

19th September 2025

In the last three quarters, Finspire Labs has invested heavily in our clients, sometimes at the expense of financial hardship. In a desire to compete with larger players in the industry, we implemented a pricing strategy that, as client-centric as it was, dramatically raised our cost of operations.

Last week, during the management team's budget review, we conducted a critical review of our operations, client handling process, and compliance issues. It was clear that our current business model is not financially sustainable. Unless there are strategic interventions, the likelihood of long-term volatility even to the extent of bankruptcy cannot be eliminated.

Our analysis brought to light an essential imbalance: just 31% of investments are going towards our media platform, when they consume less than half the expenditure going into client services. In the age of automation and AI—where technology makes efficiency affordable—our direction is clear. As Aishwarya, Business development Specialist, correctly observed, "If automation can take us far at the price of pennies, then why not use AI agents and services to build stronger foundations?"

With this in mind, we've made the tough but necessary decision to suspend all client-facing offerings like Web Design, SEO, and Press Release Management with immediate effect and limit these services to only our media platforms. This strategic decision will help us to concentrate all our efforts and resources on building stronger and larger news media brands: Dainik Sudarshan and The 1776 Wire.

The next two months will be a period of busy change. Our leadership team and our Human Resources will work closely together to redesign the workforce, streamline operations, and put in place a clear strategy. These changes are hard, but they are required to ensure the long-term strength and growth of our organization.

We acknowledge that any change in organization is difficult and unexpected. We greatly value the effort and dedication of our employees. As part of this restructure, Finspire Labs will provide severance packages, experience letter, relieving letter, career assistance and guidance for future employment opportunities

As Director of Finspire Labs, I personally guarantee to stand behind each and every one of our team members during this change. I will be available to provide references and answer any questions that future employers may have. Our staff is welcome to reach out to me personally for assistance.

This decision marks a turning point for Finspire Labs. By investing our capital in creating solid, scalable media infrastructure, we're building a more sustainable, more enduring future.

Sincerely,

A handwritten signature in blue ink that reads "Rahul Kumar". The signature is fluid and cursive, with the first name "Rahul" being more prominent than the last name "Kumar".

Rahul Kumar, Director