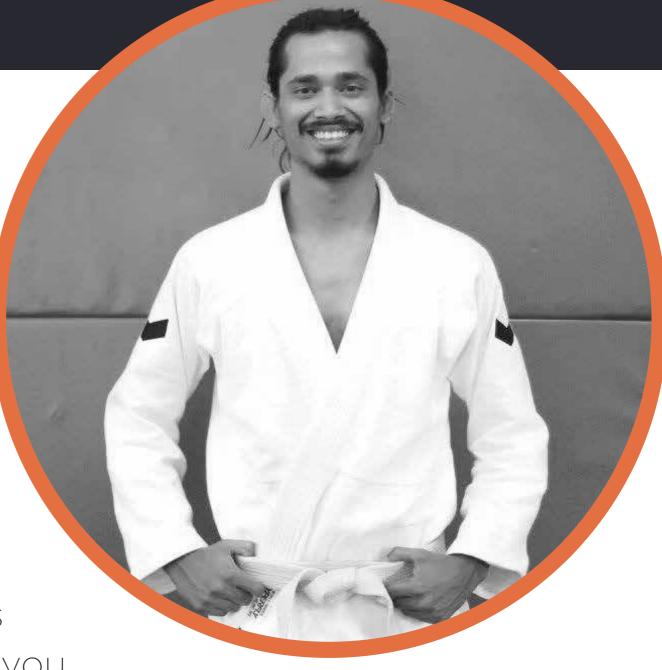




One of TEG's credo is around building value that defies the balance of the left and right sides, if put in a mathematical equation. An output greater than the sum of all the inputs. Something like TEG Genie Debojit chose to do in his life inside and outside office.

Debojit is a Black Belt in Karate and winner of Singapore open championships in Jui Jitsu –its mind-boggling – it's the human chess, making you ponder about every move.



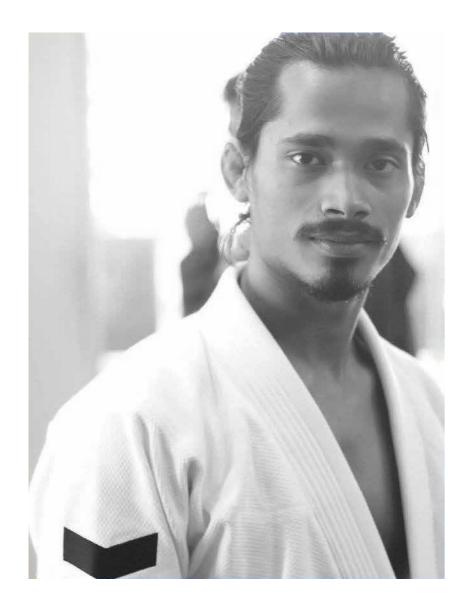
DEBOJIT DASGUPTA SENIOR BUSINESS ANALYST

You need to THINK OUTSIDE THE BOX.

TEG Analytics INSIGHTS @SPEED OF BUSINESS

It's not difficulty of the move. Every move is based on the moves of the opponent. You train rigorously and it teaches you to do so much more with so much less of your own.





Jui Jitsu taught me the value of focus. I have to focus on things I need to do rather than focusing on what my opponent can do. When I started to work at TEG, I found I could extend that learning to my everyday work life. In a grueling work schedule where I deliver insights to the world's biggest marketers, there are many moving parts that don't always follow a predictable pattern. But I choose to do what's in my control. I practice the Jui Jitsu way."

But advancing from a hobby level interest to competing professionally and winning required a new level of thinking. It required the ability to take an idea to its logical conclusion.

TAKE NEW
IDEAS TO
CONCLUSION

At my work I need to take analytical ideas powered by data to the finish line in the form of insights powered by an understanding of the clients business. One fine evening, after a grueling session with my client, I thought, "I don't need to quit anything to pursue Martial Arts. I learnt from and with the best. Let's compete for a change! Let's take what I do to a logical conclusion."

- DEBOJIT DASGUPTA

And that was a new beginning...