



SURAJIT ROY

MD & CEO



My Journey



SUCCESS PHILOSOPHY



**PURPOSE,
TRANSPARENCY,
ACCOUNTABILITY,
GRIT & EMPATHY
STITCHED TOGETHER !**

THE BEGINNING

IDBI Intech is a company with a strong foundation in the Banking and Financial Services sector. We have developed a strong portfolio of solutions & services catering to the Financial Services landscape. These are our growth enablers in the Digital Transformation of our customers & in their evolving need to meet the changing business & regulatory demands. We see a strong demand for innovative solutions that deliver business outcomes. We continue to drive a strong culture of innovation, agility, time-to-value & collaboration, which are critical enablers for our growth. This has ensured that as a team we are entrepreneurial in our thoughts & actions in our journey of being a trusted partner to our customers.

PANDEMIC PIVOT

The Need for Pandemic Pivots is imperative to survive and grow. Seeing a crisis as an opportunity turned inside out is the first step. Companies that can strike a balance between being too defensive or overtly aggressive fare well. They will be prudent to cut costs in a balanced way and improve their operational efficiencies but at the same time they will work on innovations, create new products and develop new markets. Opportunity identification & innovation are the key to recovery by applying their existing know-how & leveraging core competencies. Pivots are any changes to an existing business model regardless of industry. Don't cut R&D and new-product spending. While it is prudent to cut some discretionary costs, don't curtail those activities that provide the way out of the crisis, namely R&D, new product development, innovation and marketing. Stay closely connected to customer needs and leverage your strengths & assets. Be transparent with people & empathetic during important business decisions.

LEADERSHIP ACUMEN FOR "NEW NORMAL"

Leadership is manifested in the ability to be in sync with the evolving needs of the customers and the market and keep the organizational efforts focused on it. 2020 was a year to unlearn due to the uncertainty brought in by the Pandemic. We redefined and rebuild our business strategies and were quick to adapt to new business opportunities. The unprecedented state transformed us to sync rapidly with evolving customer business priorities to overcome the challenging situation. The industry witnessed a paradigm shift in business engagement models which led to breakthrough innovations in the digital journeys enhancing customer delight. The pandemic was, indeed, a catalyst in ensuring a quantum leap in digital transformations.

