

Surendra Kumar



Building Digital Solutions that Create Lasting Impact

Every successful business begins with an idea, but turning that idea into a meaningful digital experience requires vision, strategy, and the right technology. That belief has been the driving force behind my journey.



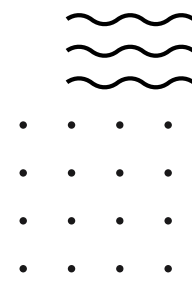
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Myself **Surendra Kumar**, Founder & Marketing Head of Adword Technology, a technology and digital solutions company committed to helping organizations embrace innovation, accelerate growth, and build powerful digital ecosystems.

With a Bachelor of Technology (B.Tech.) in Computer Science Engineering and more than a decade of experience in the IT industry, my career began by delivering technology solutions for organizations across India from a Delhi-based company. Working with clients from different industries, regions, and business cultures gave me invaluable exposure—not only to technology but also to the unique challenges businesses face while adapting to an increasingly digital world.

As I worked with startups, educational institutions, government organizations, healthcare providers, real estate developers, hospitality brands, and enterprises, I realized that many businesses were looking for more than just a website or software. They needed a trusted technology partner who could understand their vision, solve complex business problems, and create solutions that would continue delivering value for years to come.

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That realization led to the founding of Adword Technology. Our mission has always been simple: combine creativity, technology, and strategic thinking to build digital products that empower businesses to grow with confidence.

Since then, we have successfully partnered with organizations across India and international markets, delivering solutions in website design and development, custom software, e-commerce platforms, UI/UX design, branding, SEO, digital marketing, business automation, and digital transformation.

Over the years, I have had the privilege of leading projects for respected organizations including:

Education:

Indira Gandhi Technological and Medical Science University (IGTAMSU), Delhi Police Public School, Deshbandhu College (University of Delhi), Ganga Group of Institutions, NSDM, Innate Wisdom Schools.

Real Estate:

Gaur Aspire Centurian Park, London Mart, TheSephyra, Imperial Heights, ATS, North East Custom Homes, North East Brigham Farms, Rentlia, Anuranjan Infratech, Vrindavan Infratech, Vrindavan Interiors, Golden Home Realtors...

Hospitality:

White House Hotels (Mussoorie), Golden Leaf Hotel, Hotel Saumendra Residency...

Tour & Travels:

Era India Tours, Sanatan Trip, Next World Immigration, GetSetGoOverseas ...

Law Firm:

Legal Helpline India, Law offices of India...

Healthcare:

The Hope Hospital, Sequence Medical, Medix, Adyoga, KayaSodhan

Communication & Media:

Ibroad7, Raasa Studio, Ibroad Media, Impetus Media, SAUV Communications, Kayasth Encyclopedia ...

Textile:

Konastha, Sutrique, Girnar Rubber ...

Personal Profile:

Uday Sahay, Gopa Nayak...

Renewable Energy:

VMR Solar, WWMPL, Elecrama, ...

NGO:

Prayas Bharati Foundation....

Disaster Management:

WCDM ...

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Cultural:

ICCR, Tihar Jail...

IT Services:

Virtusoft, TheDigitalRhythm, AdMagneto

Agriculture:

Dhanuka, EbroIndia

While every project has been different, one principle has remained constant: technology should simplify complexity, strengthen businesses, and create exceptional user experiences.

As a founder, I believe leadership is about building lasting relationships, earning trust through consistent delivery, and never compromising on quality. Every project is approached with the same level of commitment, whether it's helping a startup launch its first digital product or supporting an established organization in its digital transformation journey.

REGISTERED ADDRESS

216, Rambag, Suriyawan,

Sant Ravidas Nagar (Bhadohi),

Uttar Pradesh 221404, India

Contact No.: +91-7678379101

Email: surendra@adwordtechnology.in

Website: www.adwordtechnology.in

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