

Ameya's plans to redesign its Website

- How Ameya turned a problem into an opportunity

The year 2020 was a strange one for the world. Ameya had to adapt to this evolving uncertain scenario. The lockdown meant no regular office for us, customers and suppliers; which essentially stops all business. Early in the lockdown, we devised a plan to turn this problem into an opportunity and started several endeavours which would generally have not been possible due to the everyday hubbub of the business. These were meant to bring long-term fruits to the organization. Other than various operational efficiencies, outreach to customers and various other undertakings we decided to revamp the website to give a clearer, smoother and updated experience which reflect our adaptation to the current digital times.

In this mini-project Ameya had two options; one was to outsource the design and content to a third party and the other was to make it in-house. We chose to bring our unique company and what we bring to the table using internal resources and ideas. The design of the website was an amalgamation of ideas that were inspired by the best in the world. We have written the content ourselves to ably express our view, history and what we give importance to.

In this digital world our out-dated website hindered us. While it did not have an impact on the running of our organization it did not inform a correct picture of Ameya. Quite plainly, it conveyed an image of Ameya that was quite far from what it is in the real world. A meaningful digital presence or lack of it also showed a reluctance to embrace the change that has come over the world.

To correct this we hope that this website is engaging, informative and clear on what Ameya Perfomatt is all about. In today's world where first impressions are often formed through a digital image of the company (website and social media) we wanted to convey a positive one. Thus, along with the launch we have decided to become active on Social Media. Social media is one of the best ways to connect and engage with potential clients, potential suppliers, with our peers, and craft lasting relationships. We believe that these steps will reflect what our organization is and what it aspires to - "To be the first choice for Speciality and Innovative Performance Materials".