



## PRACHAY CULTURE CODE

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**Experience.  
True.  
Aspiration.**

## Experience. True. Aspiration.

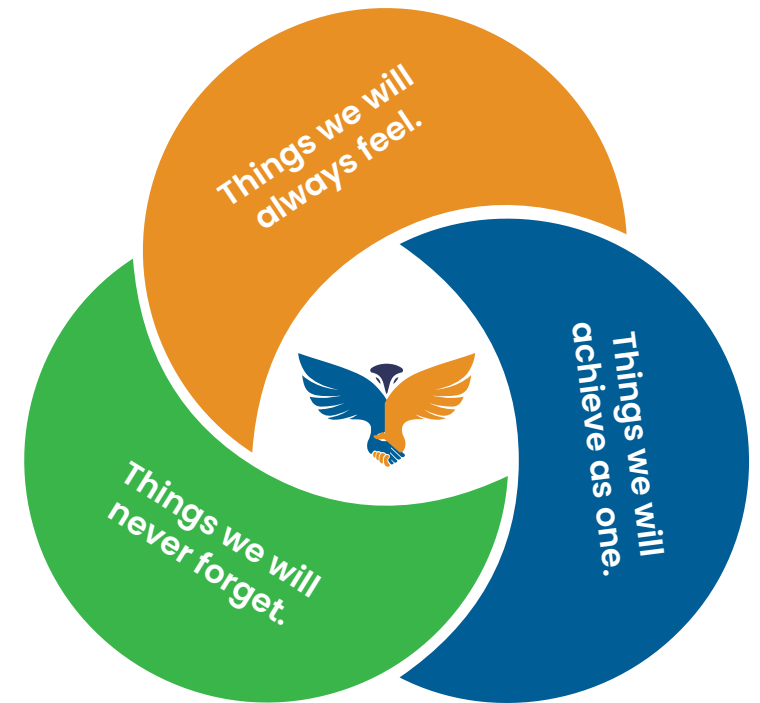
At Prachay, we've created a winning environment where working together is fun. We love what we do and the way we do it. We pride ourselves on being truly committed and passionate about our work.

We never fear doing the right thing as we aim to deliver excellence. Honesty forms the core of everything we do.

We're transforming the traditional financial system through our innovative approach. We aspire to positively change our industry and help in creating a better future for our nation.

Join us at Prachay, and experience what it means to be part of an inspired and compassionate organization that challenges the status quo and achieves great things together.

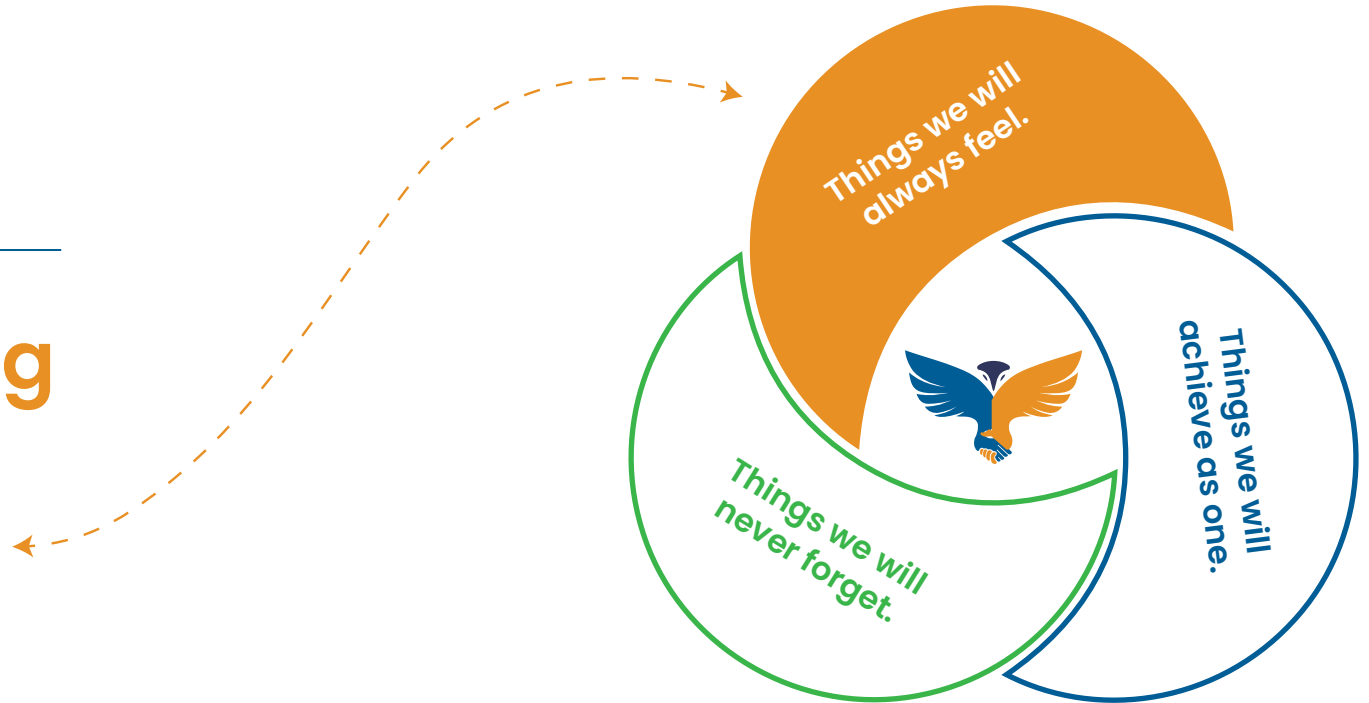
Let's redefine the financial industry, together!

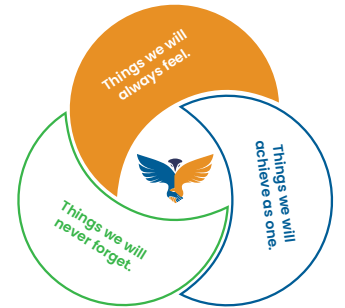


EXPERIENCE.

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# Crafting a winning environment that stands out

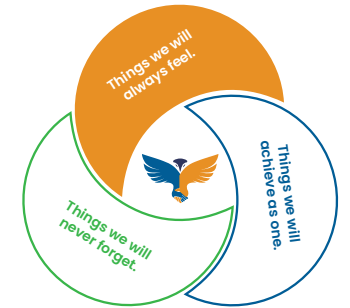




*You like to work.*

**We love what we do.**

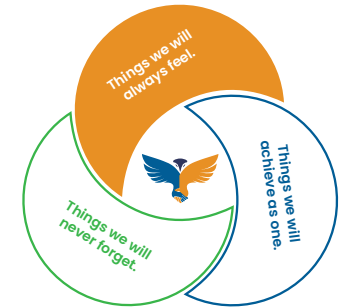
Work is a significant part of our lives. We know our work matters and we are passionate about it. We have the clarity of the purpose of our work.



*You like your work to be fun.*

**We enjoy the way we do it.**

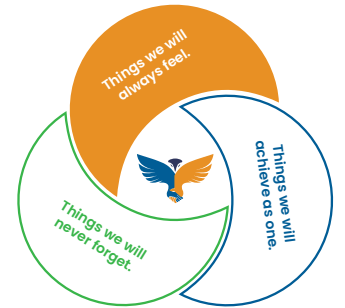
We gamify everything. We create a positive environment that makes us look forward to work.



*You take pride in your work.*

**We consider our work our art.**

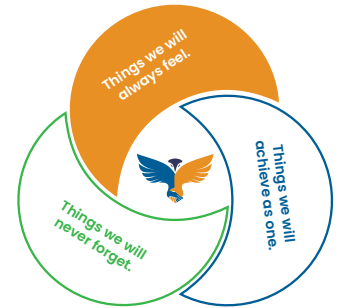
Our work is what defines us, and it will leave a mark on the world. We own our work.



*You think before you act.*

**We have all the right techniques in place.**

Process is equally important as the outcome to us. We plan extensively and implement meticulously.

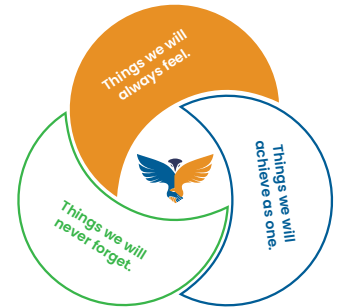


*You like to add value.*

**We create win-win structures.**

We don't believe in entitlement. We believe in earning our place at the table by adding value. We don't believe in being mediocre.

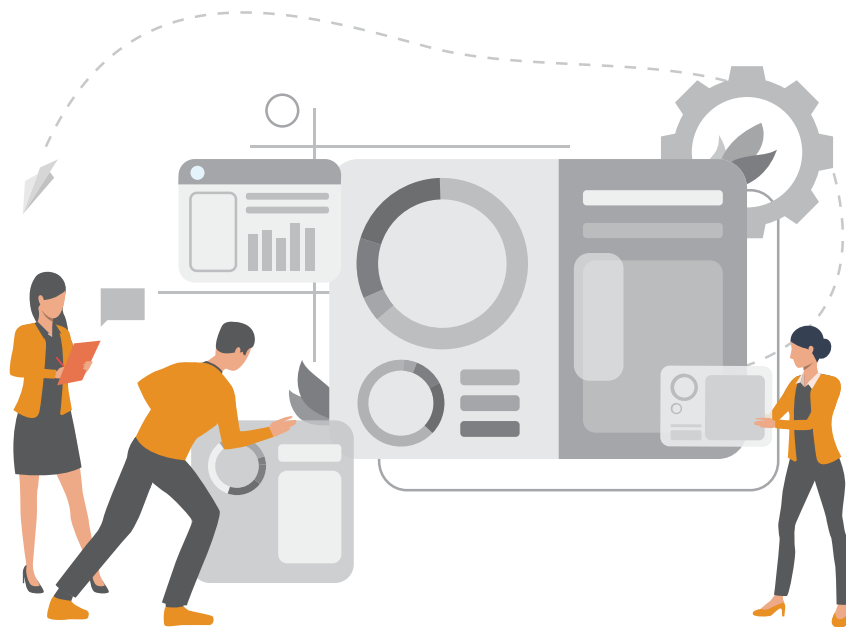
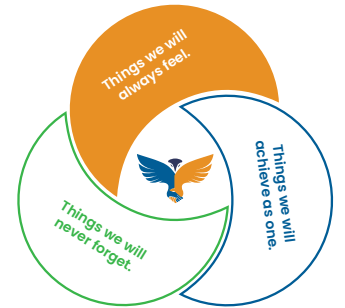




*You live to grow.*

**We seek continuous innovation.**

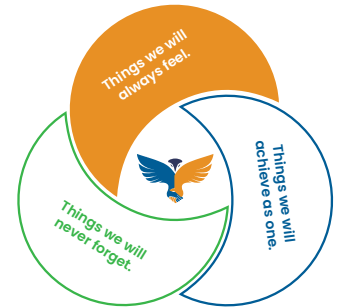
We love the hustle that leads to growth. We believe in continuous learning and improvement to be more effective and efficient everyday.



*You like having a squad.*

**We are one tribe.**

We like to work with like-minded people who share a common purpose. We believe in the power of many and value a strong sense of community and belonging. We always have each other's backs.



*You don't enjoy winning alone.*

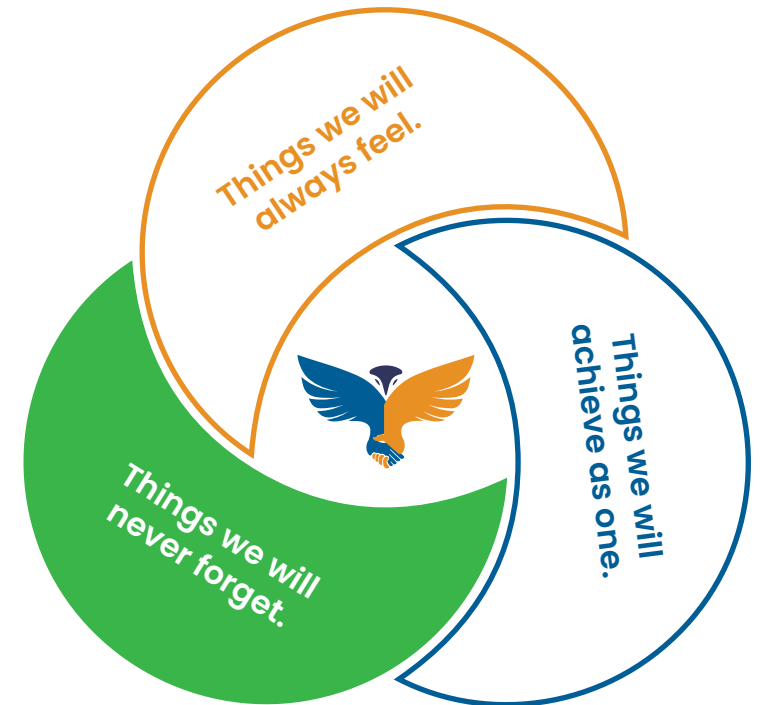
**We treat business like a team sport.**

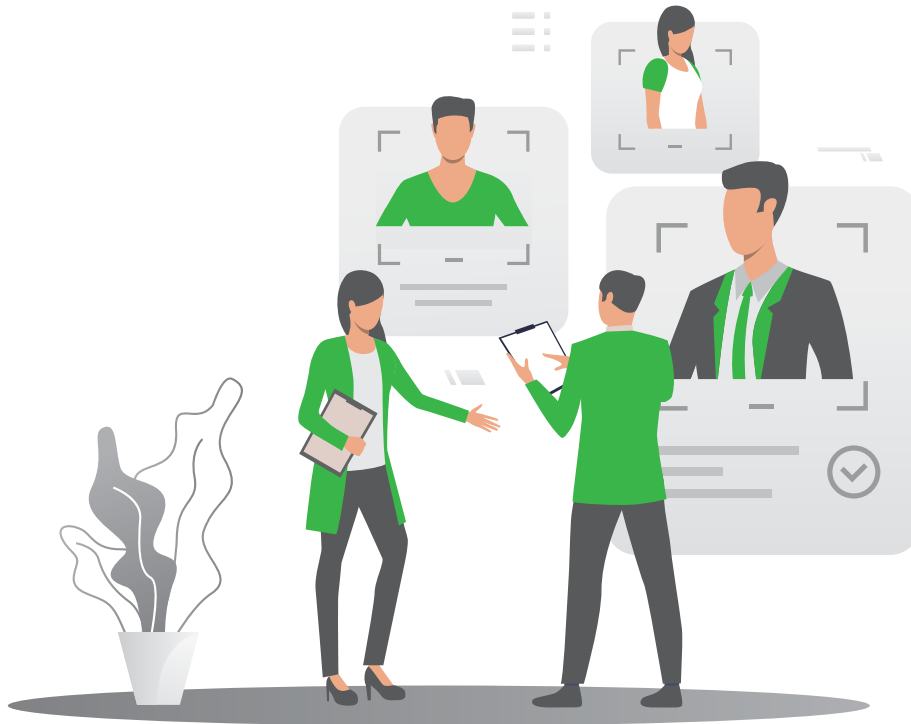
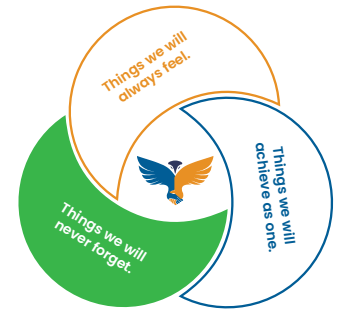
Every team member plays a specific role in the team. The entire team roots for you when you perform. Our priorities are simple; Team > Teammates > Self.

TRUE.

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**Honesty about who we are ensures everyone is treated with compassion and respect.**

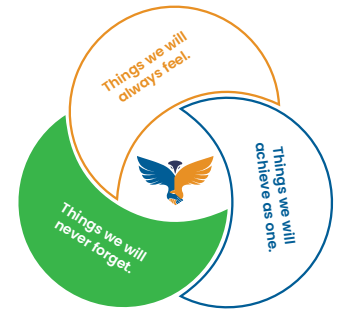




*You value genuineness.*

**We are real by default.**

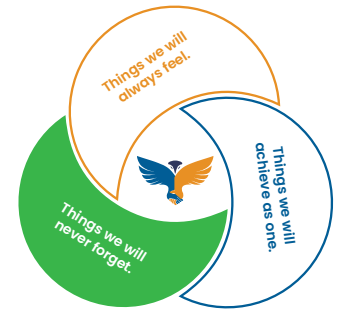
Being authentic and straight forward is in our DNA. We are unapologetic about our values. We voice our opinions.



*You believe in honesty.*

**We never fear doing what's right.**

We are fair in our dealings. We do not fear taking the harder way because our ethics and morals serve as our North Star.



*You like commitments.*

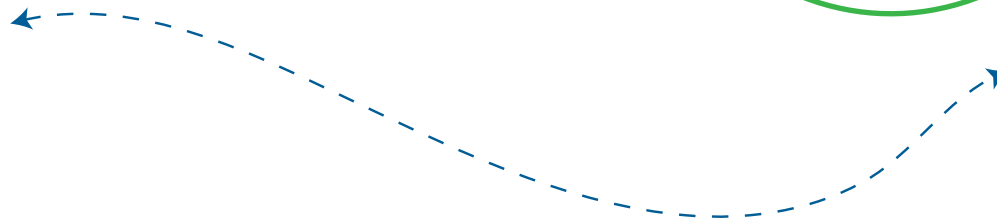
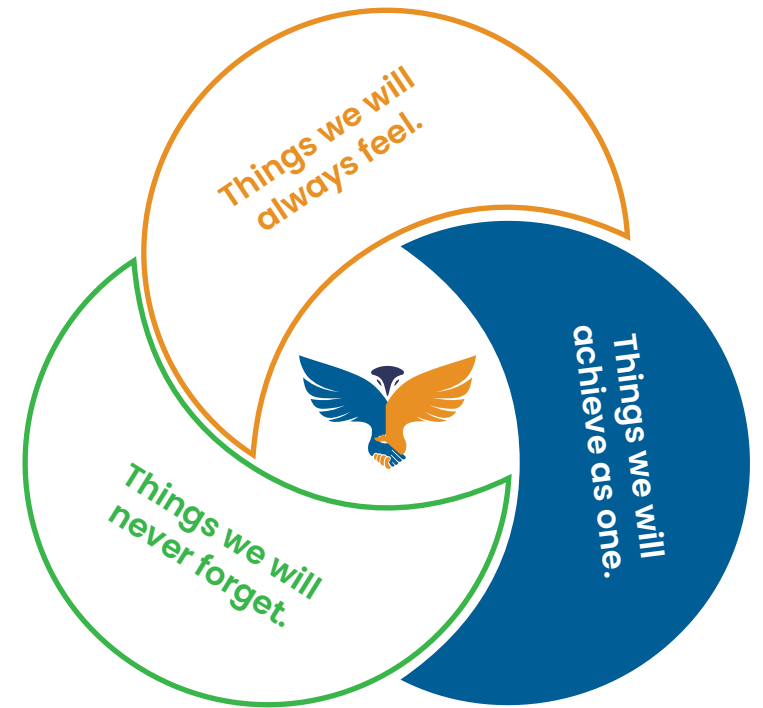
**We always do what we say.**

We value the trust instilled in us and honour our commitments. Our word is solid in our pursuit for excellence.

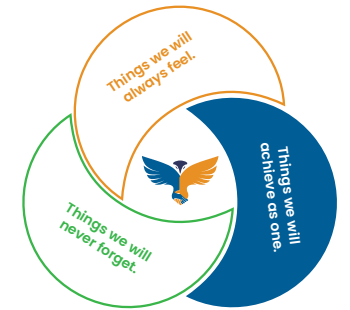
## ASPIRATION.

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**Challenging the traditional financial system to push our nation into the next orbit.**



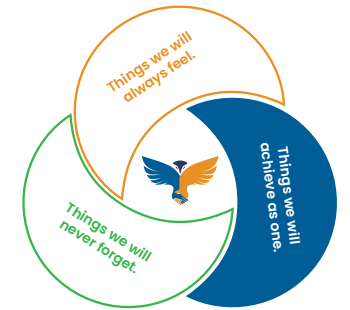




*You have a higher purpose.*

**We contribute to nation building.**

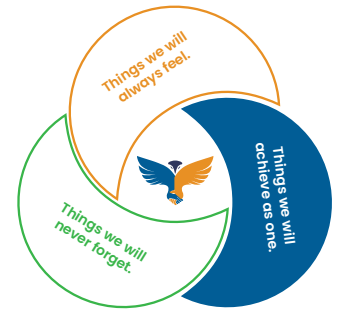
We are emotionally invested in a higher purpose of contributing to nation building by using capital as a lever to help businesses grow.



*You like challenges.*

**We want to transform the financial industry.**

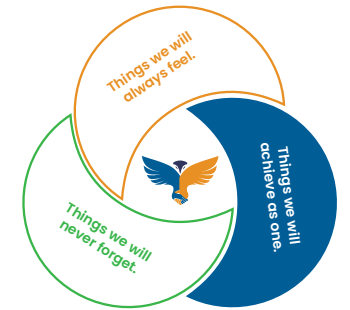
We want to change the traditional financial system to help serve the business community better.



*You are ambitious.*

**We will grow together,  
faster than ever.**

We do not shy away from the ambitions we have and take pride in making sure they become a reality.



*You are selective about your work.*

**We work with ambitious leaders.**

Our customers have big goals with tangible positive impact. By helping them reach their true potential, we reach ours.



**Experience true aspiration**  
**with us at Prachay.**

[prachay.com](http://prachay.com)