

### Situation

- India reported the first confirmed case of the coronavirus infection on **30 January 2020**.
- The global stock exchange started seeing the red light from November 2019 as China was struggling with Covid.
- On 23 March 2020, the Government of India ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.3 billion population of India.
- 2020 was the most unprecedented year in any business. By start of March, the revenue impact started being visible.

## Challenges

- I was heading the category most impacted by COVID like Banking, Retail, Government.
- We usually create business plan by November end for the next year, however, on strategy by relevant by the first quarter of the year. This time business plan had to be created with absolutely no past trends.
- Most of anticipated business was pulled out due to decline in retail sales, extensive drop in financial markets and reduction in workflow.
- Government spending on advertising slashed as they couldn't be seen as spending money while the country went through a Pandemic.
- The campaigns were paused in the first three quarters of the year due to call centres being shut.
- Financial clients were not working from home for almost five months due to non-availability of secured hardware.
- All the media websites were filled with negative news and no brand wanted to be visible around that content.
- Other than revenue impact, there were many personal challenges that everyone in the team faced during this year.
- Most of the annual deals that contribute towards one third of the revenue were scraped off.

Impact on the Number of Clients

