

## From the CEO's Desk

Hello, and welcome to our Fall update!

In the past 3 months, we've been all (a lot!) about GDPR, our XPRESS internal event, and Design Thinking workshops. In addition, we hosted some interesting breakfast talks by some eminent speakers, and continued with activity related to our Sakaar program for the local community.

Importantly, we also just concluded our annual X24 Hackathon!

XPL competition continued — this time it was cricket and the annual quiz. We also launched a technology information sharing initiative — 'Cyber Slate'. Oh, and we got a fair amount of media coverage!

Read all about this, and more below! Be sure to follow us on social media for regular updates. We want your ideas and feedback too.

Until next time!

Umeed Kothavala, CEO



**X24.2018**

We held our annual 24-hour hackathon — X24 — on August 24-25! This was the fourth season of the event, and this year the theme was 'D.I.E. Hard'. Find out more [here!](#)

**D.I.E. WINNERS!**

Parikrama Best in Data	Crown Winner Best in Intelligence	Crown Winner Best in Experience
Parikrama D.I.E. HARD Champions	D.I.E. HARD Champions	Crown Winner Second Runner-up
UNICORN Fighting Spirit	MACHOS Most Enthusiasm	infinite Best Teamwork

## NEWS & EVENTS

**We steal HEARTS, not Data.**

**'GDPR: Its Implementation and Implications' — An Article by Extentia CEO Umeed Kothavala in PCQuest**

GDPR stands for General Data Protection Regulation, its aim — to protect the personal data and privacy of all citizens in the EU, and limit its export. It largely focuses on protecting Personally Identifiable Information (PII) — basic contact information, web data, health and biometric data and other social data which can be used to identify any specific individual.

**Additional GDPR coverage: Dataquest, VARIndia and Voice n Data**

**Entrepreneur India: 'Extentia CEO Umeed Kothavala on Social Media Etiquette with Customers.'**

Interacting with your customers on social media is a crucial aspect of your marketing plan. Read on to learn about the do's and don'ts.

**'How Augmented Reality is Being Implemented in the Real World' — Extentia CEO Umeed Kothavala in Entrepreneur India**

Augmented Reality (AR) is now popularly being used by advertisers to create 3D renderings of products, such as cars, the inside of buildings, and machinery. Learn more about Umeed's view on the onset of AR.

## INTERNAL EVENTS & ACTIVITIES

**XPRESS 2018 — An Internal Platform for Exchanging UX and Technology Insights**

A networking and knowledge sharing event organized by Extentians, for Extentians. Following the success of XTND, Extentia hosted a similar event, XPRESS on Friday, May 18 — this time only for an internal audience. The panel as well as the audience were made up of Extentians as they came together to discuss the role of technology and user experience for 2018-2019.

**Design Thinking Workshop at Extentia**

On May 4, Extentia continued with its Design Thinking workshop series conducted by Manali Mitra, Director Design & Experience. The session — an immersive crash course — was well received and based on the Stanford school of thought.

**'Intelligent Life in the Universe'**

On May 14, Extentia welcomed Arvind Paranjpe, Director, Nehru Planetarium, Mumbai for a breakfast talk. He spoke about the search for intelligent life elsewhere in the universe. The talk revolved around the possibilities of life and in particular, intellectual life, elsewhere in the universe.

The session ended with a question and answer round, where Extentians had queries about the universe.

**The Connecting NGO**

Representatives from the Connecting NGO were invited to address the audience on the topic of emotional wellness at Extentia. The corporate awareness initiative of Connecting aims to sensitize citizens towards the rising levels of stress, depression, and emotional dysfunction across the industry. The session ended with the volunteers sharing various services they offer — a helpline, peer educator program, community counseling, and support for suicide survivors.

**An Encounter With an Encounter Specialist**

Assistant Commissioner of Police Bhanupratap Barge of the Crime Branch, Pune enthralled Extentians with experiences from his career. Importantly, he gave the audience insights on the life of people in the police force, the challenges and difficulties they face, and how citizens can cooperate with them.

**Sakaar Activity**

Sakaar is the name we ascribe to our corporate social responsibility effort to help make a difference within the community. The name is derived from the Hindi word 'Sakaar', which means 'to realize, fulfill or achieve'.

**Extentians Donate Blood — 2018**

Blood is meant to be circulated, and we at Extentia have always ensured this happens! As part of our Sakaar social responsibility program, we had a blood donation drive.

**Friends of Children**

Extentians conducted a training for the students of Friends of Children (FoC) on 21st and 22nd July. The final-year students were groomed for group discussions and job interviews.

**Humans of Extentia**

Avinash Patil hit a hat-trick, quite literally — friends, cricket, and a wonderful place to work! Read more about his story [here](#).

**Extentia's Cyber Slate**

Extentia presents the Cyber Slate — a new technology and trends initiative that showcases news and applications related to AR, VR, AI, ML, among others.

**XFC**

We've always had a strong footballing tradition - across boys and girls! Our football team — XFC — again had a great run at a corporate tournament in Pune. Cheered on by Extentians, they made it to the quarter finals this time!

**XPL**

Six houses participate in the Extentia Premier League — a year-long internal competition at Extentia. These include sports tournaments, cultural (singing, music, painting, art, and craft) events, and a quiz XPL has been running since 2010!

**Quiz**

The 2018 edition of the Extentia Premier League (XPL) quiz was — as always — totally engaging! Extentians competed across several rounds to answer cryptic questions using clues. Congratulations to the Royal Brigade house on their win!

Extentia has had a grand tradition of quizzing for over eight years now. The sessions can get very loud indeed!

**Cricket**

After three weeks of intense and entertaining competition, we have a winner — Team Spartans! Our congratulations to them. The Parikrama house managed to organize the tournament splendidly, despite the rainy weather. You see, we have the monsoon season now here in Pune, which means lots of water!

**'Bring Your Business to Life With a Chatbot'**

A post by Amitabh Ramani that talks about the benefits of chatbots for customer engagement and service/product promotion, aimed at growing revenue.

How did you like this edition of the Extentia newsletter? Until next time!

— Team Extentia