

Dear Associates,

Hope you are safe and doing well.

I came across this [McKinsey Report](#) recently. It underlines the importance of how retailers have to reset and refresh their approach towards influencing consumers' value proposition. It's clear that affordability will be the single most important factor governing consumers' buying decision. We are already ahead in this game with our approach of *EDLC and EDLP*. With the holiday season coming up, it's a great time to reflect upon our focus on these themes and explore even better ways of delivering value to our customers.







Another important aspect that draws my attention is the physical and mental well-being of our associates. It's a big priority for us. As we continue to be agile and innovative, we also need to be mindful of the challenges in maintaining work-life balance and managing what is popularly known as "Zoom fatigue". I hope you are all now keeping **1-2 pm free for your lunch time**, with no meetings during that period. I would also encourage you to utilize your leave balance to attend to your personal priorities or just take a break and recoup your energy. During these times, it's even more vital to adopt a healthy lifestyle and live better! We'll be launching weekly wellness classes from Sep. 01, which will help us stay fit and practice mindfulness. Visit the [ME site](#) to know more about these initiatives. I am pleased to share that Akhil Vishwanatham from the LT and Sandhya Ramesh from HR have taken on the responsibility of going deeper into the challenges that we face and come up with more recommendations that will improve our lives. Watch this space as we come back with more insights and initiatives.

As associates, we are the brand ambassadors of [Walmart Global Tech](#) and [Walmart Global Tech India](#). It is therefore important for us to align and integrate as one team through our work as well as by embracing our new tech identity. In this regard, I encourage you to read the **5&10 weekly** newsletter every Monday to learn about the various initiatives and developments.

Our podcast this week focuses on 'Personalization'. It is a true testament of the innovative work done by our teams to win customers' hearts. It is interesting to hear how we are consistently creating a shopping experience that is unique and personalized for each customer. By offering best substitutions and predicting their shopping pattern, we are able to ensure faster and better journeys for our customers which results in a positive business impact. Tune in [here](#) and listen in to [Vinay](#) and [Ankur](#) as they take us on this journey.

[Geetha Kannan](#), Founder and CEO of Wequity will be our guest speaker at the 'Learning from Leaders' session on **Sept. 3**. Geetha is a versatile personality and has pioneered the 'Women in IT' movement in India. Her talk will focus on 'How to stay resilient during uncertain times?'. Please remember to join this discussion, learn from her wisdom and share your perspectives.

**A snapshot**

 <p><b>Walmart Podcasts</b></p> <p>{ Personalization - a key to the customer's heart }</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><b>Vinay Kempalah</b> Sr. Technical Project Manager Walmart Business Services</p> </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  <p><b>Ankur Gupta</b> Group Product Manager Discovery &amp; Personalisation Customer Product, U.S. Tech</p> </div> </div> <p style="text-align: center;"><b>Walmart Podcast</b> <b>'Personalization'- a key to the customer's heart</b></p>	<div style="display: flex;"> <div style="flex: 1;">  </div> <div style="flex: 1; background-color: #1a3d54; color: white; padding: 10px;"> <p style="text-align: center;">Interact with <b>Geetha Kannan, Founder and CEO of Wequity</b> on Sep. 3, 2020 between 3:00 p.m. – 4:00 p.m.</p> <p style="text-align: center;">On the topic <b>'How to stay resilient during uncertain times?'</b> session organized by</p>  </div> </div> <p style="text-align: center;"><b>Mark your calendar: 'Learning from Leaders' session</b></p>
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Stay Safe! Stay Connected!

**Hari Vasudev** // SVP & Center Head  
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