



| Quarterly Leadership Meet
| 14th July 2026



The **DNA** of Great Organizations

Building a Company That Endures Across Generations

- | The Founder's Address
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What Makes a Company Truly Great?



**Great companies are
sustained by their DNA.**

**Roots are invisible.
Their impact is not.**

Where My Professional DNA was formed





If Vritti is to Become a
World-Class Organization

What Must Be True About It?



**Continual
Improvement**

Strategy

Customers

Culture

Knowledge

Accountability

People

Strategy

**Clarity of Purpose.
Flexibility of Approach.**

The destination must remain clear.
The path may evolve.



Customers

Being Valuable to Our Customers

The more valuable we are, the more relevant we remain.

Accountability

Taking Ownership Beyond Circumstances

Great organizations own problems. They solve them systematically.



People

Building People Who Build Institutions.

Leaders create an environment where people grow.



Knowledge

Preserving Wisdom Beyond Individuals

Great organizations capture learning so that every generation starts ahead of the previous one.

Continual Improvement

**Today's Best Version Becomes
Tomorrow's Foundation.**

Great organizations never stop
evolving..

Culture is what endures across generations.
Culture is what endures across generations.
Or



Culture The DNA of Great Organizations

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Is what endures across generations.