

#FEELTHEPULL

THE LAWS OF GRAVITY

Culture can never be dictated. It is something that's built together. With that in mind, we like to think of this as our cultural vision rather than guidelines.

Gravity integrated is its people. We're incredibly lucky to be blessed with excellent talent who're building this place with passion and having fun while doing so. And we owe it to them to have a workplace that they deserve, with a culture that they can be proud of.

As we take Gravity Integrated towards its future, we never want to lose sight of what we're truly trying to do i.e. build a meaningful and joyful workplace, together.

The Gravity Pull

Welcome to the world's only permanent Work-From-Home, brand growth house.

A company made with passionate people who've joined forces to build a sustainable growth engine for our clients.

We live to create impactful work - right from business strategy, consumer strategy, marketing communications, content production and technology solutions.

We work as extended business and marketing arms of organisations, working directly with founders and C-suite execs.

“We’re *outcome* focused,
not output focused.”

At Gravity Integrated, we navigate the wild universe of
creativity while being grounded the
entire time.

We dream beyond the clouds
without clouding our heads.

We add weight to the power of ideas
without weighing them down.

Like our namesake, Gravity is what holds it together
even while the world may float about in disarray.



Welcome aboard!

We’re honoured to have you here and look forward to helping you
shine on like the star you are.



The *Centre* of Gravity

FORGET

the anarchy of the creatives against the account managers.

FORGET

Forget the hierarchy of eclipsing seniors and powerless juniors.

FORGET

Forget the malarkey, the heated politics, the fluff and all that stuff.

FORGET

Forget the insanity of a 12AM to 12PM work culture.



People don't work for
Gravity Integrated.

Gravity Integrated works
for its people.

Everything that Gravity Integrated is or does, is centered around its people - the stars who work here and the clients who entrust us with their growth. Gravity Integrated is not just a company. It's a collaboration of unique people who are here to create work that makes a difference.

The founders or the management are not the ones who run the company. It's run by everyone in it. There's no voice too loud and no opinion too inexperienced. What matters to one, matters to everyone.

Our biggest success won't be a campaign that wins a Cannes. It'll be to create a place where everyone is elated even on Monday mornings.



Gravity's Guide to our **Galaxy**

We live in a universe where everyone at Gravity Integrated is one, knitted together by absolute trust, fueled by passion and navigated by a pool of diverse people, who live to innovate, explore and delight everyone with their work.



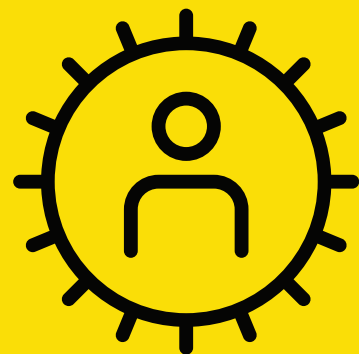
Trust



A non-negotiable principle, Gravity Integrated runs on trust and transparency. We're not just colleagues. We're collaborators. Being able to trust each other, being honest, having each other's backs or simply being a good team player, is how we achieve that.

Accountability

No one can hold us to a higher standard than our own selves. When a workplace is built on the fabric of trust, everyone holds themselves accountable to the highest degree. We are all here to do good work for our clients and ourselves. We believe in doing what we must and doing it well.





Ownership

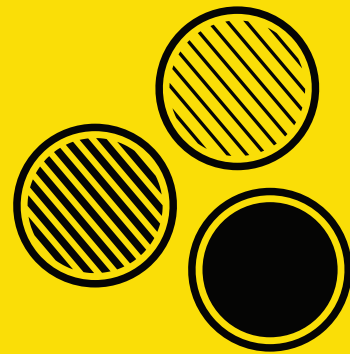


Gravity Integrated isn't a task-list kinda workplace that separates the work from the passion. Every piece of work is a passion project for us. We encourage everyone to take ownership of projects that are assigned to them or even better - pick up a project that doesn't exist, pitch your ideas, do the work and take home the glory.

Diversity

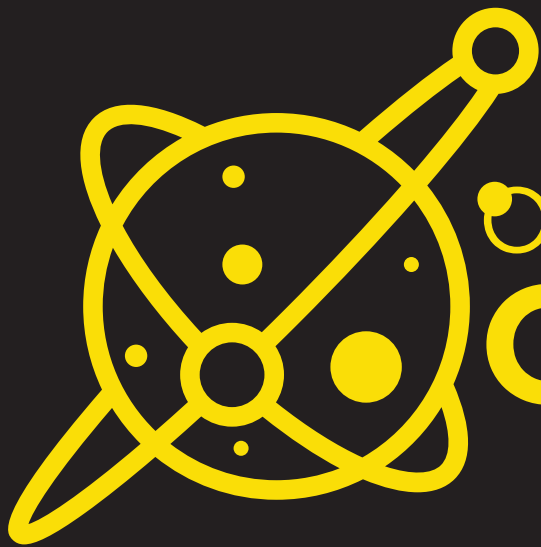


Our horizon is only limited by our own perspective. We believe in different viewpoints, newer voices and unique experiences. We encourage diverse views, which allow us to learn something new everyday from someone with a different story.



Innovation

We're only as good as our next best idea. We aim to never stop thinking outside the box, exploring the craziest thought-starters, coming up with unprecedented ideas, and experimenting with the unusual. We don't follow the norm, we set the norm.



Our people are **OUR HQ**

Gravity's office is wherever you are. Be it at the beach, the neighborhood coffee shop, a friend's living room or your own bedroom. You can work from anywhere on the planet, or even from outside it, if you please. Your location will never dictate your presence.

Yes, we're navigating the unknown. But that's the best part - we get to define how we get to work.

Working from the comfort of your own home or space allows you the peace of mind you need, the freedom from tedious commute and the power to wear PJs all day. This is why we made the deliberate choice to never have an office. Our work is not defined by our desks and our talent isn't limited by boundaries.



Here are a set of guidelines to help you

NAVIGATE

this *exciting new work culture*:



First order of business

add everyone in Gravity

to your contacts list, on WhatsApp and on your email list.



Download Zoom; bookmark Google Meet.

We alternate between these two for all our communications,

Google Meet being our first preference.



Record imp client calls on Zoom

to ensure there is no miscommunication and you can revisit it if there is any ambiguity.



Maintain a Calendar

It's essential that you do this to ensure you're on time for all video calls - internal catchups, client presentations, briefings etc. Please make sure all discussions are scheduled in the relevant people's calendar.



we encourage you to switch your video on for calls.

This helps every call be a little more personal and creates an easier flow of communication. Feel free to use a virtual background, if needed, while on video calls.



As a courtesy to those speaking,
kindly mute your mic,
whenever you're not talking.



**Schedule calls with a fixed
end time and** try to stick to that time.



Use a
**shared folder on
Google Drive,** where you can save all your
files under the relevant folder,
so everyone has access to it whenever needed.



**Please save all files under
the following naming format :**

**ClientName_ProjectName_
FileDescription_Version.**


For example:

Pillsbury_DiwaliOffer2020_Digital Video Script_V2

The Gravity Way


 Make a **work playlist** listen to music that helps you enjoy your work

 We go the **extra mile at work** and encourage involvement of those who might be **shy or introverted,** to make them feel comfortable.

 We respect everyone's **personal characteristics** and make an effort to understand each other's uniqueness.

 We encourage **those short breaks after long calls.** Sneak in an episode of friends, or simply shut off for a bit to refresh.

 Share memes, fun facts, industry work and news Don't be shy to get a conversation going.

 Have personal chats and build a relationship with your collaborators. Someone will always be up for a **Bollywood gossip session.**

NOT The **Gravity** Way

 Gravity Integrated is a bullshit-free, politics-free and dishonesty-free workplace

 Any form of prejudice, racism, classism, elitism and negativity is against our grain.

 Sexism will not be tolerated. Not even if presented as a joke.

 Hateful speech is unacceptable. There are no harmless jokes when it comes to hate either.

The Gravity *Style* Guide.

Go ahead and wear the PJs, the joggers, the shorts, the capris and the comfy cozies as much as you like, Monday through Friday.





The Gravity *Style* Guide.



Wanna wear a suit
for a simple internal catch-up?
We're all for that too.



Wanna have a full face of make-up
midway through Monday to lift
your mood up?
Go for it.

Wanna grow that rat tail
and an unhinged beard?
Be our guest.

You do you, boo.

The only thing we ensure is that for client meetings,
we look presentable on the video calls.

Leave & Let Leave

We love our leave policy at Gravity Integrated. We encourage everyone to take vacations, holidays, refresh days, and everything in between.

Flexible Paid Leave (28 days)

28 days of flexible paid leaves to enjoy holidays, vacations, time-off or any reason whatsoever, with a maximum of 15 working days at a time. Sick leaves will also be counted under this. For leaves more than 5 days at a time, you will need to inform the team at least 3 weeks in advance. For leaves less than 5 days, a 2-week notice is required.

Wellness Leave (8 days)

This includes Menstruation leave, refreshment leave after a pitch, Mental Health leave or general sick leaves. This can only be taken for a maximum of 2 days at a time.

Leave & Let

Leave

Bank Holidays (12 days)

When India takes a holiday, Gravity Integrated takes the day off too. Here are the fixed holidays: New Year, Republic Day, Holi, Labour Day, Independence Day, Ganesh Chaturthi, Gandhi Jayanti, Eid, Dusherra, Diwali and Christmas. Additionally, depending on your choice of belief, you can take any one of the following holidays: Bakri Eid, Onam, Good Friday, Janamashtami, Pongal, Ugadi, Baisakhi, Parsi New Year or Gudi Padva.

Maternity/Paternity Leave

We know a newborn needs constant attention and love. More importantly, you need the bonding time with your child. We provide a paid Maternity leave of 12 weeks and a paid Paternity leave of 2 weeks.

Marriage Leave (15 days)

Invite us all and we'll give you 15 days off! Just kidding. Your love life deserves the love and we hope you have a great wedding, when you do.

Special Leaves

New Year's Eve (31st Dec) will be a day off. Birthdays will also be your day off, as long as you agree to let us embarrass you with some terrible singing on a zoom call.

**You're all aboard
Gravity Integrated.**



Ready for take-off?