

# Strategy Canvas

Translating financial ambition into measurable strategic priorities

GAIN

STRATEGIC OBJECTIVE		KEY PERFORMANCE INDICATORS		STRATEGIC INITIATIVES
<b>GROWTH</b> Double revenue to ₹1,000 Cr by FY28	→	Revenue growth rate New customer acquisition Revenue per account	25% YoY 150/qr ₹12L avg	Market expansion roadmap Key account programme Pricing strategy review
<b>PROFITABILITY</b> Achieve 18% EBITDA margin by FY27	→	EBITDA margin Cost-to-revenue ratio Gross margin	18% <72% 45%	Cost optimisation programme Automation roadmap Vendor renegotiation
<b>CAPABILITY</b> Build a workforce ready to deliver the LRP	→	Revenue per FTE Attrition rate Capability gap closure	↑ 20% <12% 80%	Talent Academy launch Retention programme Workforce planning cycle