with the growth of our existing customers, and acquiring and growing new customers. The growth is sustainable if we are consistently delivering valuable business outcomes for our customers.

## ***What next?***

The journey of 0-to-1 and 1-to-10 has set us on a solid foundation to build and grow further.

The journey of 10M to 100M is a journey of growth. At this stage, growth and success are deeply tied to the team's ability to grow and perform.

## ***Nature is an amazing place to learn!***

Anthill is a great example of teamwork. A conscious and consistent work of tiny ants leading to great outcomes. Each ant knows its job and does it really well. From nothing to a self-sustaining colony! A lot to learn from!

Sharing some of my thoughts on the learnings that we can imbibe. Of growing individually and working great as a team together.

## ***A habit to succeed consistently***

Organisation is its people. Each of us has a role to play and goals to achieve. Sustainable and continued business growth requires all of us to consistently improve, grow, contribute and maximise our potential. Know, be aligned and excited about your career goals!

A discipline of setting (small) goals, measuring progress and consistently achieving them will make this a sustainable and rewarding journey! Being consistent and disciplined is infectious.

## ***Succeed and growing together***

Be the ant! Know the purpose, play your part and succeed. The team wins, everyone wins!  
A journey of purposeful, consistent, sustainable and rewarding growth for all of us!

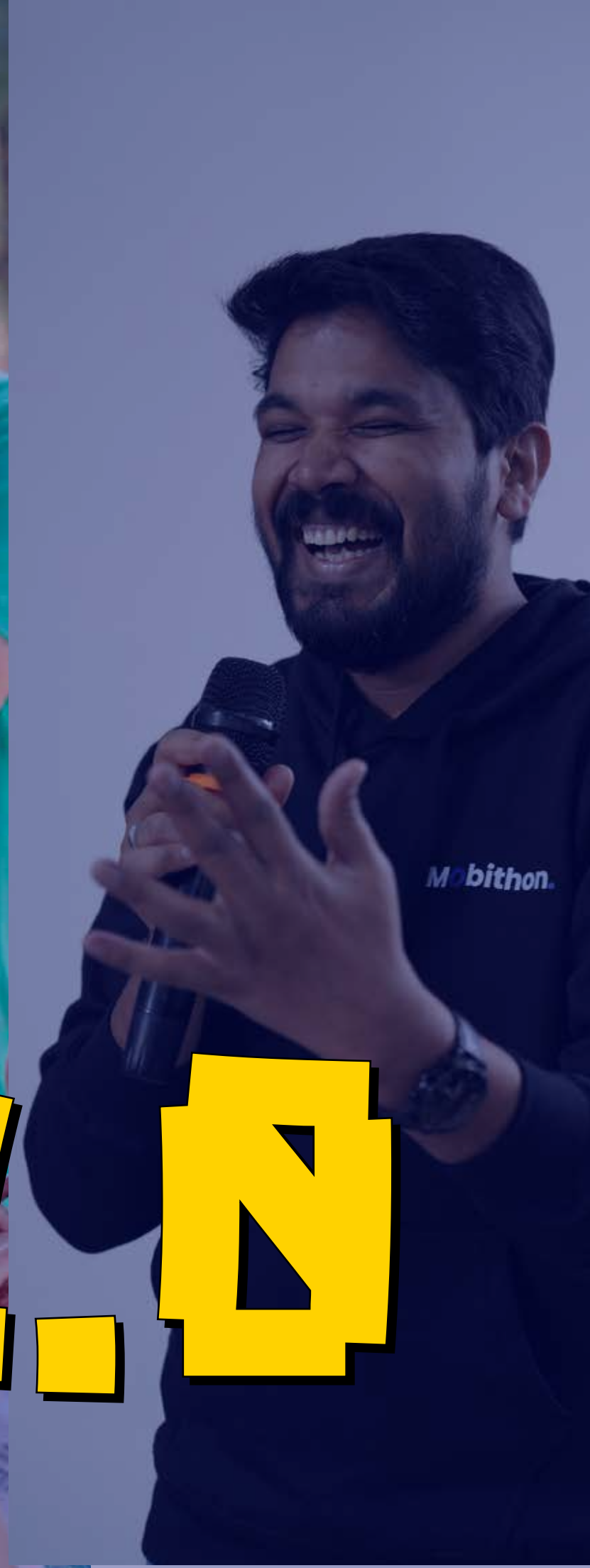
# -Vasudeva Manjunath





# Algorithmic Jugadd





2.2



**Toot gayi joh ungli uthi,  
Paanchon mili toh ban gaye mutthi !**

*- Lagaan*

**Collaboration**





# Against All Odds: How We Made Sintex Happen!

It started with a report download in December 2023. That simple report download was converted into deep interest in Bizom by our rockstar, Inside Sales executive Kuhu. After an online ice-break session, our pre-sales Karthik wasted no time in executing an in-person deep-dive discovery session at their HQ in Gujarat; this was followed by beat visits in Bangalore and detailed fitgap report submissions.

As soon as the CIO was aligned, he revealed to us that we were up against BoTree, Patanjali's IT arm Bharuwa Solutions, Microsoft, Field Assist, and MAssist. There was only one problem: they just hired a new head of sales who had used BoTree for 15 years and seemed to believe that BoTree was the only DMS option suitable to large enterprises; he became a proper saboteur and tried to sabotage Bizom in different ways. But, hunting and farming quickly joined hands, and we set up a top-level meeting in Mumbai and drew clear man-marking. Hunting and Farming came together and while our CEO took care of their CEO, our Regional Head Prachi and Shrey took care of their Head of Sales (the saboteur), I kept working with Yogesh and Karthik handled their different teams.

Over the course of the next few weeks, we had several demos, and with each demo, the Sintex team kept realising that Bizom is a class apart. We also got one of our champions, Vishal, a job in Sintex, and post joining, Vishal did his bit and kept establishing to them that he had used both Bizom and Botree, and Bizom is way better than Botree.

Manish bhai spoke to a senior board member, Mr. Panigrahi, who spoke to the Welspun Sintex board and warmed them up to Bizom. For the final kill, we partnered with our product partner LoyaltyWorks and provided the edge over BoTree. We went down to their HQ, and Abhi negotiated and closed with their President of Supply Chain. With some nimble help from Mandeep (our legal team) and last-minute coordination by Vishal (from Sintex), we closed a 1.1 crore deal in August. We gave them confidence that we will go live in a month; such a large project going live in a month; sounds tricky? Well, it was!

Prachi put her captain hat on and never showed any signs of doubt; she was clear that we can go live fast. I kept engaging with Yogesh throughout, not thinking like a hunter but trying to be a friend, guide, and therapist to their CIO, Yogesh. The thing that helped immensely was the clear-cut documented list of modules and the high-level scope that was included in the signed proposal and agreement itself. Lalit kept engaging with their business sponsor, CEO, Ashish and Shrey, Vikesh, Dinesh, Jyothi, and Manoj kept doing meetings with the Sintex team almost on a daily basis and kept tracking progress. Result: we went live with SFA in 12 working days! Yes, 12 working days! All thanks to the team that came in together as a unit. We are still going strong with DMS already live, and the Retailer App is in the UAT stage. The new joiners to the POD - Syed and Parth- have hit the ground running, and SAP integration is already completed successfully. Our new captain, Vikesh, is in full control of the Sintex ship, and we also ended up cross-selling Beat Optimization.

Sintex is a beautiful story filled with ups, downs, challenges, and our people leaving their egos aside and coming together as a team to truly solve customer problems. Before Bizom, Sintex was running 4 different systems, and most of these systems had negligible adoption; after Bizom, they have a single source of truth for their downstream secondary sales operations. Kudos to the team involved! Jai Bizom!

## -Akshat Kush





# Collaboration: The Magic of Many!

***"If you want to go fast, go alone. If you want to go far, go together." – Someone Famous !!***

Let's be real-building great products isn't a solo sport. If it were, I'd just lock myself in a room with unlimited chai and emerge with a masterpiece. But at Bizom, collaboration is what turns ideas into reality (and sometimes chaos into clarity!).

Take Outlet Image Deduplication (RI). Sounds fancy, right? Well, imagine convincing B2B clients that our tool could spot duplicate outlets better than their own eyes. We had our share of hiccups-validation issues (rural & urban, modern trades, etc.), industry skepticism, and moments of "Wait, how does this even work? Which parameters? I want this, I want that." But thanks to the Data Science team and constant teamwork, real-world feedback, and a bit of trial and error, we refined the product and got it ready for launch. Not flaunting, BUT 2 customers went live in weeks after launch, and 1 enterprise will go in the new app this Mar'25 !!

Then, take Tertiary Sales, a product I worked on and developed from scratch. This one was close to my heart-not just another feature, but an entirely new module. It started with endless discussions with hunting teams, RFPs, customer calls, beauty store visits, and everything in between. ***The scope and MVP weren't built in isolation-everyone pitched in. Engineering came in like superheroes and shipped the first version. We demoed it, went live, and then... silence. The adoption? Minimal. The impact? Not what we hoped.***

But here's the thing about collaboration-it doesn't end when the product is built. It continues with persistence. The hunting team kept pushing, collecting feedback, setting up demos, and then... BOOM! One day, an FMCD enterprise showed interest, and within weeks, we went live. Eureka! The module that once struggled to take off had finally found its perfect market fit.

One key lesson? Collaboration isn't just about working together-it's about learning, adapting, and breaking complex problems into smaller, solvable pieces. The more perspectives you embrace, the better your solutions become.

***At Bizom, collaboration isn't just about meetings (thankfully!). It's about shared wins, learning from failures, and celebrating those tiny "Yes, we did it!" moments. Whether it's launching a game-changing feature or just figuring out whose turn it is to bring snacks, working together makes everything better.***

***Here's to more brainstorming, debates, and epic product wins—together!***

## -Kshiti Kamble

# Godrej: Andaz Apna Apna!

This project was no easy ride. We faced tight deadlines, shifting client needs, and unexpected technical roadblocks. But instead of getting overwhelmed, the team stepped up-adapting, problem-solving, and pushing forward with unwavering commitment. From day one, challenges kept coming. But what made the difference was how everyone rallied together. Each department played its part, going beyond expectations to make sure we not only delivered but also excelled.

As the project progressed, the team embraced an **agile methodology**, which became a game changer! Breaking down remaining tasks into smaller, more manageable sprints allowed us to focus on delivering incremental results. This approach not only **provided quick wins for both the team and the client** but also helped maintain momentum, even as external pressures mounted.

**The development team went above and beyond, putting in extra hours to meet critical deadlines, while the design team adapted swiftly to shifting requirements.** This seamless collaboration between departments highlighted our team's resilience, problem-solving skills, and ability to adapt under pressure.

Clear and consistent communication was key to overcoming challenges. Regular updates, open conversations, and continuous feedback kept everyone aligned, allowing us to tackle issues in real time and stay on track.

Beyond delivering the project on time, this experience reshaped how we work. The agile approach and refined communication strategies streamlined our workflows and set a new benchmark for future projects. Stronger collaboration and alignment boosted productivity across teams, making us better prepared to take on future challenges with confidence.

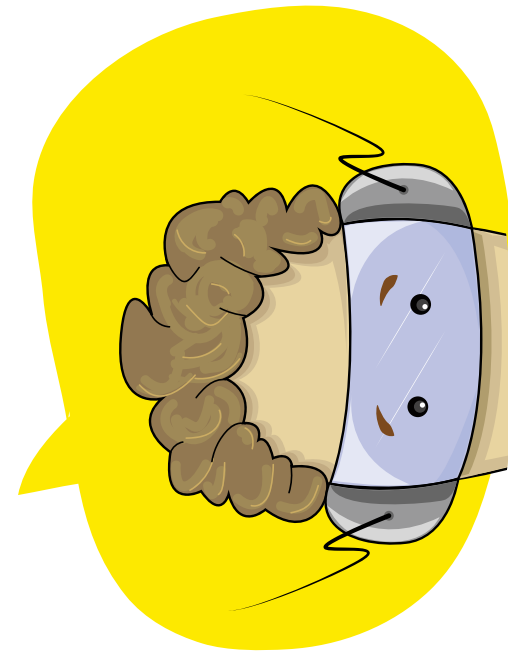
The success of the Schemes Integration, Reports Deliveries, and DSM Module project is a testament to our team's dedication and teamwork. Every department took ownership, showing incredible commitment and initiative. It was a collective effort, with each member playing a vital role in reaching our goals.

#### **A special shoutout to:**

- **Viddhi Tatted** – Our "Implementation Hero," ensuring smooth execution.
- **Kiran U** – Our "Integration Warrior," skillfully handling complex technical challenges.
- **Shivashankarayya B, Raghunandharao V, and Madhsuri** – The team's backbone, tackling the toughest challenges with determination.
- **Bhaskar Mangal, Sarath Nair, Dishang Patel, and Gautam Halange** – Our problem-solvers, whose proactive approach kept the project moving forward.
- **Laxmikanth TD** – The "OG," always ready to step in and keep us on course.
- **Syed Kabeer and Kishore Kumar** – Their attention to detail and dedication ensured top-notch quality.

This project proved what we can achieve when we work together, and with this team, even greater successes lie ahead!

**-Sangeetha O**





# Knowing People, Making Things Happen!

Okay, so when you see my story under 'collaboration,' the first thing you might think is, 'What the heck does HR even do in collaboration?' Then it hits you-HR is literally everywhere with everyone! Coming from the recruitment industry, where my days were all about chasing targets, calling candidates, and (like Lalit joked) selling bad engineers to good companies for 7 years, joining Bizom felt like a dog breaking free from its cage. I ran wild, hit a few walls, got excited, got lost-but I kept going!

Collaboration, for me, is about bringing people together and making work itself feel like fun! It all started with the Engineering team. From the outside, they might seem tough to crack, but trust me-they're the craziest, most helpful bunch you'll ever meet. From hiring engineers to planning Mobithon, organizing VIBE for Engineering, and even the The Shots Till You Solve event, these folks have always had my back. The support I got from them is something I'll never forget. To Ankit, Arvind, Santhosh, Preethi, Dharshan, and the entire squad-I love you all! Thanks for making every crazy idea possible!

Honestly, no story of mine can start without mentioning Abdullah-he's the guy who pulled me into the world of Employee Branding, something I knew almost nothing about. Today, if I can confidently create content about Bizom's culture or come up with marketing ideas that hit the right audience, it's because of him. When you get an idea from Abdullah, trust me, you need a whole battalion to make it happen! Even making a simple reel isn't as easy as it looks-getting people to act in front of a mobile camera takes some serious convincing! But I love the spirit of everyone who said 'yes' to me, no matter how packed their schedules were.

To bring all these ideas to life, I had the best support crew-Navya and Delroy from Design, Nisha and Mehak from Marketing, Ancy from Content, and everyone else who pitched in. You all made it possible, and I couldn't have done it without you!

We just love sports and fitness, and yeah, unfortunately, you all are stuck with me today! I'm probably the last person to speak about fitness, but because of all 400 of you, we've pulled off sports leagues that most companies can only dream of. I've been lucky to have Kasim and his Admin team by my side, going all in and making it all happen-through every plan, every glitch, and every game. You guys are the real MVPs.

Oh, I could keep writing here forever-from 'Sexing up Bizom' (yeah, ask Samarth if you're curious! 😊) to bootcamps and everything else I do across Sales, Customer Success, and all other departments-I've always had open doors and helping hands.

And if you're wondering why I haven't mentioned my HR team, well, some stories don't need explaining! 😊 As Lalit once told me, 'You can't be good at everything, but it's a skill to find the right people, give before you ask (my endless Zepto chocolate orders can confirm that!), and get things done together.' Just remember, you're the owner, and your people are your fuel.

**-Nikhil Devadas**



# Building Bridges & Cementing Trust: From Hurdles to High Fives!

The JK Cement project, which began in January 2024, was a major initiative with a tight deadline to go live within the first quarter of 2024 (JFM).

From the start, we knew this project needed special care and attention to ensure it went live on the targeted date. We hit some hurdles right away, but it quickly became clear that the only way forward would hinge on close collaboration, clear communication, and a deep understanding of the client's needs.

To address this, the sales and project teams developed an internal plan that focused on building a strong relationship with the client and earning their trust. One of the first major roadblocks appeared in the BRD stage. The client expected a direct replica of their existing software, which wasn't feasible. To bridge this gap, we decided to hold an in-person BRD workshop. This gave us the perfect opportunity to showcase our software, directly addressing their specific needs. We wanted to demonstrate how our solution could effectively meet their requirements without just mimicking their old system. ***It felt like a great chance to connect and collaborate on something innovative together.***

Over the next two weeks, we conducted module-wise demos, walking them through each workflow and providing clarity on how their users could transition smoothly to our software.

Through these interactions, we built trust and gradually shifted their perspective. We convinced them to proceed with a phase one go-live that required minimal development effort, with more complex development planned for later phases. ***Having our team on-site made all the difference. It allowed us to address concerns instantly and establish a strong working relationship.***

We also formed an internal POD for JK Cement, which included the product development team, with key players like Smitesh providing critical development solutions and assisting with the development timeline. Regular engagement through the POD group allowed us to address challenges in real time, with valuable input from Archita, Lav, and James, ensuring that priorities were aligned and major development tasks were completed on time.

***With proactive client engagement and a solid risk management strategy, we delivered on our promise—meeting the go-live deadline without escalations!*** This project reinforced the power of collaboration, adaptability, and the importance of earning a client's trust through action rather than just words.

**-Purushottam Goswami**





# Connected, Collabed, Closed: The Tale of Sales!

If there's one thing I've learnt at Bizom, it's that collaboration isn't just a buzzword—it's the foundation upon which we build impactful solutions and lasting relationships. Whether it's internal teams coming together or forging alliances with strategic partners, collaboration has been the driving force behind our success.

One of the most powerful examples of this was the Transmed deal. This wasn't just another sales cycle; it was a true test of teamwork across functions. The journey began with the RFP submission, a process that required rigorous coordination between multiple teams. Our legal team ensured compliance and contractual clarity while the project management and training teams worked tirelessly to structure a scalable implementation plan. The solutions consulting team brought in their domain expertise to design a compelling proposition that addressed Transmed's challenges, making sure every document reflected our value proposition clearly and effectively.

But collaboration extended beyond Bizom's walls. To deliver the best solution, we worked closely with our strategic partners. Parallel Dots played a crucial role in strengthening our IR merchandising capabilities, while Thoucentric supported implementation planning, ensuring a seamless execution strategy. This multifaceted effort was not without its challenges: tight deadlines, evolving requirements, and the need for alignment across multiple stakeholders. However, what made it work was a shared vision and an unwavering commitment to success.

Looking back, this deal reinforced an important lesson: when people with diverse skill sets and perspectives come together, the outcome is always greater than the sum of their individual contributions! It's not just about achieving business goals; it's about fostering a culture where collaboration becomes second nature, making innovation and excellence a habit rather than an aspiration.

At Bizom, our success is rooted in teamwork, and Transmed was a testament to that. As we continue to scale new heights, I'm excited to see how collaboration will shape our journey ahead. Because when we collaborate, we don't just win deals—we build something far greater: trust, innovation, and enduring partnerships!



**-Lakshmi Harakuni**

# Collaboration is Fun(damental)!

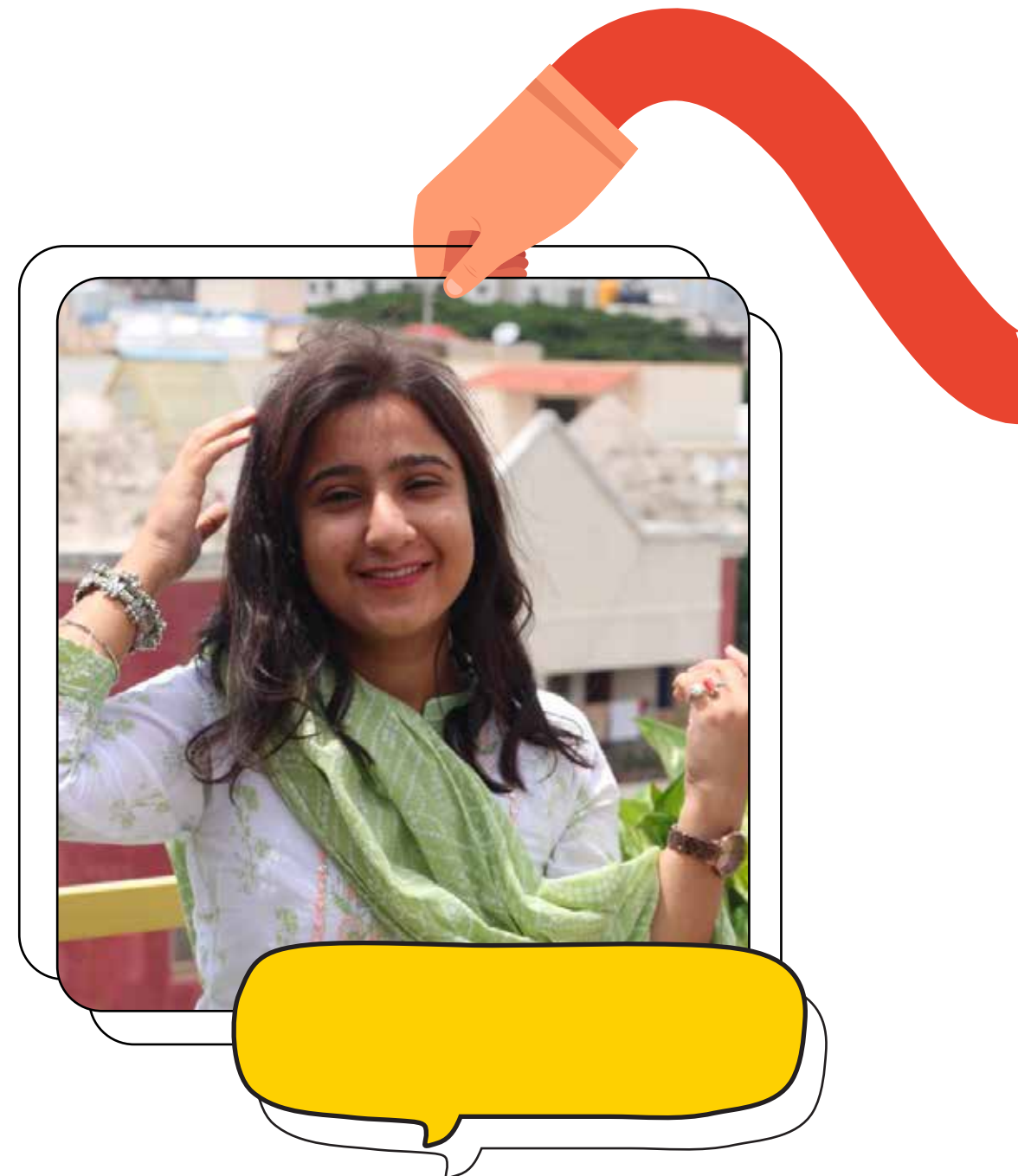
*At Bizom, I've learned that nothing truly great happens alone. Every milestone, every project, every last-minute challenge—it's always a team effort.*

When BAT, our biggest client yet, was set to visit, we had just 15 days to completely rebrand the office. A daunting task? Absolutely. But what made it possible wasn't just the deadlines or the to-do lists—it was the collaboration. The design and admin teams came together, ideas bounced across desks, and what started as a massive challenge turned into an opportunity to create something incredible, together. The result? A transformation that got everyone talking.

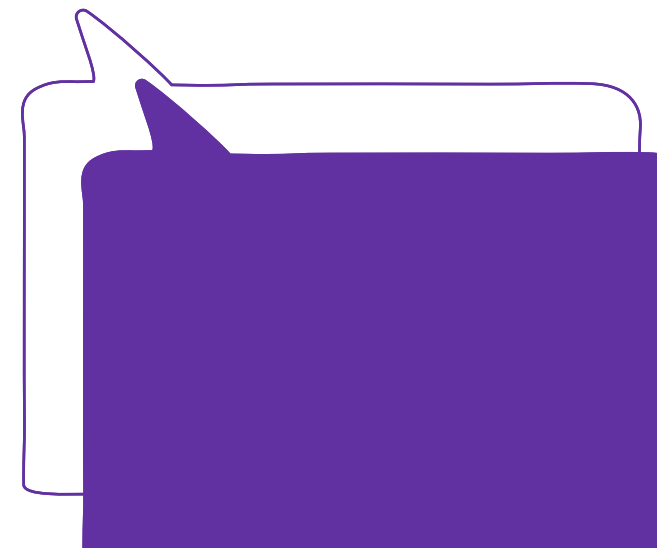
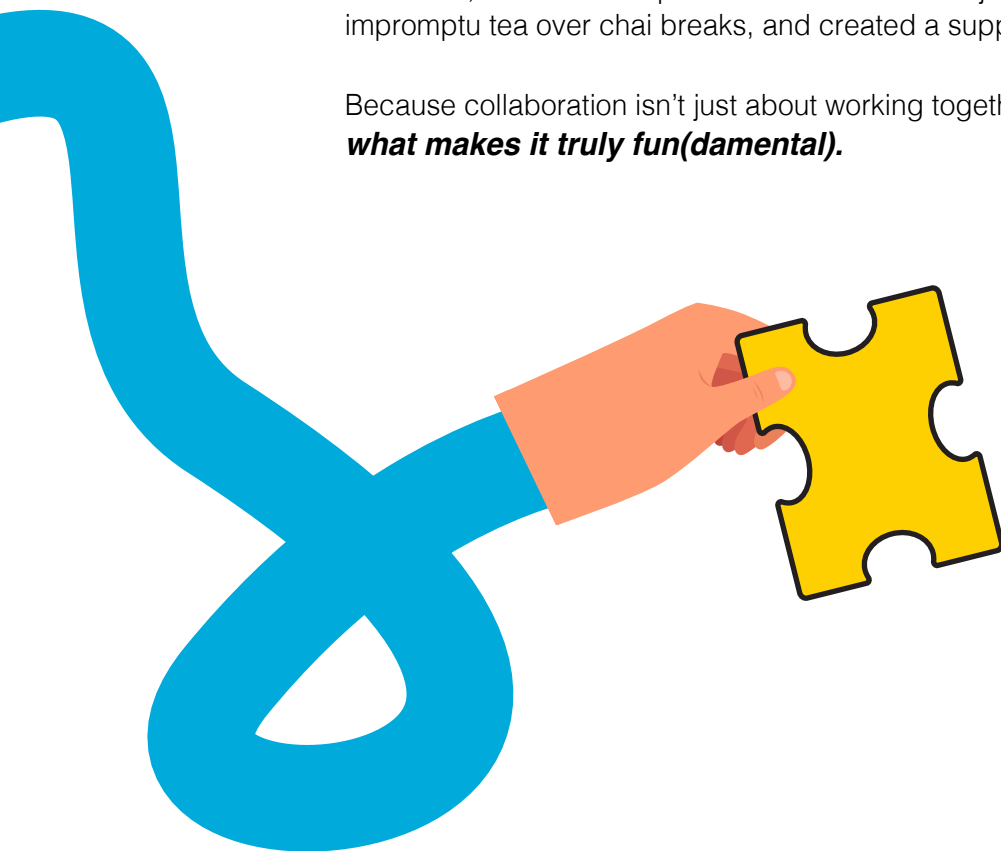
And if there's one thing I've mastered in the process, it's follow-up. Some call it persistence, some call it (lovingly, I hope) nagging, and I call it ensuring things don't slip through the cracks. ***Because collaboration isn't just about sharing ideas; it's about keeping the momentum, pushing past roadblocks, and making sure every moving part comes together at the right time.***

Over time, those follow-ups have led to more than just successful projects. They've built friendships, sparked impromptu tea over chai breaks, and created a support system that makes Bizom more than just a workplace.

Because collaboration isn't just about working together. It's about making things happen, together. ***And that's what makes it truly fun(damental).***



**-Nisha Panjabi**



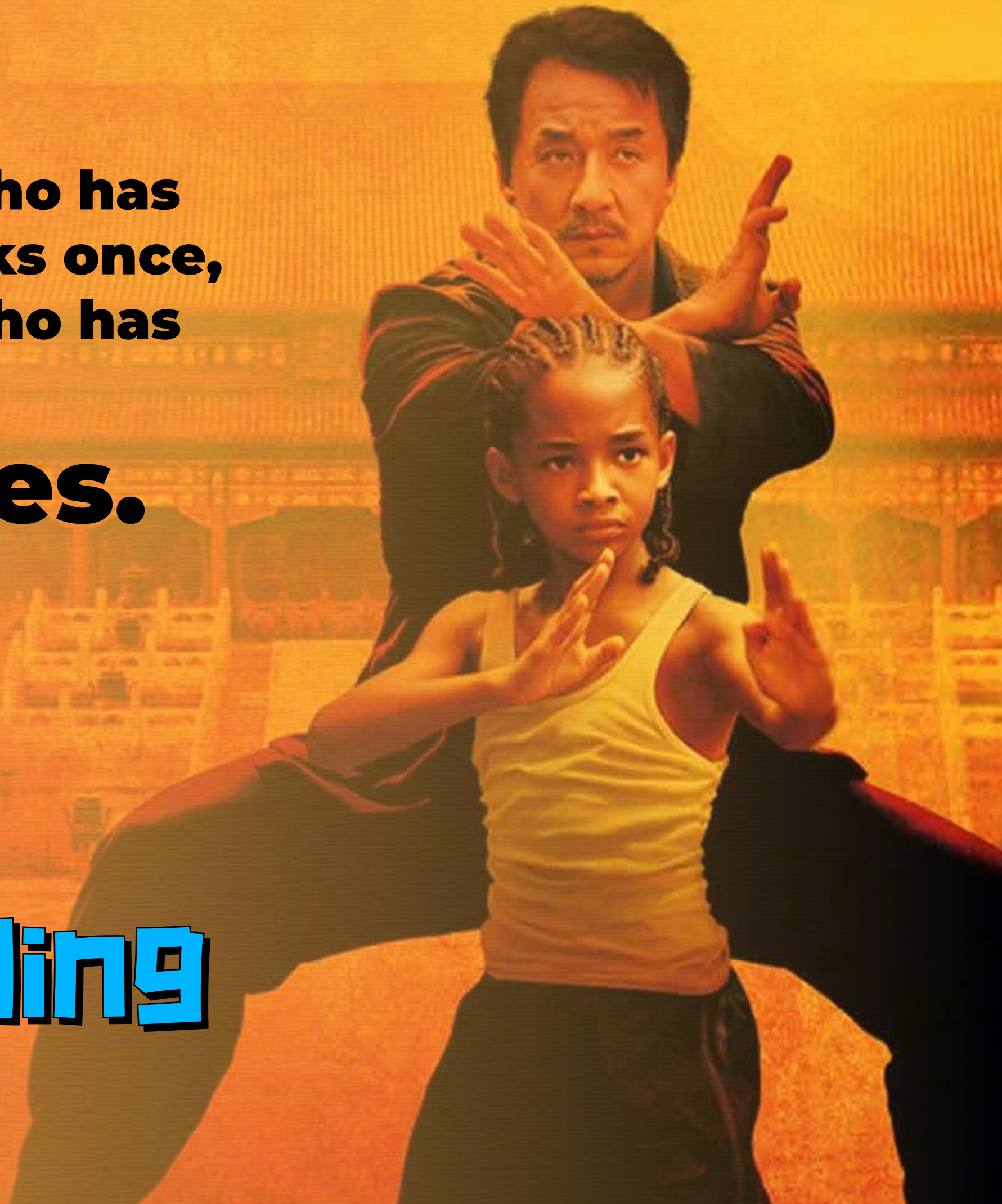


**I fear not the man who has  
practiced 10,000 kicks once,  
but I fear the man who has  
practiced one kick**

**10,000 times.**

*- Bruce Lee*

**Compounding**





# The Compounding Power of Learning: A Journey in the IT Field

In life, learning is not just a one-time event; it's an ongoing process where small steps accumulate over time, creating a compounding effect. This is the essence of growth in the IT field, and my journey is a testament to how learning compounds and leads to personal and professional transformation.

## ***A Humble Beginning***

When I first entered the world of software engineering, I was a reserved, introverted individual. Back in school and college, I was the quiet observer—someone who preferred staying in the background. This inclination toward isolation led me to pursue software engineering, thinking my job would involve working quietly behind a computer screen. However, as fate would have it, my career took an unexpected turn, teaching me that growth often happens outside our comfort zones.

## ***The Learning Curve***

After graduation, I joined Mobisy, a significant moment in my career that shaped my growth. As a fresher, I was thrown into the deep end, especially when I had the chance to work with Lalit, who was developing a machine learning algorithm to detect logs(merchandising). The complexity of machine learning and Python—topics that weren't even covered in my syllabus—felt overwhelming. However, over the next few months, I plunged into the unknown, learning as much as I could, and eventually developed a tool for training and tagging images: the 35Hawk product. This experience showed how learning, even if difficult at first, compounds over time into tangible skills and results

## ***A Shift to Analytics***

After my stint with machine learning, I transitioned into analytics, where I had to grasp data, SQL queries, and unfamiliar business terminology. The learning curve was steep; SQL queries alone weren't sufficient, and understanding business concepts felt like learning a new language.

I remember facing a challenging moment when I struggled to identify the correct columns for a report that needed to be delivered. Frustrated, I told Srinidhi it was impossible to finish the task. However, Srinidhi, in his calm demeanour, suggested responding to the email, acknowledging my inability to deliver the report. That email, copied to Lalit, sparked a series of questions from him, which deepened my understanding of the problem. This became a pivotal career moment—a simple but powerful reminder that small moments of frustration can lead to big breakthroughs. Over the next few months, I became the go-to person for reports, dashboards, and alerts. Lalit's questions were the catalyst that helped me see learning as a compounding process—where each new lesson adds to the next, creating expertise over time.

## ***The Power of Compound Learning***

Learning in the IT field is rarely linear; initial progress may feel slow, but over time, accumulated knowledge and experiences compound, leading to exponential growth. Each project, challenge and interaction, no matter how minor, builds a foundation for your skills and problem-solving abilities.



***Life at Bizom taught me that learning is a journey, compounding over time. Every small step contributes to the bigger picture.*** For those starting in IT, embrace challenges, as the knowledge and skills you gain will propel you toward success. What feels overwhelming now will be the foundation for your future growth!

**-Praveen Kulkarni**



# Flavours of Compounding

## *Food – The One True Non-Negotiable!*

Whether we're closing deals, charming customers, or building new features for Bizom, there's one thing we all agree on—food is non-negotiable! (Well, except when we turn into The Flash, racing against deadlines. Sigh!)

Thanks to Bengaluru's legendary traffic, most mornings, I literally sprint up the stairs to grab a quick breakfast before rushing to share my plans for the day with Shree. 😊 Luckily, our Mobisy Dhaba always has our backs—**whether or not Bhaiya has put up his timetable board saying “Breakfast: 9 AM to 11 AM.” (Just like our moms, there's always something stocked up—be it bread-butter-jam or crunchy Chocos!)**

Our Dhaba is my go-to example of compounding! From serving 30 people to 300, expanding from a tiny 100 sq. ft. to a spacious 500 sq. ft., and growing from a single mini-kitchen to two full-fledged ones at HQ and Bizom One—they've never failed to spice up our days. **And the best part? They've stayed consistent, levelling up, and serving us the best food with that ever-welcoming smile.**

Let's not forget Bhaiya and his squad, who keep surprising us with new menu additions—remember Mohabbat Ka Sharbat? And then there's Kasim, sending out feedback emails asking for our food and menu suggestions (let's be honest, we've all tried sneaking in our favourites or at least thought about it!).

**Honestly, the Dhaba is the best example of mastering a skill through consistency, loving what you do, and having a clear vision of serving customers at their best. There's a lot we can learn from them.**

**Be it festivals, special occasions, or even Iftar, Mobisy Dhaba makes sure our Pet Puja (पेट पूजा) is always on point!**



**-Ancy Albert**

# The Art of Compounding: A Journey of Growth & Mastery (With a Dash of Humor)

"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times." – Bruce Lee  
(Also, I fear the man who repeatedly presses the elevator button thinking it'll make it arrive faster.)

Looking back at my journey at Bizom, I realise it has been one big experiment in compounding: small, consistent efforts stacking up like an ever-growing to-do list. The challenges, the triumphs, the "Oh no, did I just break the database?" moments—each experience has played a part in shaping me.

## ***The Gala Office Crash Course: First Steps into the Abyss***

My second day at Mobisy in 2015 was nothing short of a baptism by fire. I accompanied Srinidhi to the Gala office for a training session with 96 employees, and here's the twist—I had absolutely no idea what I was doing. Login credentials? Didn't have them. Confidence? Misplaced somewhere. Panic level? Through the roof.

But Srinidhi had the patience of a saint and walked me through everything. That day, I learned that the best way to survive in the corporate world is to nod confidently, take notes, and pray no one asks, "So, what do we do next?"

## ***Customer Success: The Art of Staying Sane While Juggling Chaos***

Gala was my first client, and before I knew it, I was handling Sumeru and other accounts. My role quickly transformed into a hybrid of technical support, motivational speaker, and part-time therapist.

30-40 outbound calls per day, convincing people to use the platform? Check. 20-30 inbound calls addressing queries like "Where's the login button?" and "Can I apply for leave through this app?"? Double check.

At one point, employees mistook me for their company's HR rep. I considered asking for a raise.

Lesson learned? Small daily interactions compound into strong relationships. Also, patience is a virtue—especially when explaining how to reset a password for the 10,000th time.

## ***From Individual Contributor to Leader: The Slow and Steady Climb***

Fast forward to today: I now manage a squad of twelve at CCD (Bizom Customer Success), overseeing 56 accounts. (Yes, I checked—56, not 560. Sometimes, it feels like the latter.)

Leading a team didn't happen overnight. It took years of refining my skills, handling escalations, and realizing that "Let's take this offline" is corporate speak for "I need time to Google this." Just like compounding, consistent effort led to transformation.





***Navigating Challenges: The 2G Struggles and "Please Wait..." Loading Screens***

Back in the day, Bizom ran on 2G networks, which meant logging in was like waiting for water to boil. Queries like "Why is my app stuck?" and "Why is GPS not working?" haunted my dreams. Now, in the age of 5G, those struggles seem almost...adorable.

Handling Coca-Cola's van sales in Nagpur was another rollercoaster. Three portals, countless configurations, and three months of trial-and-error later, I finally cracked the code. The process involved persistence, problem-solving, and an unhealthy amount of caffeine.

***A Defining Moment: The TeamLease "Oh No, What Have I Gotten Myself Into?" Challenge***

In 2016, Abhishek handed me the TeamLease account, a project worth 8 lakhs. My reaction? Panic. Implementing a white-label app and attendance tracking meant constant back-and-forth with R&D, TeamLease, and my sanity. Mornings were spent at their office collecting feedback, afternoons at Mobisy fixing issues, and evenings questioning my life choices.

But by the end, we delivered a solution that worked—proving that expertise isn't a gift, but the result of showing up every day and refusing to quit. (And drinking lots of chai.)

***Creating Impact: The Halonix Success Story***

Nothing is more satisfying than watching a client's business grow. With Halonix, our small optimizations led to a 20% increase in users. This proved that minor tweaks can have major results—like when you find the perfect chair position at work where the AC isn't blasting directly at your face.

***The War Room Chronicles: Where Sanity Goes to Die***

My war room is a battlefield where customer queries are tackled with precision, caffeine, and occasional existential crises. We even have a wiki page titled "FAQs from War Room," filled with troubleshooting gems like:

- When a manager logs in, he can only see information of the 'reporting-to' user. Why not the remaining users?"
- Do we have a "history secondary sale upload" option?
- How do we resolve a mapping error in the IRN details of an E-invoice?

If knowledge is power, this wiki is practically the Avengers of customer support.

***The Daily Commute: A Test of Willpower***

My 40-kilometre commute to the office involves three modes of transport—local vehicles, trains, and cabs. Every day is an adventure in resilience. Some might say this is dedication; I say it's just another form of compounding—one traffic jam at a time.

***The People Who Made a Difference***

None of this growth would have been possible without incredible colleagues. Srinidhi and Bhupendra guided me through the early days, staying late to fix database mishaps (like the time I accidentally set inventory to one lakh for all warehouses—oops). Working till 4 AM to fix my mistakes was a humbling, sleep-deprived experience.

***Parting Thoughts: The Magic of Compounding***

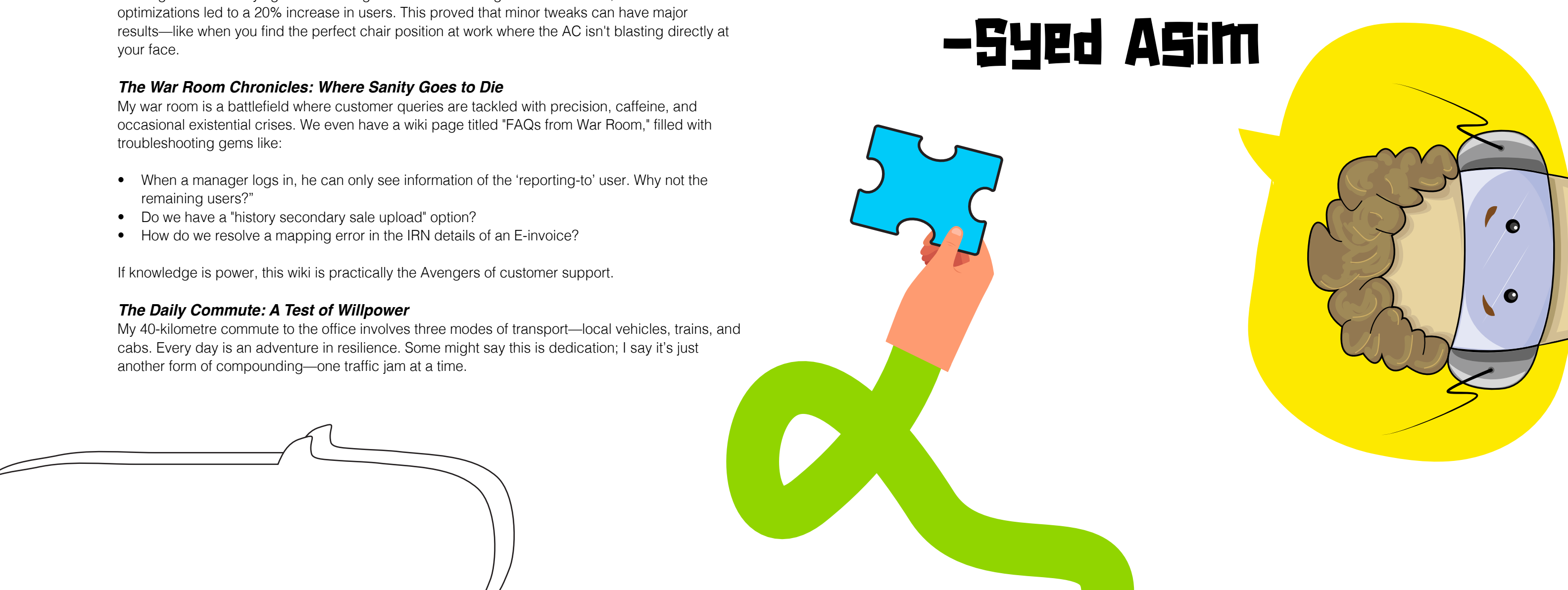
To my colleagues, here's my advice: Stay patient. Keep learning. Keep making small, daily improvements.

Every resolved query, every new skill, and every "Oops, I broke it, but now I know how to fix it" moment compounds over time. Success isn't about overnight miracles—it's about showing up consistently and refining your craft.

So, embrace the journey, master your skills, and remember, when in doubt, restart the app.

***Happy Compounding!***

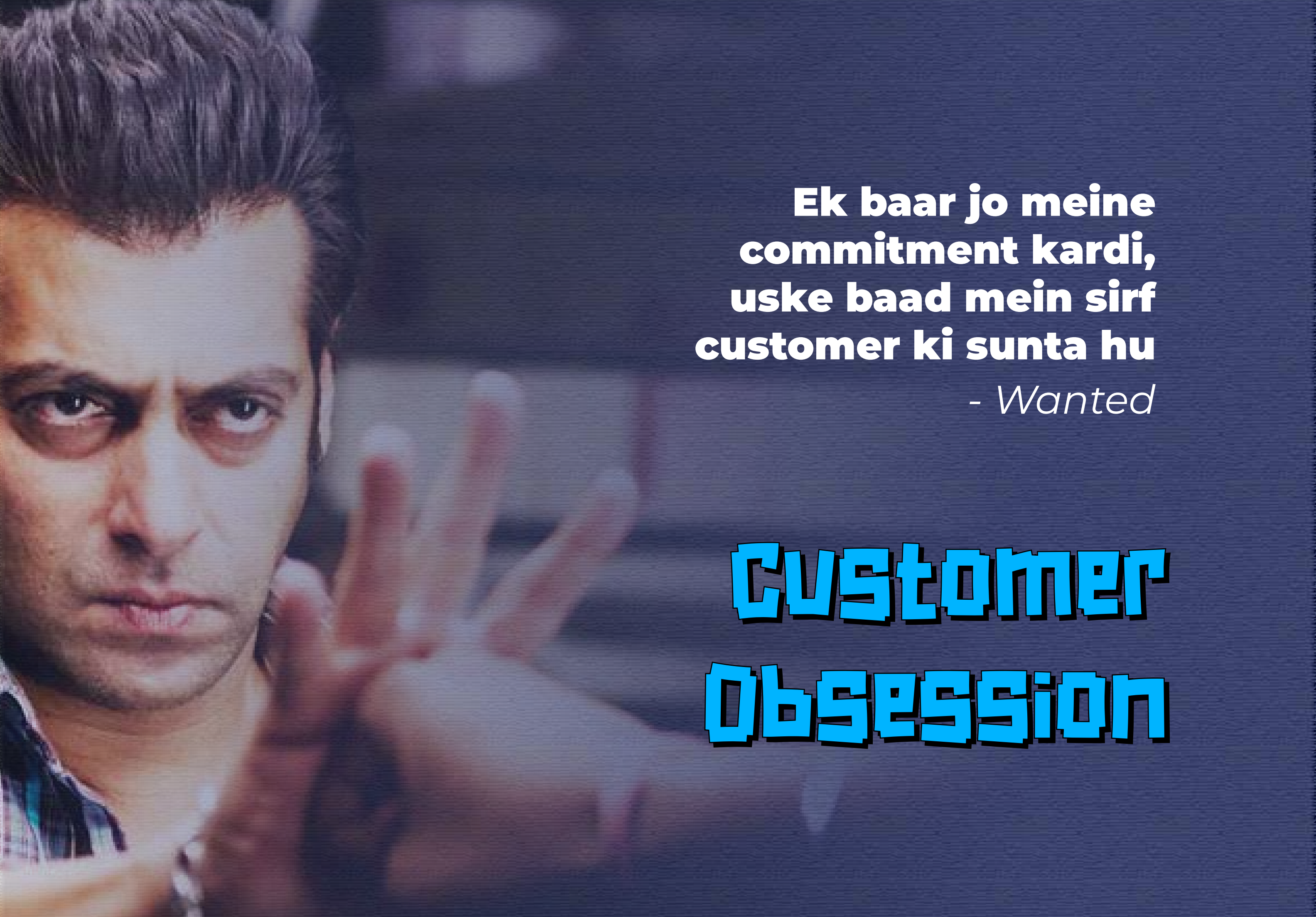
**-Syed Asim**









A close-up of actor Salman Khan with a serious expression, looking directly at the camera. His right hand is raised in a 'stop' or 'Wanted' gesture, with fingers spread. The background is dark and out of focus.

**Ek baar jo meine  
commitment kardi,  
uske baad mein sirf  
customer ki sunta hu**  
*- Wanted*

**Customer  
Obsession**





# Customer-Centricity: Earning Trust Not Just Selling a Product

It was just another day, another client call—except, it wasn't. I sat across from a senior executive of a major FMCG brand, and within minutes, I could tell he wasn't looking for another software pitch. He was looking for someone who understood him. Someone who wouldn't just implement a tool but would help solve his business challenges. And that's when I realised that being customer-centric isn't about selling a product. It's about earning trust.

## ***The Power of Listening: More Than Just Nodding***

If listening were an Olympic sport, most people would be disqualified in the first round for just waiting for their turn to speak something relevant but not objective. Early in my career, I thought customer meetings were about answering questions. But the more I listened, the more I realised that customers don't always say what they mean.

I remember a sales head once asking me for a new dashboard. But after a few probing questions, I understood what he really wanted—control. He didn't need another report; he needed real-time insights to make quick decisions. By focusing on what wasn't being said, we delivered a solution that actually solved his problem. And just like that, we went from being 'just another vendor' to being his go-to team.

## ***Data-Driven Decisions: Saying 'No' With Confidence***

Being customer-centric doesn't mean nodding like a bobblehead to every request. It means saying yes to the right things—and sometimes, it means saying no.

I've had moments when customers have demanded a simple thing, but the data told a different story. Take the Sales Ranking dashboard for Bajaj Electricals. The initial request was simple—a target vs. achievement tracker. But when we dug deeper, we saw an opportunity. Instead of just showing numbers, we ranked field teams, adding a competitive edge. The result? Increased motivation, better sales performance, and a tool they didn't just use but relied on. If we had simply followed the initial request, we would've built just another dashboard. Instead, we built a game-changer.

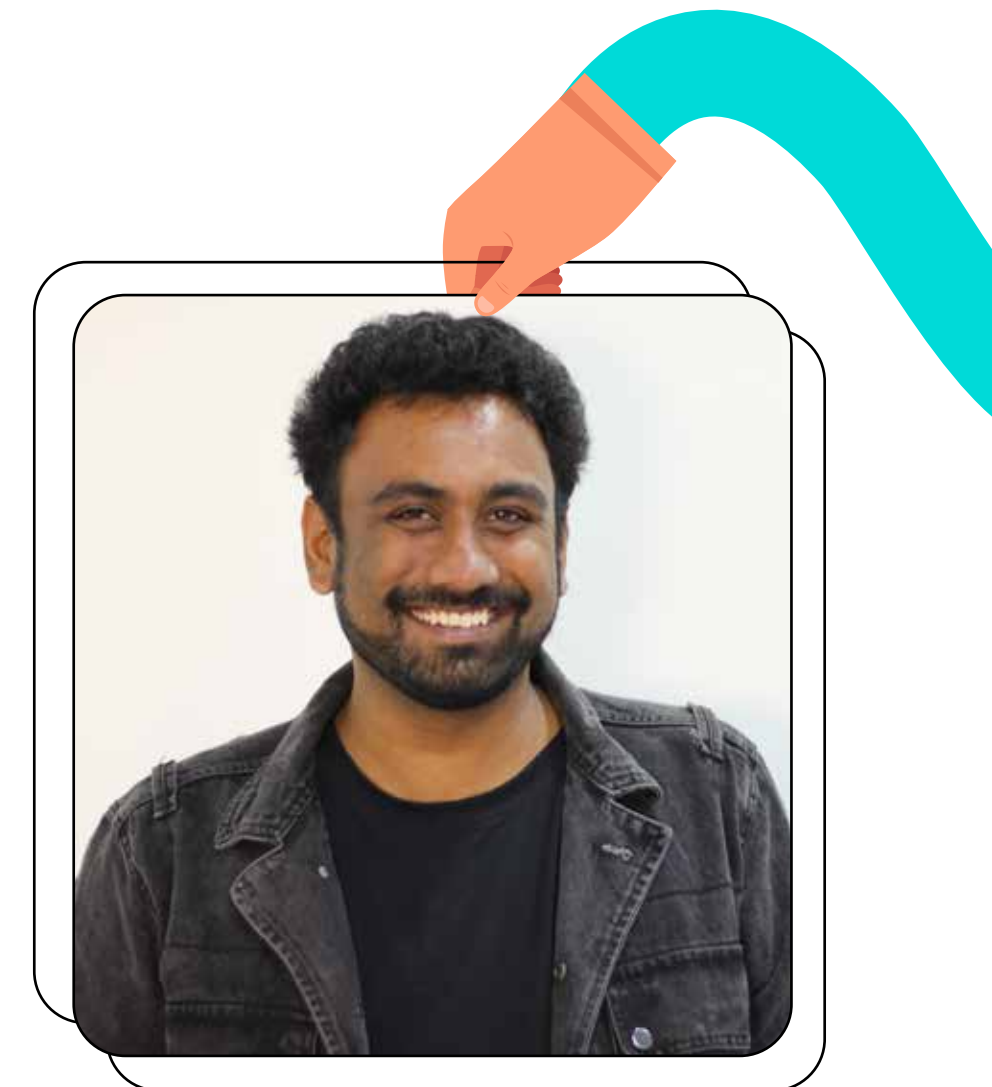
## ***Becoming a Part of Their Business (Not Just a Vendor)***

Here's the secret: customers don't just want your product; they want your thinking. The turning point in my journey was when I stopped talking about Bizom and started talking about their business.

At Eveready, I sat through BRD discussions that had nothing to do with our platform, just to understand their broader challenges. At GCPL, I joined strategy workshops, learning how they viewed sales execution. These weren't just meetings; they were opportunities to step into their shoes. And every time, I saw the same shift—the moment when they stopped seeing me as a software guy and started seeing me as a business partner.

## ***Owning Outcomes, Not Just Tasks***

Understanding a customer is good. But making them believe that you are the right person to drive their vision forward? That's next-level wizardry. The day a customer tells you, I don't need to worry about this—I know you've got it, is the day you've cracked customer-centricity. It means they trust you to not just execute but own the outcome. Whether it's a dashboard rollout, a complex integration, or a strategic shift, my goal has always been to ensure that they can focus on their business while I handle the problem. That's how you build lasting relationships.



## ***The Takeaway: Trust is Everything***

At the end of the day, customer-centricity isn't about the number of meetings you attend or the features you deliver. It's about trust. If a customer trusts you, they will listen to you. They will rely on you. And they will stay with you.

That's the culture we build at Bizom—one conversation, one solution, and one partnership at a time. And maybe, just maybe, a little bit of mind-reading magic along the way.

# -Atul Lenka



# Three Years of Customer Success at Bizom: A Journey of Growth & Impact



The past three years at Bizom have been nothing short of an incredible rollercoaster ride in Customer Success. Managing 70+ clients during this time has been a significant achievement that has tested my resilience, deepened my understanding of customer needs, and reinforced the importance of building strong relationships.

***Starting on Day 0 with no prior FMCG knowledge, I was thrown into a sea of escalations. What is this all about? Why isn't there an orientation or a honeymoon period? I wondered. The only answer was clear: the key to survival and success lay in becoming the customer's trusted partner.***

Whether it was a team outing with Chakote, participating in Coca-Cola's cricket tournament, or spending a day as an FTR in Haleon, I was always focused on ensuring that Bizom and our clients moved forward together. ***The biggest pillar of success? Ownership—taking responsibility, fostering meaningful relationships, and making customers feel supported every step of the way***

Navigating geographical challenges was another crucial part of my journey. Successfully leading Bizom's first two implementations in the Southeast Asian (SEA) market within a short span was not just a personal milestone but a strategic win for the company.

## ***Some key customer success stories along the way:***

- Driving growth for Ramdev, one of Bizom's most stagnant accounts.
- Leading Shell VN through its longest enterprise go-live, achieving exponential growth.
- Successfully delivering Sintex's fastest enterprise go-live.
- Now, taking on GCPL, with the goal of transforming it into a million-dollar account for Bizom.

At its core, Customer Success is about being the bridge between Bizom and its clients, ensuring seamless collaboration and sustained business growth. Regardless of the role or industry, everything comes down to human relationships, trust, and a shared vision for success.

***Imagine making a tangible impact on a ₹5000 Cr business, solving real-world challenges, and driving long-term transformation. That's the power of Customer Success.*** So, embrace the journey, set clear goals, and take on new challenges. Because true happiness in Customer Success lies in learning, evolving, and making a real difference

**-Shrey  
Tewari**

# Finding Horizons & Collecting Roles

When I joined Mobisy on November 2, 2017, as an Implementation Specialist in the CCD team, I had no idea how much this journey would shape me. My early days were spent managing accounts like Deepak Fertilizers, Unibic, and Sesa Care, each with its own unique challenges. Deepak Fertilizers, in particular, had serious report concerns. Fixing them became my priority, and after a lot of effort, I successfully streamlined their reports, resolving a major pain point for the client. Unibic was another milestone: adoption, schemes, and reporting were all over the place, but I worked through the issues and brought stability.

***A year in, I was promoted to team lead, managing a team of nine. Leading a team brought a whole new set of responsibilities, but it also pushed me to grow in ways I hadn't expected.***

***Then, on January 5, 2020, came a defining moment: Archita suggested I take on integration.*** At the time, integration was unstructured and full of challenges, and I had zero prior experience. But I took it up as an individual contributor, handling all integration accounts from scratch. One of the most defining projects during this time was the Orient account, which involved an end-to-end integration process. This was our first time managing such an integration, requiring us to develop client APIs specifically for them.



Handling integration for Orient was no small feat. The challenges were plenty: numerous API issues, a lack of streamlining, and the need to simultaneously develop client APIs while working on the integration for the Bizom API. Understanding SAP to build the API alongside our vendor partner, Tarento, added another layer of complexity. It took us considerable time and effort to fully grasp SAP and get everything live. We faced multiple hurdles, particularly in creating a single interface, developing in SAP, passing through UAT, and securing a final sign-off before going live.

***Despite all the difficulties, we successfully completed the project. The most challenging aspect was that this was our first experience developing APIs for customers, including both the customer APIs and the end APIs. This experience deepened my technical knowledge, strengthened my problem-solving skills, and solidified my commitment to ensuring customer success.***

Over time, with Archita's support, I built a team of six to handle integrations more effectively. In June 2024, I transitioned to CEE as a team manager, leading a team of 24 and overseeing enterprise accounts. Then, in November 2024, I stepped into my current role as Regional Head for South 2, where I'm diving deeper into account management and growth strategies.

***This journey has been one of continuous learning, challenges, and milestones. Every obstacle faced was an opportunity to grow, and every project delivered was a testament to customer obsession.*** Even now, I know there's still so much more ahead. The road doesn't end here—it's just getting more exciting!

And miles to go before I sleep.

**-Sudarshan Kumar**





# Westing Our Way to Customer Obsession!

This year, the West team has taken on the challenge of making go-lives quick and efficient. By "quick," I mean that we've successfully completed enterprise rollouts in just 15 days, and this isn't an isolated case; we've done it multiple times this year! A notable example is Bajaj, where we began with a small DMS use case and went live within 15 days. This rapid turnaround boosted the customer's confidence, leading them to roll out the SFA and supervisor app as well.

***The collaboration among the teams has been exceptional. This was more than a typical partnership between the farming and CEE teams; it was a collective effort that united everyone—from hunting and solutioning to customer success and professional services. Together, we identified vital business use cases, crafted effective solutions, and delivered them within just FIFTEEN DAYS!!***

When I say we went live, I mean it was a comprehensive rollout, not just a small pilot project with five people. It was a full-fledged rollout that included addressing essential non-go-live blockers like reports and dashboards. The way the teams collaborated throughout this process was outstanding. We not only leveraged each other's strengths but also acknowledged our weaknesses and emerged stronger as one unified team.

What made this even more remarkable was the relentless dedication and commitment demonstrated by the teams. This was not just about meeting deadlines; it was about going the extra mile to ensure seamless execution. Overnight working sessions became the norm, where cross-functional teams tirelessly aligned their efforts, resolving last-minute challenges and fine-tuning implementations.

***Continuous collaboration played a crucial role in these successes. There was an unwavering commitment to real-time communication, rapid decision-making, and an agile approach that ensured we adapted swiftly to any roadblocks.*** Teams worked hand-in-hand, often jumping on calls at odd hours to resolve issues instantly, ensuring nothing hindered the go-live timeline.

These extraordinary efforts have set a new benchmark for execution speed and efficiency. The West team's ability to deliver under tight timelines while maintaining quality and customer satisfaction is a testament to the power of team-work, dedication, and a shared vision of success.

**-Prachi Patil**











**Seize**

**the day** my friend.

Pehle is din ko poori  
tarah jiyo, phir chaalis ke  
baare mein sochna!

*Zindagi Na  
Milegi Dobara*

**Moments  
to Remember**





**100 CR**



**Mobithon**

**Shots till you solve**



**WORK HARD....**







**SWEAT HARD...**







**PARTY HARDERR!!**







Mujhe departments  
ke naam na sunai dete hain  
na dikhai dete hain...

**sirf ek mulk ka naam  
sunai deta hai—Bizom**

*- Chak De! Bizom*

**Department  
Stories**



# Threads of a Year: Grind, Grit, & Glimmers

As I piece together the story of this year, I'm reminded of this quote by Steve Jobs: "You can't connect the dots looking forward; you can only connect them looking backwards." As I look back, it has been a year of grind, courage, and a few milestones.

## *Here are a few highlights of the year:*

- **Closing the fundraiser:** A long, painful yet highly fruitful exercise has come to closure. And we couldn't be happier contributing to the organisation in such an important way.
- **Bizom's first acquisition:** We acquired a small IP of beat optimization with great synergies with the legal and finance team. This became our first as an organisation. This also brought us a few more customers.
- **Being back in the news:** Our news presence has doubled compared to the previous year; we have maintained our position in headlines, opinion pieces, and also TV news.
- **Staying ahead of the curve:** As we experiment with the e-rtm: Disitman, we got backing from Accion, a global non-profit that promotes financial inclusion initiatives at scale. ONDC has allowed us to generate consumer demand for 100+ brands, making us one of the largest seller apps in the grocery segment.
- **Being omnipresent:** With Harshit scaling the analytics team, Samarth and his team taking on more engineering responsibilities, Abdullah supporting the marketing, and Prasanna bringing his vigour to working with sales teams on RevOps, the CEO's office is always ready to take on a challenge.

We've had quite a few misses as well. At times, we've lost momentum on e-RTM, struggled with experimentation, and failed to make inroads into areas like credit enablement and Blitz. We dreamed of being much further ahead than where we stand today. But that's also the beauty of this team—we thrive in uncertain environments, working on futuristic hypotheses and long-term projects. We fail more often than we succeed, and that's what drives us to keep pushing forward.

*As a team, it's time to shake off the dust and regain our momentum!*

## -CEO'S OFFICE & Legal





# The Year We Levelled Up

If this year were a movie, the first half would be the “before” montage—two teams, doing their thing, handling their missions separately. But then came the plot twist—a reorg that brought us together, and BAM! We emerged as one unified Customer Success Team, stronger, sharper, and ready to take on the world (or at least our accounts 😊).

The merger of CCD, CEE, and Farming wasn't just a structural change—it was a power-up. We streamlined operations, aligned our strategies, and now, we're delivering faster, smarter, and smoother value to our clients. Sure, the transition had its tricky bits, but like any good team, we figured it out without missing a beat—ensuring our customers never felt the shift. Through all this, we protected our account plans like pros, proving that adaptability, collaboration, and sheer determination are our superpowers. And now, the Customer Success Team is officially charged up, full of present and future rockstars, all geared toward delivering impact with a side of delight.

We've adopted agility as our mantra—moving fast, staying structured, and making sure we're constantly in sync with key stakeholders. ***The new regional model? More freedom, more learning, more ways to innovate—all leading to a bigger, bolder, and better CS team.***

## Big Wins of the Year

- Growth sprees in GCPL, JK Cements, GITS, TGI, and Bajaj
- Epic go-lives at Sintex, Philips Indonesia, BAT Vietnam, and BAT Algeria—executed with precision and flair!

## Golden Nuggets from This Year

- ***The best solutions aren't in spreadsheets***—they're at the client's office. Go, meet, solve!
- ***Documentation beats assumptions—every single time*** – Capture details, refine processes, and strengthen our knowledge base.
- ***Seeing is believing*** – Visit the market, and experience firsthand the impact we create for users and brands.
- ***Strong foundations drive even greater results*** – Get the basics right, and the rest will follow.

***As we step into the new year, we do so with swag, ambition, and a whole lot of team spirit. We will drive growth, deliver value, and elevate customer success—while enjoying the journey.***

***Let's make it happen!***

# -Customer Success





# Engineering: A Year of Innovation and Growth

Engineering at Bizom has always been more than just writing code—it's about pushing boundaries, solving real-world problems, and making an impact. Over the past year, our team has been on an exciting journey, filled with innovation, challenges, and remarkable achievements.

It all started with our bold vision: to make Bizom users smarter and more efficient. We took a major leap forward in our AI journey, introducing features that changed the way our users work. The Suggested Order feature brought intelligence to inventory planning, ensuring businesses stocked just the right products. Image Validation made data collection more reliable, reducing errors with automation. ***And now, we stand on the brink of launching our AI Sales Assistant, a revolutionary tool that will transform how sales teams use Bizom.***

But innovation doesn't stop at AI. This year, we expanded our reach into new industries like tobacco and dairy, with a successful go-live of BAT. We also strengthened our product by acquiring the Beat Optimization Module and integrating it seamlessly into Bizom. On the technical front, database upgrades made our platform faster, improving response times by 10%, while bug SLAs were slashed to 4 days, ensuring smoother operations with 80% adherence. Meanwhile, ***the Bizom UI got a fresh upgrade, with 1,000 daily active users to a more seamless experience.***

Of course, no journey is without its hurdles. This year taught us a valuable lesson—the power of small, iterative milestones. Instead of waiting for perfection, we learned to push features to production early, gathering real user feedback to refine and improve along the way.

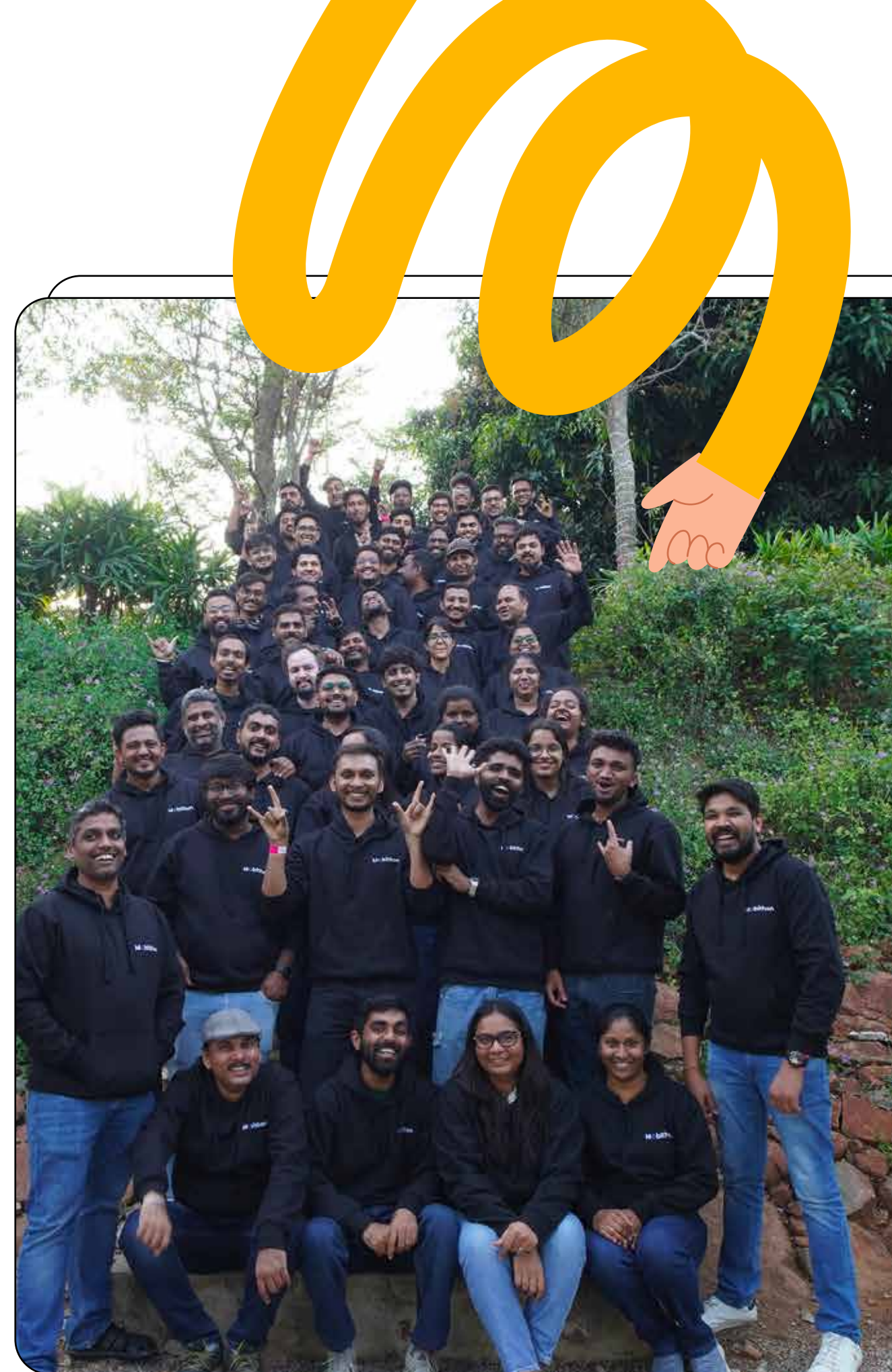
One of the proudest moments for our team was Mobithon. A spark of creativity and innovation, this event resulted in 5-6 good projects, each of which will have a tangible impact on the business. It was a testament to the fact that when the team comes together, we create magic.

As we look ahead, we stand at the edge of a new era. When we started this company in 2013, we were mobile-first. ***Now, in 2025, we will be AI-first—not just as a buzzword, but as a real, game-changing force in Bizom.***

And behind this transformation is our incredible team—a dynamic blend of seasoned experts and fearless young minds, each bringing energy, passion, and a relentless drive to push limits. Together, we are not just building software; we are shaping the future.

***The road ahead is exciting, and engineering will continue to lead the way! 🚀***

## -Engineering





# Stronger Finances, Smarter Growth

***The past year has been a good one for us in Finance. By the end of this financial year, we will cross a big milestone—₹100 crore in collections.*** This is a significant achievement and a reflection of the team's efforts. While the first quarter was slow in terms of collections, we made a strong comeback and improved every quarter after that.

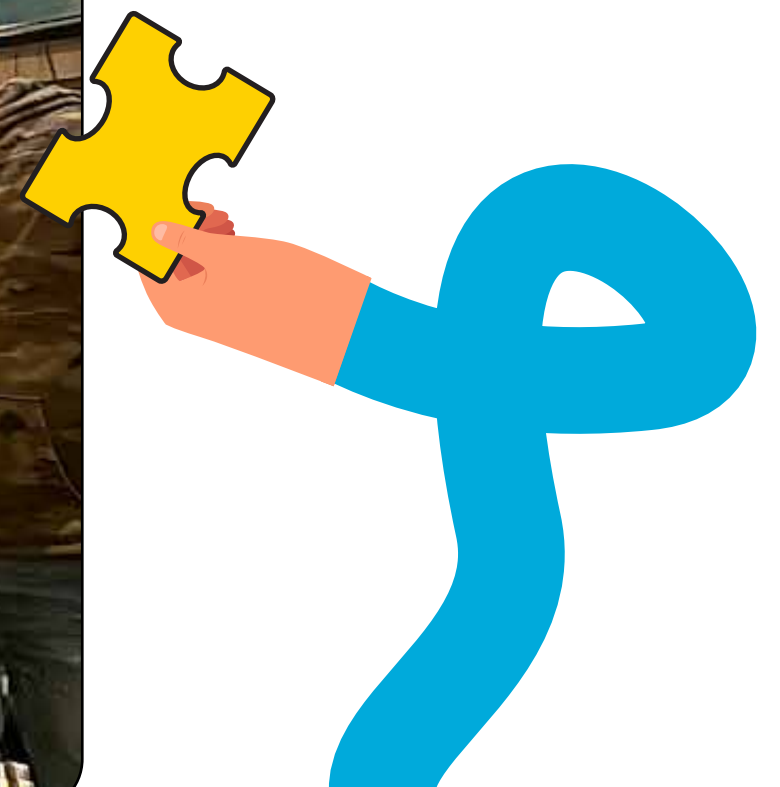
Managing cash flow well has been a major focus, and the recent fundraising has given us an even stronger position. We have also kept our expenses within the budgeted range, which positively impacted our EBITDA margins and helped us move closer to our goal of becoming a profitable company. On the compliance front, we successfully closed our external audit without any major observations. We also ensured that we remained fully compliant with all legal and regulatory requirements. This has helped us maintain financial discipline while continuing to grow.

That said, there are areas where we can do better. While we managed cash flow well, we need to focus more on enforcing price revisions, moving customers to better payment terms, and ensuring smaller customers shift to autopay. These steps will help us improve collection efficiency and reduce follow-ups.

Looking ahead, our key focus will continue to be cash flow, with the aim of operating at breakeven. As the company grows, it is also important that we scale our internal processes. Automation will be a big priority for us, and we are working on bringing in more technology to streamline collections, invoicing, and accounts payable. These improvements will help reduce manual work, improve accuracy, and make processes more efficient.

***Another major focus will be profitability. The first step is ensuring that every customer is profitable, which will set the foundation for broader profitability at an organisational level.*** This will involve better tracking of costs, improving pricing strategies, and making data-driven decisions to optimise revenue. Overall, it has been a year of growth, learning, and progress. With strong cash flow, process improvements, and a focus on profitability, we are in a great position for the year ahead.

## -Finance





# Product Evolution 2025: From Reactive to Proactive

Over the past year, the Bizom product team has evolved from a fragmented and reactive unit into a more cohesive, strategic, and impact-driven team. Last year, we faced significant challenges. Our roadmap was primarily controlled by the engineering and CEE teams, and our approach to custom development drained bandwidth from core product innovation. **Additionally, there was no clear direction for UI/UX improvements.**

Moreover, the perception of Bizom as an AI-enabled SFA was weak, and our partner ecosystem remained underutilised. The customer request backlogs were high, and aligning expectations with the development team required constant negotiation, often leading to inefficiencies.

***This year, we've made significant improvements. The product team is now focused, dedicating over 60% of development to high-impact initiatives through product-led sprint planning. This has led to meaningful enhancements and AI innovations.*** The launch of Bizom Next sets a clear UI/UX direction, and with two new AI products and upcoming embedded AI agents, we aim to enhance our position as an AI-powered RTM solution. Bizom is shifting from a traditional SFA to a modern, AI-first solution, and we are now working towards positioning it as an AI-first SFA.

We've made key improvements in backlog management by introducing effort estimation on Zoho tickets. This has enhanced our visibility into pending tasks, improved response times to customers, and made sprint planning more data-driven. Our structured approach, including bucket bash sessions, has also boosted efficiency and ticket resolution timelines.

A major win has been streamlining custom development by shifting low-impact requests to third-party partners. This frees engineering bandwidth for scalable features, keeping Bizom robust yet flexible through external integrations. Our partnership strategy needs to evolve. While we've onboarded Loyalty Works and Parallel Dots, we must focus on translating these collaborations into effective implementations. Strengthening our partner ecosystem will be crucial to maximising the value for Bizom and our customers. Collaboration with the development team has led to positive changes, including a less hierarchical structure and better alignment. However, further refinement in our processes is needed to enhance the execution of product requirements and improve delivery predictability.



***As we look to 2025 and beyond, our focus is on proactively driving our product roadmap.*** We aim to strengthen our PMF for new verticals and geographies, targeting Van sales personas in middle-income markets, line managers, and retailers. AI and RI will lead our efforts as we transition Bizom from AI-enabled to AI-first. We will enhance customer engagement by refining our approach to introducing and iterating new features. Strengthening partner relationships and ensuring successful live implementations will be a priority for market expansion.

***Continuous UX and product improvements will remain a key focus. By enhancing usability, revamping backend UX, and regularly updating features, we aim to create a more seamless user experience across the platform.*** This year has been transformative for the Bizom product team, positioning us to drive innovation and deliver long-term value despite ongoing challenges. With a clear strategy and a committed team, we aim to achieve continued growth and success in 2025.

**-product**

10 → 100





# PS 24: Powering Success!



***What an amazing year 2024 has been for professional services!***

Looking back to 2024, I wonder how each individual in the PS team scaled themselves. Interestingly, we started doing additional things without increasing the team size. Over the last 2 years, we've realised that every enterprise customer requires specific custom requests alongside out-of-the-box Bizom to run their business their way. Professional services assist enterprise customers in delivering high-quality solutions, be it training their sales representatives or MIS team, ensuring data visibility for primary/secondary, helping their sales rep do day-to-day tasks without any hiccups, or building any custom development. The professional services team is a no-drama team, be it our product trainer, ATM team, call support, or integration team!

***In March 2024, the PS team took over the end-to-end charge for the most controversial topic in Mobisy, Secondary Integration (Bizom Connect), and streamlined it completely. Along with that, the team has managed quality standards by standardising maximum MDMs and alerts.***

The integration team has taken initiatives to solve the customer problem by conducting workshops and streamlining processes. ***A standout achievement was the record-time delivery for BAT integration, where the team not only delivered from our side but also helped customers accelerate implementation, unblocking the integration process for the project team.***

The PS team manages successful partnerships, allowing us to scale up despite the increasing number of integrations. The training team took the lead in migrating SME customers from Bizom to Bizom Next. The training team created a bite-size Bizom Next video for faster migration. Whenever there is a challenge in adoption, call support gears up and evangelises Bizom to sales reps and other users.

***2024 was quite an interesting and happening year for the PS team, and we are looking forward to more challenges and contributions in 2025.*** We have handled revenue leakage in integration services and are looking forward to doing the same for custom requests and helping generate more revenue through Professional Services.

***Jai Bizom Jai Professional Services 😊***

## -Professional Services





# HR's 2024, Where Strategy Meets Heart

2024 was all about making HR more strategic while keeping Bizom a place where work is fun. The focus was completely on becoming more streamlined, process-oriented, and people-focused, with the right automations to support us.

As we move forward in our 10 to 100 journey, bringing in top talent is our priority. We welcomed 130+ new team members to the Bizom family last year, visited 12+ campuses, interacted with over 1,500 candidates, and handpicked 29 fresh faces. Our hiring approach was need-based and aimed at making the best use of our resources.

***But it wasn't just about hiring—it was about growth for our people. Over 100 employees participated in our training programs last year, with an average LSAT score of 4 out of 5. We held 15+ targeted sessions like BYOB (Be Your Own Boss), CAPM & PMP certifications, and leadership storytelling. Programs like BYOB had 80+ participants and led to 60+ certifications, helping people take ownership and build confidence. Our Narrative Edge and BTS (Business Through Stories) sessions helped teams communicate better and make their messages more impactful. The feedback was clear—these weren't just training sessions; they were experiences that made a real difference.***

We also hit a new milestone—20 Lakh ARR/Employee, marking a 22% growth compared to FY24! With several mergers and new departments coming in, we made sure everyone could work smoothly together while keeping morale high. We improved our HR operations, automated tasks, and managed compliance effectively—no major backlogs, no missed deadlines.

We worked closely with different teams to help them understand the importance of Real Intelligence. Our entire branding effort was built around this, making sure everyone at Bizom embraced RI in the right way. The focus was to help people see it as a core part of Bizom's growth, not just a system to follow. Our engagement activities—Diwali, Christmas, Dandiya Night, and the Sports League—brought everyone together and kept the energy alive.

Of course, there were challenges—like tracking policy adherence and boosting employer branding—but we learned from them and kept moving forward. The HR team focused on people, making sure everyone felt valued, heard, and motivated.

***It's been a challenging yet rewarding year, and knowing that we've helped our people grow and succeed makes it all worthwhile.***

**-HR**





# SME BU Story: A Year of Growth, Innovation & Fun



The past year has been nothing short of exciting, filled with growth, optimisation, and a touch of adventure. We closed 2024 with a 17% overall growth while expanding our MRR base by over ₹10 lakh—all with the same team size. Efficiency at its finest! Customer happiness remained at the core of our efforts, and the results speak for themselves: a consistent NPS of 60+ and CSAT soaring past 95% every quarter. Not to mention, faster GoLives became the new normal, making onboarding smoother and more efficient. Of course, none of this would have been possible without seamless collaboration across teams—whether it was Product, Finance, or the CEO's office, we ensured that the right conversations happened at the right time.

## ***Experiments We Loved (And That Actually Worked!)***

Hybrid Model for Support & Farming – Managing both functions under one umbrella helped us bridge communication gaps, accelerate GoLives, and improve business understanding. The result? Better deliverables and fewer headaches!

Strategic Customer Visits – An increase in client visits provided deeper insights into their business and perspectives, enabling us to identify operational gaps. This allowed Bizom's solutions/products to effectively bridge these gaps, leading to impactful problem-solving and strategic upsells that contributed to our revenue growth.

## ***The Team: The Real Secret Sauce***

Numbers and strategies are great, but the real magic came from the team that made it all happen. They took on every challenge thrown their way, adapted, innovated, and delivered their best—every single time. But more than that, they built something priceless: a work environment where people genuinely cared for each other. This team didn't just work together; they created a family away from home—where support, encouragement, and a good dose of humour made every challenge worth tackling.

## ***What's Cooking for 2025?***

While we could sit back and celebrate, we'd rather keep pushing the limits (and having fun while at it). Here's what's next:

**Handling ₹1 Crore MRR** – To hit this milestone while maintaining the same team size, we are automating MBRs and support responses. This will reduce manual effort, enhance efficiency, and scale our impact without scaling our workforce.

**Revenue-Based Pricing** – We're experimenting with a pricing model that ties us even closer to customer success. More skin in the game = more meaningful partnerships.

And most importantly, we plan to keep enjoying the process—because what's growth without a bit of fun?

***Here's to another year of smart work, customer obsession, and maybe a few celebratory high-fives along the way! 🎉***

**-SME**





# Sales Hustle 2024: Wins, Lessons & The Road Ahead



As I write this summary of hunting performance this year, I'm happy to say we have done a great job so far, winning 100 deals this FY! But yes, we are a greedy bunch, and dil always mange more! Here are some highlights of the year:

Global million-dollar baby: Closing BAT has to be one of the biggest highlights of the year! We not only see huge revenue potential here, but it will also help us kick-start the global Key account hunting engine.  
SME hunting: Our SME hunting has gone from strength to strength, closing 62 logos—and we're not done yet! A few more to come before we close out the FY.

Enterprise & MM hunting: We have acquired some great logos like Godrej Locks, Welspun, Redbull, ATFL, and Raychem, among others.

However, this year has also been the one where we haven't seized all the opportunities that we have had. Missing out on the deals with Reckitt India, and Colgate, or failing to scale the accounts like Kimberly, Wavin, and Hershey's globally, hurts.

Our team has grown with some fantastic additions across hunting, pre-sales, and inside sales, with an influx of bright young minds—our highest intake of fresh graduates across all hunting functions. They've only been here for a couple of months but are already making an impact.

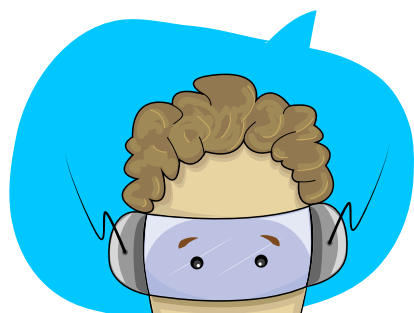
We have also seen some great performances from Shraddha, Aman, and Satish, who have not only worked hard to achieve their quotas but have also shown the rest of the team how it's done. Well done, guys!

Looking ahead, we are focused on scaling our team further and strengthening our pre-sales processes to drive stronger execution in the coming FY across key accounts, enterprise, and overseas hunting.

Here's to an even better FY25/26! Cheers!



## -Sales





# Bizom Marketing 2024: A Year of Grit and Growth

The year 2024 has been one wild ride for the Bizom marketing team. We took big swings, pulled off a few wins, faced our fair share of failures, and most importantly, kept moving forward.

We created more video content than ever before, racking up over 200,000 views—our highest yet. But many projects didn't quite hit the mark (yet), like the RIO comics or RI workshops. But we did make RIO known to all.

**On the business front, around 246 deals were created, with 110 of them directly tied to inbound efforts and report downloads.** More than 260 potential customers entered our ecosystem last year, proving that our efforts in content, outreach, and demand generation paid off. Kimberly Clark, Mars, and BAT were a few names that dropped their IDs on our webpage, and we hit it off.

**We made Bizom's brand stand tall in front of 500,000 Ideal Customer Profiles (ICPs) across while rebuilding the entire team. This wasn't just a reboot; it was an Avengers-level assembly.** Aftab, Sam, Nisha, and Anish came on board, while Mohit moved in from RevOps and joined Mehak and Archit, who were already sailing it strong.

We improved our tech stack, integrating tools like HubSpot, BitScale, Envato, Brevo, and many others, giving us an intelligence edge. Our Account-Based Marketing (ABM) efforts became sharper, and as we stand today, we're actively capturing buying intent. In short, we're smarter and more equipped than we were in 2023.

**But if 2024 was about fighting battles, 2025 is about winning the war.** We've seen what works, we've seen what doesn't, and now it's time to go all in. All we need is discipline, persistence, and belief. These are the weapons that will help us succeed.

**We made the shift to Real Intelligence in 2024, and in 2025, we will make it bigger.**

**Here's to a year that tested us, shaped us, and prepared us for bigger victories ahead. The best is yet to come.**



**-Marketing**





# A Year of Refinement, Speed, & Impact

If last year was about transitioning from content to documentation, this year was about becoming the Product Documentation Catalysts—a name that reflects our evolving role. We focused on refining and fine-tuning our wiki library, making it more structured, intuitive, and accessible. With this transition, we became more process-driven, implementing rigid turnaround times (TATs) to ensure efficiency. Our focus wasn't just on documentation; it was about striking the perfect balance between quality and speed. With faster rollouts and ambitious targets, we pushed ourselves to deliver more, achieving a 20% increase in output every quarter.

***This year saw the release of some major wiki articles, including —RI Co-Pilot, Beat Optimiser by Algorhythm (Yes, we acquired it! And another one's on the way... acquiring who? Sush!), New Scheme Type, Beat Jump Control, One Portal, Revamping outdated wiki pages, Integrating FAQs from Google Spaces, Streamlining documentation workflows to improve content accessibility.***

***Our biggest challenge? Keeping the wiki up-to-date amid rapid product enhancements.*** Faster rollouts meant early access versions often had bugs, making documentation tricky. We tackled this by aligning closely with the QA and Dev teams, ensuring we had real-time insights and could document features on time.

Despite the rush hour trying to meet our quarterly targets, our team spirit never wavered. Weekly brainstorming sessions, knowledge-sharing meets, inside jokes, fun games, and team outings kept us motivated. Through every speedbump, we found ways to collaborate, innovate, and, most importantly, have fun!

***With AI on the rise, automation and speed will be our key focus areas for 2025. Bizom Next is set to bring a wave of new rollouts, making documentation more critical than ever.*** Looking ahead, we are committed to bridging the knowledge gap between the product and internal teams with clear, precise, and effective documentation. After all, a product is only as good as its documentation, and we take immense pride in being the unsung heroes behind the knowledge that drives success.



## -Product Documentation Catalyst



Main udna chahta  
hoon daudna chahta hoon,  
girna bhi chahta hoon...  
**bas rukna nahi chahta!**

*Yeh Jawaani  
Hai Deewani*

**Step up Stories**







# From College to Crossing New Horizons

I joined the company in 2023, fresh out of college, right after my 7th-semester engineering exams. Stepping into the corporate world felt like entering a whole new universe. ***I had no idea about office culture, professional communication, or even how to write a formal email. I was excited but also nervous, stepping in with curiosity and hope.***

Akhilesh Nayak became my buddy, mentor, and guide. He was patient, knowledgeable, and always ready to help. He taught me everything about the product and the company from the ground up. Vidya Veigas and Harsh Jeetendra played a huge role in helping me face my first client. From shadowing calls to eventually leading them, Vidya's constant encouragement kept me going. More than a mentor, she became a true friend.

Soon after, I was assigned to a challenging project where I had to work from the client's office with zero KT. It was overwhelming, but I figured things out as I went. Over time, I built such strong relationships with the client that their office assumed I worked for them! Just when things started to feel familiar, I was assigned to Lactalis Malaysia. This experience changed my life. The account was at churn risk, with multiple open issues and almost no KT. I spent hours reading 'Wiki' and experimenting until I taught myself key concepts like van sales, credit notes, and sales returns. Interacting with the client was tough at first — their accent was unfamiliar, and I often struggled to understand their references. Despite the challenges, when they requested new functions like schemes and scheme budgets, we had just half a day to go live — the client had given their sign-off, and the launch had to happen the next day. With Saru Sood's incredible support, we made it happen.

***The turning point came when I visited the client for my first solo and international trip. It was a mix of excitement and fear, but their warmth melted my anxiety away.*** They even took me around the country and told me I felt like their little sister. Through the challenges, I learned to take initiative, earn trust, and develop bonds. Slowly but surely, the effort paid off — the client's NPS feedback improved from a 3 to an 8 within a year, a milestone that filled me with pride and gratitude. Working with Eggy and Kishore has been one of the greatest gifts of my journey. Eggy and I formed a strong bond in a short time, supporting each other and becoming like sisters. Kishore's vast knowledge and boundless encouragement inspire me every day. ***Transitioning to his team was a game-changer — his vision to take customer satisfaction to the next level taught me so much. Together, we deployed modules that made our clients' lives easier and strengthened their trust in our product.*** When I joined the BAT account, I knew the road ahead wouldn't be easy. Gaining their confidence took time, but with Kishore's mentorship, I grew into the role. I learned to handle their queries, manage expectations, and build meaningful relationships. I also learned the importance of staying organised—making to-do lists and managing my time efficiently between clients to ensure no one felt overlooked.

***As I reflect on this journey, I feel nothing but gratitude. Every person I've met and every experience I've had has shaped me in ways I never imagined.*** I'm learning to balance my emotions, grow more confident, and embrace every opportunity to evolve. Choosing to work here has been the best decision of my life, and I feel incredibly lucky to be guided by such remarkable people. I hope to keep pushing myself, giving my best, and making a difference—not just for the organisation but for the incredible mentors and friends who believe in me.



**-Chandana HR**

Chandana is the go-to person for the SEA team, always ready to take on challenges with dedication and enthusiasm. She started by managing Lactel Malaysia, working closely with customers to resolve their daily issues, and even going on the ground to understand and address end-user concerns. She then took on the challenge of handling smaller SEA accounts, quickly learning integration concepts and successfully resolving key issues for Jiva. Now, as she leads BAT Vietnam, she continues to excel, building strong client relationships and delivering exceptional support.

Beyond her core responsibilities, Chandana balances customer management with stakeholder coordination, seamlessly working with both the development and product teams. She also plays a crucial role in onboarding and training new SEA team members. Her commitment, problem-solving skills, and ability to foster strong relationships make her an invaluable asset to the team!

**-Kishore  
Kumar**





# From Taking the First Step to Owning the Path

***I have worked on something that changed me just as much as I changed it.***

My journey at Bizom has shaped me. It hasn't been a straightforward or predictable path—rather, ***it has felt like a mountain trek, full of challenges, learning curves, and moments of thrill.***

I started at Bizom in 2023 as a Graphic Designer, but soon, my role expanded beyond its initial boundaries. My curiosity and willingness to take on more led me to new opportunities, and in 2024 - I transitioned into Product Designer. It felt like reaching my first summit, only to realize the real climb had just begun.

Like trekking, where you prepare for unpredictable terrain, shifting weather, and the support of fellow trekkers, my transition into UI/UX and the SFA revamp tested my adaptability. I started with smaller modules and soon tackled complex workflows end-to-end—at every step balancing business insights from Product Managers and technical constraints from Developers. ***It was about understanding, adapting, and finding the best route forward—just like a trekker navigating an unknown trail.***

***The truth is, stepping into something new isn't just about self-belief—it requires a strong support system.*** I was fortunate to have mentors and colleagues who guided me, challenged me, and trusted me. They are more than just teammates; they became friends first and colleagues second, much like fellow trekkers, encouraging one another to reach new heights and discover the beauty in the journey.

As I look back, this journey has transformed me as much as I have transformed the user experience of our app. From revamping the SFA platform to aligning every design decision with impact, ***I see not just an evolved product, but an evolved version of myself—one that is more confident, adaptable, and ready for the next summit.***

***Because the best part of any trek isn't just reaching the top—it's realizing how much stronger you've become along the way.***

## -Navya Baheti

Navya's transition from Graphic Designer to UI/UX Designer has been truly impressive. Balancing both roles while also mentoring new designers demonstrates her dedication, adaptability, and leadership skills.

## -Raj Grewal



# Stepping Up: How I Went from Asking Endless Questions to Answering Them

Starting my first job has been quite an adventure. It felt like being dropped into an escape room without any clues—exciting, puzzling, and a bit nerve-wracking. Bizom's product ecosystem is vast and intricate, like a giant puzzle where every piece has its own logic—and sometimes a hidden twist. To make things even trickier, I had to understand an old Android mechanism that isn't widely documented online. But every day was a new challenge, and I was determined to figure it out!

That's where Milan, my mentor, came in. He was always there to help, patiently guiding me through the toughest technical roadblocks. After work hours, I spent time reading company wiki docs and experimenting with configurations just to make sense of everything. In the early days, my job mainly involved running from one QA to another, from one developer to another—**basically, I was the official "help-seeker-in-chief."** But soon, things started clicking.

As I began to understand the modules, the work became more exciting. Now, here I am, 1.5 years later, having worked on several modules, learned a ton, and fully embraced the company culture. From participating in sports competitions to team outings, the journey has been nothing short of amazing. Looking back, I remember how nervous I was at the start, but now, I feel confident in my skills and my place in the team.

**The best part? The people. My leads, managers, and teammates have always supported me whenever I needed help, making the journey much easier. The hustle is real, but so is the excitement.** Every day brings something new to figure out, and while I may not have all the answers yet, I'm getting there—one step, one mistake, and one slightly-burnt cup of coffee at a time.

**Here's to stepping up, tackling the complex, and embracing the growth that comes with it. Bizom has been an incredible place to learn, and with so much more to explore!**

Kuldeep consistently takes on new tasks with enthusiasm and dedication. He ensures timely delivery, often completing them ahead of schedule. His work reflects excellent code quality, demonstrating attention to detail and best practices. His consistency and efficiency make a significant impact on the team's success.



**-Kuldeep  
Gangwar**

**-Arvind Kandi**



# When AI Met Retail

When I joined Bizom as a Data Scientist, I had no idea how much this experience would change me. Fresh out of IIT Bangalore with an MTech in CSE (AI Specialization), I thought I had a solid grip on AI. But theory and real-world application? Two very different things.

## ***The 7.5x Leap***

In my first few weeks, I was excited—and a little overwhelmed. AI at scale isn't just about fancy algorithms; it's about making things efficient, scalable, and impactful. My first project, Automating Retail Image Quality/Deduplication Assessment, proved that fast. What was once a tedious manual process needed a major upgrade.

With embedding-based techniques and machine learning, we sped it up 7.5 times, making it more accurate and saving teams hours of effort. Seeing it go from a clunky workflow to a seamless system was a proud moment.



Another project close to my heart was RI-Copilot (Suggested Order with Recommendation)—an AI-driven engine that turns sales data into smart suggestions. Before this, sales teams often relied on gut feeling. Now, they have AI-powered insights to predict order quantities, identify upsell opportunities, and revive overlooked products. It was incredible to watch our work translate into real business impact.

## ***The ENCLIP Story***

Beyond Bizom's walls, I had the chance to contribute to the research community by publishing "ENCLIP: Ensembling and Clustering-Based Contrastive Language-Image Pre-Training for Fashion Multimodal Search with Limited Data and Low-Quality Images." (Yes, that's a mouthful!) In simple terms, many AI models struggle with data scarcity and low-quality images, leading to inaccurate results. Our approach improved retrieval accuracy and search relevance, especially for e-commerce and retail discovery.

## ***Making AI Faster, Leaner, and Smarter***

Of course, AI isn't just about models—it's about making them work in the real world. Our initial Image Quality Assessment solution depended on resource-heavy multimodal large language models (MLLMs), which required GPUs.

To scale the solution, we optimized it with lightweight ML algorithms that could run seamlessly on CPUs, enabling real-time validation. Similarly, RI-Copilot had to process massive sales data, so we fine-tuned our models with ensemble learning and hyperparameter optimization to keep them accurate and adaptable.

## ***Not Just Colleagues***

But what truly makes this journey special is the people. From brainstorming crazy ideas to debugging at odd hours, my teammates have made every challenge worth it. The leadership here doesn't just push for results—they encourage experimentation and innovation, which has been key to my growth.

## ***What's Next?***

Looking ahead, we're working on Semantic Search to revolutionize how retailers discover products. We're also diving into Agentic AI for smarter sales predictions and Competitive Product Analysis, which leverages retail images to gain insights into market positioning and trends. There's so much more to build, and I can't wait to see where we take AI in retail next.

This past year has been a journey of adaptability, problem-solving, and pushing boundaries. If there's one thing I've learned, it's that AI isn't just about building smart models—it's about making a real impact. And at Bizom, that's exactly what we do.

**-Prithviraj Naik**

In recognition of his remarkable contributions to complex data projects, driving their success even as a recent graduate. He single-handedly managed the successful and intricate delivery of the Outlet Deduplication project for GCPL with zero escalations, leading to its productization as Bizom's first GenAI product. As the only Bizom employee to publish a paper based on his internship, his eagerness to experiment and tackle new challenges, coupled with his integrity, work ethic, sincerity, responsibility, and accountability, marks him as an invaluable asset to our team.

**-Vishesh Dora**



# Denied, Determined, Dominant: The Coming Back!

Joining Bizom felt like stepping into a storm. Fresh out of my MBA, I was eager, but the world of software and automation was completely foreign to me. As Namita would say, “It’s not my expertise,” and I felt the same. But here’s the twist- I slowly started enjoying the process. What once seemed intimidating became an exciting challenge to conquer. The first few weeks were like an intense boot camp in presentations. I spent countless hours buried in documents, shadowing my seniors, and firing off a million questions. The learning curve was brutal, but the North Team had my back. My manager guided me patiently, fostering an environment where asking for help wasn’t just encouraged—it was expected.

Aryanveda was a major test. It was a small account in MRR but a giant in stakeholder expectations. With limited product knowledge, I struggled. Eventually, I was removed from the account, an experience that stung. But instead of letting it break me, I used it as fuel. I handled multiple new Merino accounts, accounts from Nepal, and Bangladesh—gaining expertise and refining my approach.

Insights became a game-changer. Clients loved it, and ironically, Aryanveda later regretted letting me go. By then, I had moved on to bigger battles.

Then came my first big Go-Live account, Wavin, one of my biggest account so far! I went in thinking, Bring it on! Turns out, people management wasn’t about motivational speeches; it was about putting out fires daily. I quickly learned that ownership wasn’t just about handling tasks; it was about embracing chaos. It was a brutal account; I struggled, failed, and even cried in front of our internal stakeholders. But persistence paid off. After months of effort, I delivered a successful business presentation in the Wavin sales meet, presenting SFA and DMS to over 200 people.

Looking back, I see how far I’ve come. I’ve learnt that resilience, adaptability, and a strong support system make all the difference. The journey wasn’t easy, but every challenge shaped me. And that, to me, is what it truly means to Step Up.



**-Megha Goyal**

The fiery attitude with which Megha has led her accounts in the last 14 months has been incredible. Her ability to build strong relationships with stakeholders and navigate challenging conversations has made her a trusted partner for our customers. Thanks to her dedication and customer-centric approach, she has successfully expanded Bizom’s footprint, driving growth even in tough markets.

**-Pratyaksh  
Choudhary**





# From an HR Rookie to Wearing All the Hats



When I joined Bizom, I was very clear about one thing: I wanted to be a generalist. Not just in terms of HR functions, but in the skills that truly make a difference: empathy, hustle, and understanding our stakeholders to help them better.

***So, I went all in. Recruitment, onboarding, L&D? Check, check, and check. But L&D? That became my playground. I wasn't just rolling out learning plans—I was designing experiences. That's how BYOB (Be Your Own Boss), Narrative Edge, and BTS came to life.***

And here's the kicker- I never ran the same batch twice. Every program had a new spin, a fresh twist, something unexpected. Because if learning isn't fun, what's the point?

Then came the full-circle moment—owning the entire employee journey. From check-ins that felt more like coffee catch-ups to creating career paths that actually excite people, I wanted to be in the thick of it all. Every touchpoint in an employee's journey became something I cared about, and I made sure they had the right support, opportunities, and—most importantly—a great experience at Bizom. I also took up initiatives in engagement activities to help build a workplace culture that employees could truly connect with. But I wanted more.

***So, I walked up to Shalaka and said, "What else can I take on?" That's how I found myself deep in compliance and payroll. SOC audits? Managed. ISO audits & Payroll? Now, that was a beast. It made me nervous, but I knew I had to nail it—and I did.***

Looking back, I didn't just do HR—I lived it. Every role pushed me, challenged me, and kept me on my toes. And I loved every bit of it.

Next up? Becoming a jack-of-all-trades and a master of one. Because why settle for just one?

## -Angela Ann Simon

Angela is the great definition of a well-rounded HR professional — there's nothing she can't handle! She excels at managing the entire employee lifecycle well . Her grit, consistent follow-ups, and impressive stakeholder management set a benchmark for others around. Angela's dedication to meeting timelines is something we all admire. Here's to wishing her continued success and growth in the years ahead with Bizom!

## -Shalaka Kothawle





## Stepping Up: From Blueprints to Business

If someone had told me a few years ago that I would move from designing machines in a factory on the outskirts of Bangalore to analyzing business strategies at Bizom, I wouldn't have believed it. But life has a way of surprising you, and my journey has been nothing short of transformative.

As a Mechanical Engineer, my world was once filled with technical drawings and manufacturing processes. But then, through a friend, I learned about an opening at Bizom for an Inside Sales role. ***There was just one catch—the interview would be with Nishtha, and everyone knew how tough it was to crack an interview with her. With a mix of hard work, luck, and maybe a little destiny, I made it through and joined Bizom as an intern.***

From day one, Bizom felt like home. Inside Sales wasn't my strongest suit, but the experience of speaking with stakeholders and working alongside incredible people gave me a confidence boost I never expected. After three months, however, I realized that the role wasn't quite the right fit.

That's when I discovered one of the best things about working at Mobisy—there's always room to explore and experiment. I got the opportunity to join the SME BU team as a Business Analyst, and I could never have imagined how much this move would shape me. ***The SME BU team isn't just a team—it's a family. From the very beginning, I was welcomed with so much care and support that I never once felt like the "new hire."***

***But comfort can sometimes lead to complacency. At one point, I started slacking without even realizing it—until one phone call changed everything. My Regional Head, Srinidhi, called me while I was working from home and said, "When I hired you, I had such high expectations. But I don't see that anymore." Something about those words lit a fire inside me, and I haven't looked back since.***

Bizom has given me more than just a career—it has given me experiences that a lifetime of education couldn't have. I've traveled across India, met people from diverse cultures, and learned invaluable lessons. And beyond work, Bizom's emphasis on fitness pushed me in ways I never expected. I've always been a lazy person—walking, let alone running, was never my thing. ***But here, I found myself participating in the TCS run alongside my teammates. Sure, I may have "cheated" and only completed 8km out of 10, but just being part of something so wholesome made it one of my proudest moments.***

Looking back, I see how far I've come—not just in my career, but as an individual. And looking ahead, I'm excited for all that's yet to come. Because at Bizom, stepping up isn't just encouraged—it's inevitable.

## -Nikhil Ravindranath

"Nikhil: The Energizer Bunny of Our Team – Keeps Going and Growing!" 🐰🚀 Nikhil has made a significant impact since joining last year. His unwavering commitment to customer success, prioritizing client needs, and ensuring seamless experiences have been commendable. Beyond his professional contributions, Nikhil stands out as a dynamic and energetic team player, always taking the initiative and fostering a collaborative work environment. He actively participates in team activities and extends his support whenever needed, be it for colleagues or clients.

## -Srinidhi Shastri



## Confusion to Conquest: A Kenya Chronicle

When I first joined Bizom as a Sales Development Representative, I thought sales was just about making cold calls and setting up meetings. Sounds simple, right? But the deeper I got into the world of FMCG and route-to-market strategies, the more I realised how much more there was to it. Sales isn't just about reaching out to people; it's about truly understanding different markets, recognising real business challenges, and figuring out how Bizom's solutions can actually make a difference.

That realisation hit me even harder when my manager assigned me Kenya as my region. Honestly, I was terrified. I had zero experience in the market, no local contacts, and no clue where to even begin. The targets felt overwhelming, and all I could think was, How am I supposed to crack this?

***People kept telling me, “Kenya is easy,” but I couldn’t shake the feeling that I was completely out of my depth. To be honest, I had my heart set on India’s mid-market segment—it just seemed way more exciting.***

The first month was rough. Self-doubt was loud in my head. Is this even worth it? I kept asking myself. But then, something shifted. Instead of overthinking, I just started talking to people—real conversations, real insights. I took discovery calls with anyone willing to spare a few minutes. I listened to their challenges, their frustrations, and how their businesses actually worked on the ground.

And then, one call changed everything. Suddenly, I wasn't just selling—I was solving problems. That conversation gave me a spark of confidence, and from there, things started to fall into place.

I built relationships with top executives, and that changed everything. It wasn't just about business anymore; it became about learning, growing, and truly understanding their world. Clients sent me products, patiently answered my endless questions, and even when I followed up probably a little too much, they never brushed me off. Instead, they taught me resilience, the kind that comes from showing up, listening, and proving that you genuinely care.

What made this whole experience even better? The people at Bizom. On the tough days, when everything felt slow or frustrating, my colleagues' encouragement kept me going. Some days were exhausting, but the highs, the thrill of problem solving, the joy of seeing a client succeed, the rush of hitting milestones, made every effort worth it.

Looking back, I realise Kenya wasn't a challenge; it was an opportunity. An opportunity to learn, adapt, and grow in ways I never expected. What started as uncertainty turned into one of the most rewarding experiences of my career. And for that, I'm truly grateful.

## -Shraddha Nair

Shraddha has been nothing short of a powerhouse in her time at Bizom, showing the entire team what's truly possible! If there were a leaderboard for impact, she'd be topping the charts. Look at these stats from the last 6 months:

3,000+ ICPs reached – That's like cold-calling an entire small town!

115 meetings scheduled – At this point, her calendar needs a calendar to keep up.

15 opportunities cracked – With a cool ₹2 Cr ARR in play—because why aim small?

She's not just setting records—she's redefining what's achievable. Can't wait to see what she conquers next!

## -Pavan R





# The Marketing Guy™

Imagine being handed a Swiss Army knife with a thousand tools, and told, “Go build a marketing machine”. That's how my journey started at Bizom. That's the kind of opportunity you get here. At Bizom, you're not just confined to a single role; you're empowered to explore and master every facet of marketing.

***As a Marketing Guy™, my LinkedIn profile should ideally say "professional juggler." ABM for KAM accounts? Check. Content creation? Of course. Video production? Sure. The entire marketing tech stack? Definitely. Also, I decided to DIY our HubSpot implementation. Why? Because HubSpot's \$3,000 setup fee felt more like a challenge than a price tag.***

I mean, “implementation” sounds like a nice little weekend project, right? Well, it turned out to be an internship in advanced automation, workflows, and API hieroglyphics. I basically went full mad scientist, experimenting, troubleshooting, and whispering sweet nothings to HubSpot until it finally started behaving. But hey, seeing our marketing go from “organized chaos” to “actually working” made it all worth it. Bizom encourages you to take ownership and learn by doing. It's a place where you can step up and solve problems head-on.

Now, The ABM Engine! That, too, is for our clients like Redbull, Hersheys, PMI, and more. This is where you get a crash course in global business, client relationships, strategic thinking, and the fine art of saying, “Of course, we can do that!” It's about turning research into insights, insights into actions, and actions into results.

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***Then, there's content and video creation; Bizom isn't about churning out generic material. It's about crafting compelling narratives that cut through the noise, creating visuals that resonate, and establishing a brand voice that embodies "Real Intelligence."*** In a world of fleeting attention, you'll learn to make every piece count. It always puts a smile on my face when I see the contents I created for campaigns create impact.

At the end of the day, my role is equal parts strategist, tech troubleshooter, and creative chaos manager. It's about embracing the madness, rolling up my sleeves, and figuring stuff out, whether that's fixing a broken workflow or editing a video at 2 AM.

***Well, Bizom isn't just a company where you can actually grow; it's a playground for people who love challenges and those who want to solve them. And honestly? I'm here for it. Because what's the fun in doing things the easy way?***

**-Sam**

**Richardson**

He is the allrounder of the Marketing team. He has single handedly implemented Hubspot, and now through hubspot multiple campaigns are being run and tracked. He led the content in the UI/UX campaign + other sales enablement content. He also handles KAM account activation alongside Rishav's team.

Sam fills a critical gap, and is the only one constantly hustling between all three sub teams of Content, Distribution and Operations.

**-Animesh  
Bajpai**



## Either You Perform, or You Perish

Parth has shown great resilience and ownership while handling tough accounts in Nigeria and Ghana. He can manage difficult client situations, suggest new solutions, and turn around problem accounts. Parth doesn't just take responsibility — he takes charge and gets things done, helping grow accounts even in tough markets.

Right after my MBA, I joined Bizom, thinking it would be a smooth start — full of nice moments and a bit of that "honey-moon phase." But just two weeks in, reality struck hard. Lalit gave me a solid bashing, and that's when it hit me — this wasn't going to be an easy, relaxed onboarding. It felt more like being thrown straight into battle.

Early on, we were having calls with the client's leadership, and let's just say, things weren't exactly looking great. Lalit made sure we knew just how bad the account situation was, which made everything feel even more intense. That was my wake-up call—I was already accountable, whether I liked it or not. That's when my real journey began.

From attending meetings with absolutely zero product knowledge to pitching new modules to clients in Nigeria within just two months, I was thrown straight into the deep end. Long hours with the CCD guys solving problems, market visits in Nigeria (where I almost got kidnapped—don't ask), and firefighting account issues became my new normal. But the best part? Every problematic account I inherited is now stable and growing, with not a single one churning.

I handle accounts in Nigeria and Ghana across alco-bev, FMCG, FMCD, and the commodity sector. The biggest challenge? Growing these accounts when their economies are going downhill fast. My job was to convince clients to spend more on Bizom, even when their budgets were tighter than ever. Instead of selling, I chose to consult — understanding their struggles and showing them how Bizom could help them grow, even in tough times. Somehow, it worked! Every account showed growth, and that gave me the confidence to take on tougher challenges. When the going gets tough, I get tougher!

***Through this whirlwind, I've learned one key lesson: just knowing that someone has to complete a task isn't enough—you can't leave it to them. You have to take charge, own it, and get it done, no matter what. But the biggest management insight I've gained? Always have your team's back. Sometimes, all it takes is a simple "Go for it—whatever happens, we'll deal with it." That's exactly how Noman has supported me—giving me the freedom to take risks while standing by me when things went south.***

I wouldn't have made it this far without my teammates Ganesh and Aman, who have been nothing short of amazing. Whether it was answering my endless questions, jumping on calls they could've easily avoided, or just being there when things got tough, they've been integral to this journey.

And so, the adventure continues. This is just the beginning, and I hope it's a long one—full of more lessons, more challenges, and, of course, more friends for life.

**-Parth Sehrawat**

**-Noman  
Waghv**





# Uno Reverse - Client SPOC to Bizom SPOC

*During Bizom Buzz 2024, I received the “Data Daredevil” award from KK for successful implementation and adoption of Suggested Order and ARS as a client, interacted with a lot of Bizom employees across departments and was made to pitch Suggested Order to other clients by Rupesh (Pandey). I loved the culture of Bizom and told Rupesh, “Whenever there’s an opening, let me know”.*

Fast-forward 5 months, I got a call regarding an opening in Farming and I jumped at it. All professional milestones with Bizom perfectly aligned with my personal milestones, starting from my first HR discussion that happened a day before I got engaged, to my employment getting confirmed on the day my wedding venue was decided, and receiving the Spot Award during TMI S02- E04 two days before my wedding within just 4 months into Bizom, making all my achievements in Bizom unforgettable.

***Within a week on the job, I got assigned to 10 accounts, helped eliminate the churn risks in two of them in a month and grew other accounts in the month after that.*** By then, Farming South changed to Customer Success South 1 Beta version to Customer Success South 1 stable version. The support I’ve received from my team and all other teams during these changes humbled me and made me more motivated to work harder and perform better.

While my interactions with all teams in Bizom exposed me to Dev, Product, Integration, Finance, Legal, Alerts, Hunting and Inside Sales teams work and my interactions with all clients ranging from AlcoBev, FMCG, FMCD, Healthcare has expanded my knowledge on how these industries function. Moreover, when Bizom inducted Trainees into our work family, I felt proud to be entrusted with helping some of them get an insight into FMCG.

I feel gratitude towards my team, whom I have relied on constantly day in and day out. Shoutout to the “Heavyweights” of the team whom I have learnt so much from and the Region Heads who have groomed me since Day 1 to achieve greater things. Can’t wait to see what lies ahead in this already amazing journey!

## -Amod Kamath

Amod Kamat is a quick learner who adapts rapidly to new challenges and technologies. His keen problem-solving skills and proactive approach ensure smooth and efficient implementations. He excels in customer satisfaction by understanding client needs and delivering solutions with precision. His ability to execute faster go-lives has significantly improved project timelines, minimizing delays and maximizing efficiency. Amod's dedication, strong work ethic, and commitment to excellence make him a valuable asset in any implementation team.

## -Aldrin Paul



# Joy in Chaos

I started my journey at Bizom on April 1, 2024, and looking back, the past year has been nothing short of transformative. When I joined as an Associate Business Analyst, I expected my role to revolve around sales and analytics. However, I quickly realised that it encompassed so much more. On just my second day, I found myself in a client meeting, sitting across from the Sales Head and CEO of a major company. As a fresher, being in a room with such senior leaders—and not just listening, but actively suggesting ways to improve their business—was surreal. It was a moment that set the tone for everything that followed. At Bizom, I wasn't just a spectator; I was a contributor from day one.

Over the months, I have honed my skills in stakeholder management, consulting, and problem-solving. Monthly Business Reviews became one of my favorite aspects of the job. I love analyzing data, identifying gaps, and offering insights that lead to tangible improvements. The thrill of seeing a company—some of which I was once a regular consumer of—implement my recommendations is deeply fulfilling. This role isn't just about understanding numbers; it's about understanding people, industries, and the stories behind businesses.

In August 2024, Prachi and Shrey approached me with an opportunity to lead an enterprise go-live. Having just completed a mid-market go-live with Laljee Godhoo, which felt relatively smooth, I thought, "How much harder could an enterprise implementation be?" I took on Sintex—and I was in for a reality check sooner than I expected. The scale was entirely different. Managing so many stakeholders, building relationships, and simultaneously executing SFA, DMS, Retailer App, Influencer App, integrations, and countless customizations—it all had to be done in parallel, and it all had to be done fast. The complexity was immense, but so was the effort from our team. Late nights, early mornings, and an unwavering commitment to problem-solving made it possible. And while we've delivered significant milestones, the journey with Sintex is far from over. However, with my team by my side, I have no doubt we will see it through to success.

A major learning curve for me was realizing that perfection is an illusion, and doing everything alone is neither sustainable nor necessary. Initially, I believed I had to figure everything out by myself, but I couldn't have been more wrong. Bizom's culture thrives on "algorithmic jugaad" — the perfect blend of structured innovation and adaptability. Collaboration is at the heart of what we do. I have had the opportunity to work with three different managers, each with unique perspectives and leadership styles, shaping the way I approach challenges today.

Bizom isn't just a workplace; it's a whirlwind of energy, ideas, and relentless problem-solving. Yes, there is chaos—unexpected hurdles, last-minute changes, and high-pressure moments—but within that chaos, I found something invaluable: growth. I learned to embrace uncertainty, adapt quickly, and trust my team. And through it all, I made great friends, found inspiring mentors, stressed over losses, celebrated wins, and most importantly, made an impact.

If there's one thing this past year has taught me, it's that growth happens in the midst of challenges and resilience is built in the face of uncertainty. Through every high and low, I've come to realise that there is, indeed, joy to be found in chaos.



**-Vikesh Tripathi**

Vikesh joined us last year in April as a fresher and the growth that he has shown in the last one year is phenomenal. From being the add on in a meeting to driving not just the meeting but the customer engagement he has really come a long way. Be it understanding Bizom, be it building relationships with customer, be it building relationships internally he has done it all really well. From being hesitant to question norms to questioning (very respectfully) 55 year old customer pocs he has come a long way in justifying with his actions why he knows better. Be it old stagnant accounts like Drools and Nerolac or quick new golives like Sintex or just average mid market desi accounts that dont want to spend. He has sold to everyone while making sure each of them values Bizom and Vikesh far more than they used to.

**-Prachi Patil**



# A Journey of Commas, Not Full Stops

It all began in 2021, right after I completed my Bachelor's in Computer Science, when an exciting opportunity came my way—I had the chance to work at Bizom via an external consultancy. My journey started with my first interview and invaluable guidance from Sudarshan and Syed Kabeer Ahmed, who became my mentors and warmly welcomed me into the world of Bizom's integration team.

Six months into the role, I had to pause temporarily to pursue my Master's in Computer Science. However, as the saying goes, it was merely a "comma, not a full stop." While working on my Master's degree, I returned to Bizom for an internship—my second stint—before taking another brief break to complete my final semester project. And then, as fate would have it, I returned for the third time. Bizom folks started to wonder about my "pop-in-and-out" routine, but this time, it was for good. I completed my MCA and officially joined Bizom full-time in September 2024, marking the true beginning of my professional journey with the company.

Although I've only been in my full-time role for six months, my connection with Bizom spans over a year and a half. The first person I connected with was Syed Kabeer Ahmed, who has been a steady mentor and trusted friend. Alongside him, Archita Gupta has been an unwavering pillar of support, guiding my professional development.

Thanks to Syed and Archita, I had the privilege of diving into enterprise customer work early on. From building lasting relationships with AB InBev India, where connections with both customers and internal teams were forged—without the beer—to laying a strong foundation for integrations with clients like JK Cement and Godrej Indo, every opportunity was a valuable step in my growing journey.

One of the most thrilling chapters was working on a global-scale project with BAT EDP, where I collaborated with the true Batmans and Batwomen of the industry—an experience that stands as a defining milestone in my career.

Through these experiences, Bizom has given me invaluable expertise in product integration, supply chain management, and service enhancements. As I look ahead, my goal is to continue thriving in this domain, lead a team, and make a lasting impact on the industry.

A heartfelt thank you to my mentors—Sudarshan, Archita, and Syed Kabeer Ahmed—for their guidance and support throughout my journey. Here's to many more moments of growth, discovery, and success!

Kiran has truly stepped up, taking on more responsibility and demonstrating exceptional leadership skills. He goes beyond his role, proactively identifies challenges and addresses them before they escalate, ensuring smooth project execution. His adaptability and initiative have made a significant impact, allowing the team to navigate obstacles efficiently. Kiran doesn't wait to be told - he identifies what needs to be done and gets it done. He has grown into a key player, showing confidence and ownership in every task he handles. He consistently gives his best!



## -Kiran U

## -Syed Kabeer



# THANK



# YOU!