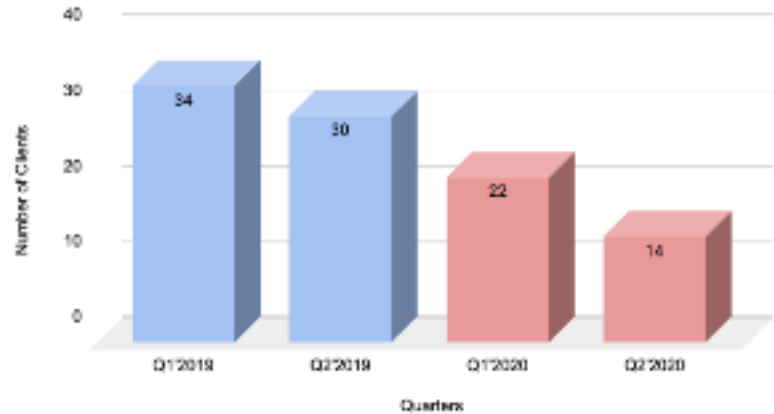


## Challenges

- 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

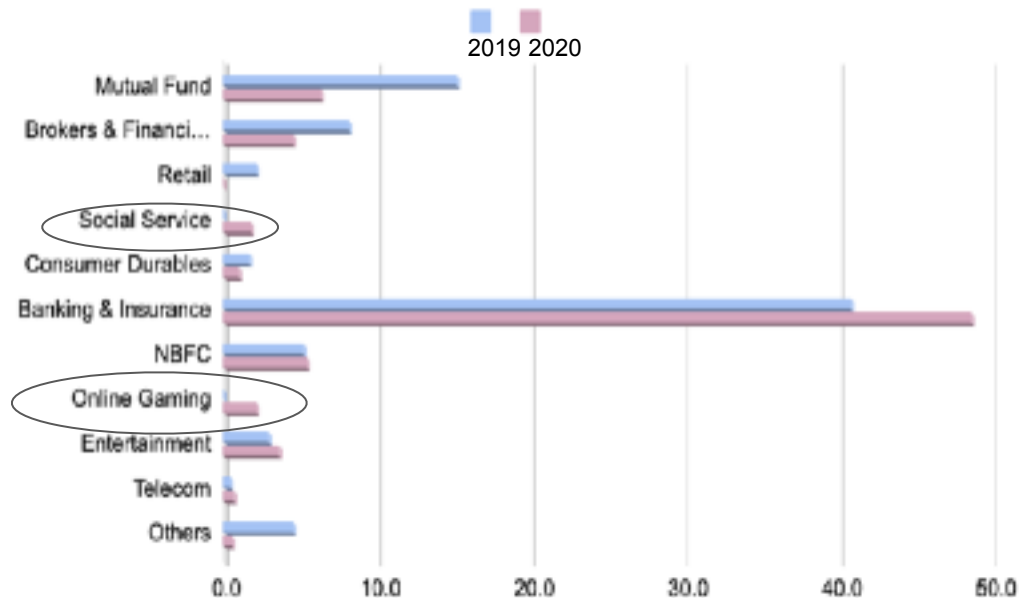


## Solution & Results

### New Category Development

- Background : There were a few categories that were otherwise not active, but were anticipated to grow during this pandemic
- Solution : Created a special category list basis the market trends, personal judgement and other insights from other countries. The list included :
  - Social Donation
  - Money Transfer Gateways
  - Health Check up Services
  - Online Gaming
  - Environment-Friendly Products
- Challenge : Some of these categories were restricted for advertising in our platform, so legal documentation and approvals had to be taken before onboarding them
- Results : We were able to activate a few advertisers from donation category like ketto and a few from Online Game like rummycircle.com

Category Trend in 2019 vs 2020



NBFC : Non banking financial services.