

# SURAJIT ROY

MD & CEO  
IDBI Intech



## MY STORY

### SEED OF THE DREAM

The unprecedented Pandemic affected the business landscape. However, the IT sector evolved exponentially. We responded to the circumstances as we always believe that Making "The Customer WIN" is the nucleus of our success.

Embracing Digital Innovation, leveraging future ready technologies and simplifying customer Journeys, leading to a step change transformation into new edge Fintech, was the beginning.

Investment in skilling employees, building innovation oriented culture and this human capital in tandem with integration of disruptive technologies, is accelerating us ahead of competition.

### PANDEMIC PIVOT

Unprecedented pandemic state forced us to adapt quickly to an agile business model, innovate Digital journeys for connecting evolving dots in Customer's Business Success.

Customer's Business experience got redefined based on the breakthrough digital innovations.

### MY BIGGEST LEARNING

2020 was a year to unlearn due to the uncertainty brought in by the Pandemic. We redefined and rebuild our business strategies that is quick to adopt to new business opportunities. The unprecedented state transformed us to sync rapidly with the evolving customer business

priorities to surpass 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.

Integrating disruptive technologies, connecting the dots in customer journeys paved the way in accelerating the Fintech Revolution.

The pandemic was, indeed, a catalyst in ensuring a quantum leap in digital transformations.

### COMMUNITY CONNECT

Sharing experiences, learning and unlearning with millennial's, mentoring teams, to create future leaders.

Nurturing young talents to uplift their skills as per Industry standards through structured training programs.

Last but not the least, helping the underprivileged, especially in the trying times, has been a nourishment to the soul.