

# *How Ameya fought during the Covid Year?*

- Growth even in uncertain times

As they say, growth is a mind-set and rides on positivity, planning, strategizing and execution as some of its vehicles. Growth is one thing which has always been a mind-set at Ameya, no matter what the challenges or situation in our journey we have been through and that's the key differentiator between companies which thrive v/s companies which merely survive.

So what exactly happened during the start of the pandemic was that we quickly organized ourselves to work from home by pushing laptops, computers at each and every employee's house & giving the internet connectivity, etc. Being a market focussed company when you can't go and interact with customers and rely on your biggest strength of building relationships with personal meetings you face a major hurdle in conducting business. Hence from day 1, reviews were on w.r.t what can be achieved while customers aren't fully working. We could find many opportunities which we could not tap due to everyone's busy schedule & travel and start working on this including some new ones, due to pandemic like non-woven fabrics. The result was that a lot of ideas got incubated for us to seed and get results when things started opening up.

We finished our budgets and the wonderful result was that we are likely to meet the budget which had 50% growth factored in, in the year with 2 months of lockdown and thereafter almost 3~4 months before we could start seeing certain normalization of business activities. The efforts put in during the lockdown to not only 'guard the existing' but also 'venture into the new' helped realise our targets. The best part was due to that growth mind-set followed by planning right up to execution we not only didn't lay anyone off, but rather by the time we reached closer to end of year we started hiring again.

This will always be the Ameya way; which is to use every situation to make it an opportunity to carve better out of themselves and sustain the Growth mind-set