



### Mr. Prnit Banthia

Founder and CEO  
Hi-Tech Digital Solutions LLP



enrichment, upskilling, and cross-training programs offer job satisfaction and career growth. Over 50% of our senior leadership team has risen from within.

Our management practices, culture, and flexible work arrangements ensure low attrition and high engagement. Over 31% of our employees have been with us for over five years, and senior leaders average over 12 years of tenure. Hitech encourages a collaborative culture with cross-functional team involvement in policy formulation, decision-making, surveys, and feedback mechanisms. Our Rewards & Recognition program celebrates performance excellence with various awards and incentives.

We prioritize health and wellbeing through initiatives such as health profile cards, expert lectures, yoga, aerobics, dance, physiotherapy, and CPR training. HitechDigital has earned a 4-star employee satisfaction rating on Glassdoor and a 4.1 score on Ambition Box.

#### What has been the success mantra for your company?

People and customer-centricity are central to Hitech's success. Our people-first policies have consistently earned us 4+ ratings for company culture in internal surveys over the past three years. We focus on delivering excellent customer experiences through

personalized onboarding, structured workflows, rigorous quality audits, ongoing project updates, detailed metrics tracking, and continuous process improvement. This approach results in 95% repeat customers and a consistently high Customer Service Index of 4+. Our top 10 clients have been with us for over 10 years.

#### What are your key strategic priorities for driving long-term growth?

Digitalization is the key to driving our vision for strategic growth. We have intensified our efforts to leverage digital technologies to enhance operational efficiencies, reimagine processes, and drive excellence. As a shift in our business model, we are transitioning from providing services to delivering innovative products and solutions to address specific client challenges.

Additionally, we prioritize streamlining internal operations using proprietary tools and technology accelerators, mastering automation, and forming strategic technology alliances to accelerate growth.

Our aim is to build long-term client partnerships by seamlessly integrating into their core processes, driving excellence, establishing a strong onsite presence, and creating sustained value. ■