

Culture Book

#It'sAllAboutOurPeople



A Note From Our Thought Leader

What we're trying to create doesn't exist, and that's why it matters. This will be a long marathon. There will be hard days. On those days, remember the basics: keep learning, keep improving, and keep believing that we will make it happen. Stay grounded in whatever we do. Chase greatness in whatever we do. And remember, success isn't something we receive. It's something we earn, every single day.

– Sumit Sharma



Why Do We Exist

We exist to bring happiness, human emotion, and a good feeling to life.

We started this journey with one intention: to make the world a better place, a better world that everyone deserves. At Senses Akustik, everything we do is rooted in challenging the status quo, thinking differently, and believing in innovation.

Each one of us comes to work every day to do something we genuinely love, and hopefully inspire people to do what inspires them.



Vision

To define the acoustic ecosystem through design, craftsmanship, and people.

Mission

To bring that vision to life by creating a positive impact in society and in everyday lives.

Core values

Collaboration

Collaboration, for us, is about building together. By listening closely, exchanging ideas openly, and working alongside the people we design for.

Excellence

Excellence is all about the care, intent, and attention we bring to everything we do, to raise the standards we set for ourselves every day.

Empowerment

Good spaces can positively influence the way people feel, grow, and experience everyday life, and we're always happy to help shape that growth.

Responsibility

Whether it's the spaces, environment or our communities, we always aim to leave things better than how we found them.



The Customer Obsession

We don't see "another customer." We see a person trusting us with their space. Which is why the experience matters as much as the product, from the first conversation to order, coordination, installation, and final handover.

We don't treat customers as big or small. For us, every customer deserves the same attention, the same clarity, and the same quality of execution.

At the same time, obsession doesn't mean compromise. If there are situations where someone tries to take advantage of it, we still operate by our standards and principles, with respect, but with firmness.

People Principles

We believe people grow best when they're supported, valued, and inspired to do meaningful work. We encourage curiosity, learning, and collaboration while creating a culture that balances warmth, responsibility, and shared growth. Our goal is to help people evolve not just professionally, but also personally through the journey they build with us.



Rituals + Celebrations

We're a culturally strong company. We value friendship, bonding, emotions, and positivity. From spiritual festivals to workshop gatherings, we celebrate often and we celebrate together. Not because it looks good, but because it keeps us human. These moments remind us that work is important, but so are the people doing it.



**Stories
That
Prove It**



Story 1

The First Project That Tested Our Existence

It was 2018. We somehow landed our first big order, and that too from a prestigious client: Amazon.

We were excited, but the truth is, we weren't ready. The team was just four people. We had no manufacturing support, no technical support, and no real experience of handling large clients or projects. We were still figuring out how the industry worked, in real time.

And we failed in every possible way. Delivery timelines. Manufacturing partner commitments. Quality. Site execution. Everything that could go wrong, did. We were scared we'd lose the customer, and maybe even the dream of building something meaningful.

But here's what's crazy: even today, Amazon is one of our routine clients. And since that first goof-up, we've delivered them more than 5 million sq. ft. of spaces.

So what changed? What helped us sail through?

- 1. We didn't run away.** We faced it head-on and kept finding ways to make it right for the client.
- 2. Customer obsession.** We took the hit for the quality issues, accepted it in front of the client, and committed to fixing every single one.
- 3. Resilience over headcount.** Sometimes the number of people doesn't matter. The attitude does, the willingness to do it despite all odds.
- 4. Honesty and integrity.** When the intention is real, it shows. And that energy carries you through. It did for us. And honestly, it's a big reason we exist today.



Story 2

What Ownership Really Means

It's been several years since we started, but most days it still feels like day one. There's always more to build, more to fix, more to learn.

We're far from perfect. We're still shaping our processes. And most of us didn't come in as "industry experts." So how did we get this far?

1. We started from scratch, and chose the hard way.

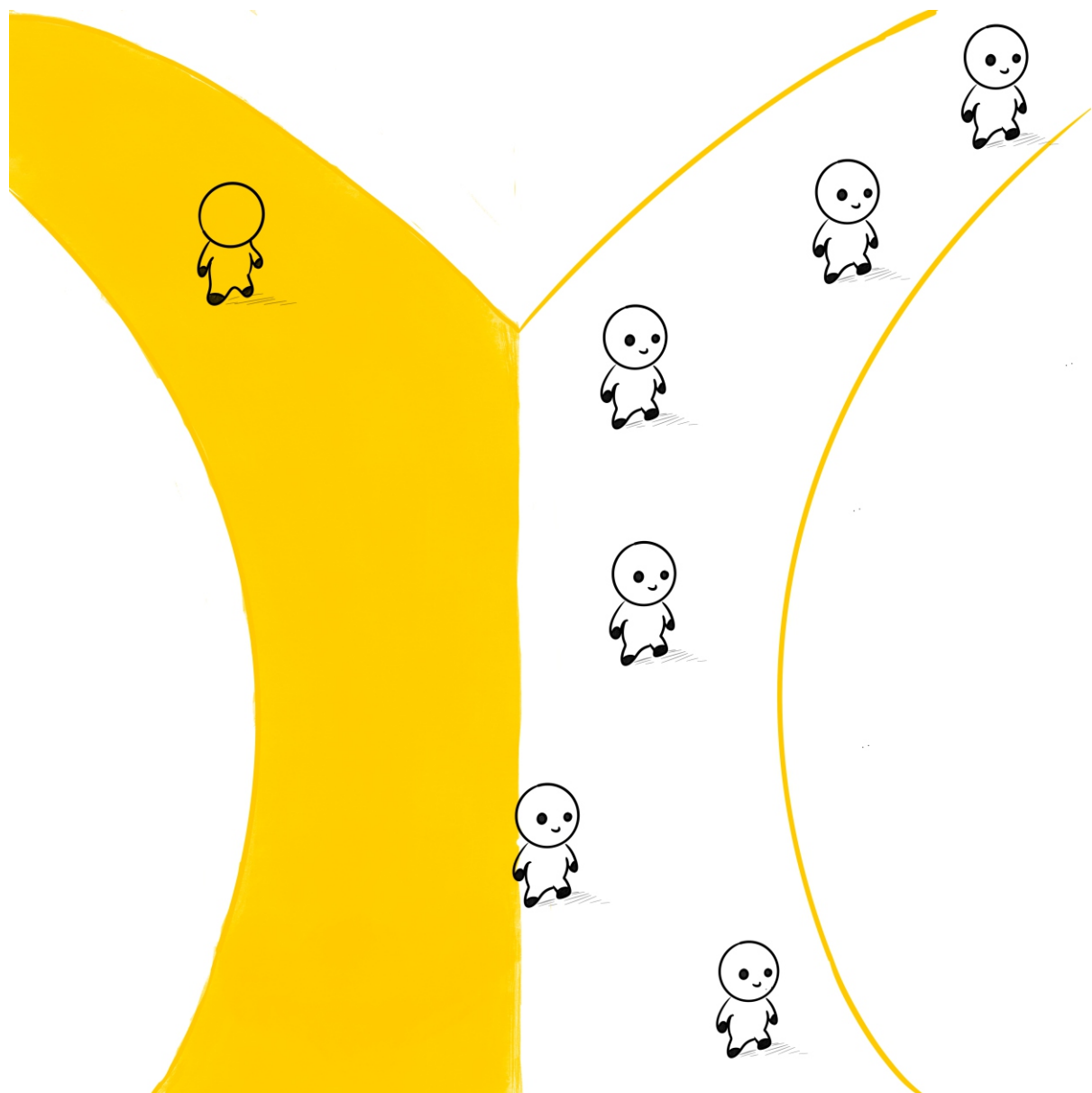
Most of us come from small cities and villages. We didn't know acoustics when we began. What we did know was this: we'll go the extra mile, make mistakes, learn fast, and keep challenging how the industry thinks. Sometimes small things make the biggest difference. We're living proof of that.

2. Ownership looks like showing up, even when it's uncomfortable.

We've had sleepless nights figuring things out, and we still do when it comes to delivering for customers. Many of us have slept on production floors, sites, office chairs, or a corner of a room, simply because the responsibility had to be carried through. For us, that's ownership.

3. The real work happens when nobody is watching.

Ownership is also what you do when no one is forcing you, and no one is tracking you. When your own conscience tells you, "This needs to get done," and you make it happen. Titles can't carry a team for long. Only real intent can.



Story 3

What Trust Really Means

In 2021, Covid hit. Work paused. Business stood still. And like everyone else, we were struggling. Cash was tight, operations were hard to run, and the future felt uncertain.

We had to sit with our people and have a difficult, honest conversation. We told them the truth: we were not willing to fire anyone. We didn't have work at the moment. But we would figure out a way to keep their homes running.

We gave everyone a simple form and asked: what amount do you need to keep your household going right now?

What came back redefined trust for us.

1. Our people chose the company, not just themselves.

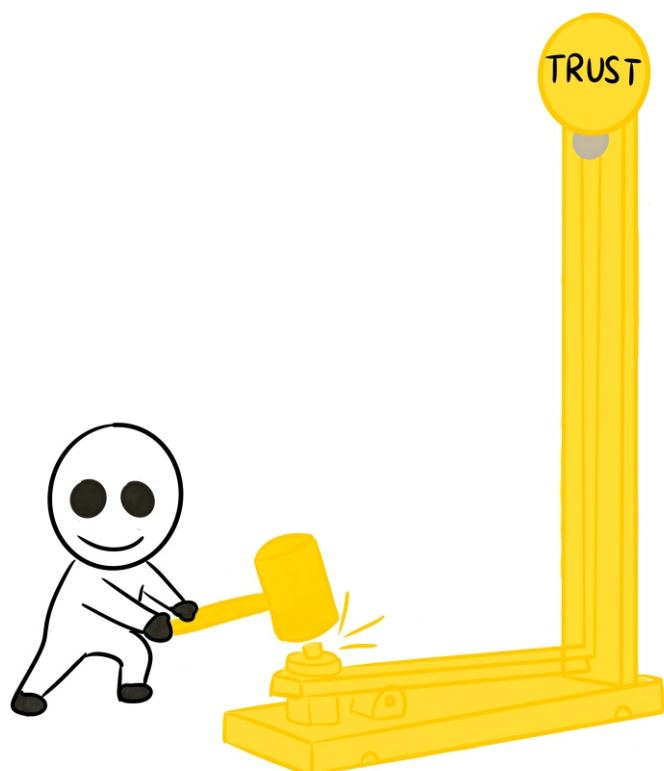
Around 30% wrote "zero." Many wrote about 30% of their salary. Some wrote, "whatever is right for the company." People were ready to be part of the struggle, and sacrifice so the team could survive together. And when things stabilised in 2022/23, we everyone for the Covid days. That's trust: people believed, the company delivered.

2. Our partners trusted us too, and we honoured it.

Our subcontracting partners had outstandings, but we still ensured payments for their survival during Covid. Later, many of them said in the market: “Money with Senses is like a safe deposit in the bank.” They still work closely with us today. That’s trust.

3. We stayed afloat because belief stayed alive.

Maybe God was kind, but we also held each other up. The belief and trust everyone showed became the bridge through the hardest phase. Since 2023, we’ve been rewriting our story, and honestly, it has felt like a dream.



Some Key Reminders

- It's not pretty at all, but it's going to be one hell of a beautiful ride with some good folks on the road.
- It's always about our people, team, and the culture.
- Do the right things on a daily basis. The rest will fall into place in the bigger picture.
- We're in a constant battle, fighting for our survival.
- Our business is service, speed, process, and results.
- Never shy away from making mistakes. Be honest and learn from them.
- Be humble, Respect individuals and trust them to deliver.
- Speak less, do more.
- Always keep your promises. Push yourself first then others.
- Danger: Personal ambition, Bureaucracy.

Who To Go To For Help

For anything specific to be discussed, you can connect directly with your respective teams. For crucial feedback, support, or suggestions, you may also reach out to the People Management department:

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