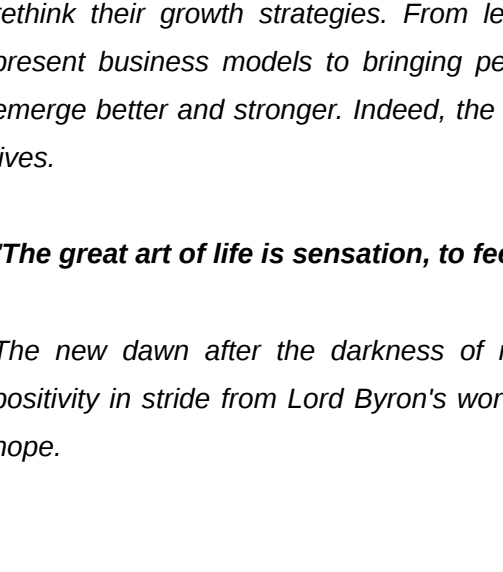


FROM THE FOUNDER'S DESK



Vikram Gupta
Founder & Managing Partner



As we stand on the threshold of the new year, wishing you and your family a very happy and prosperous new year.

The year 2020 has been a different and difficult year for everyone. From coping up with a personal loss to a change in the work pattern, this year compelled us to do several things that were never thought or heard of.

Several industry reports showed that along with a serious impact on people's health, COVID-19 had its implications on businesses too. This has compelled the organizations to rethink their growth strategies. From leveraging on crisis management to pivoting the present business models to bringing people back to work, actions have been taken to emerge better and stronger. Indeed, the 'new normal' has pervaded all the aspects of our lives.

"The great art of life is sensation, to feel that we exist, even in pain"

The new dawn after the darkness of nights matters and mean the most. Taking the positivity in stride from Lord Byron's words, let us look forward to a year of positivity and hope.

TÊTE-À-TÊTE

Face-To-Face with Vikram Gupta

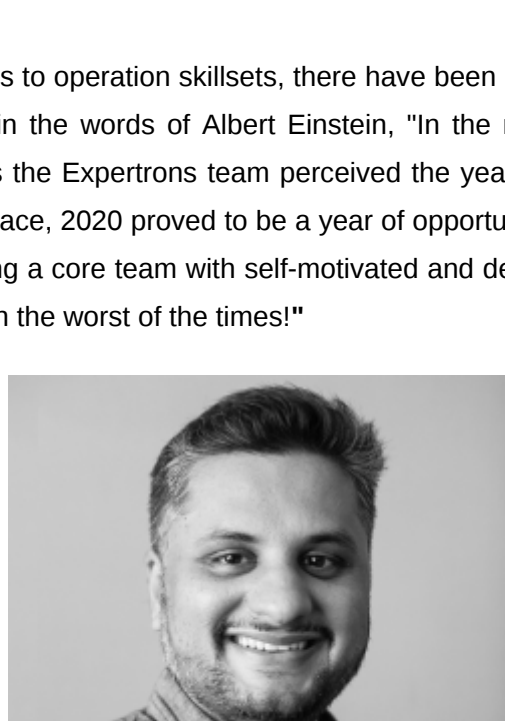
How has the year 2020 been for the investments in startups?

"When the year 2020 had started, no one had predicted that the rest of the year would be spent mostly indoors and that there would be hardly any travel in the year. The unpredicted COVID-19 has impacted the world in many ways. The pandemic impacted the global GDP negatively and India was one of the worst affected countries in terms of its GDP growth.

However, all is not as dismal as it seems. While on one hand, the GDP for 2020 had been estimated at -8.9%, on the other hand, for 2021 it is expected to be at 8.6%. India's share of the global economy in 2020, on the basis of PPP, is expected to decrease from 7.06 percent to 6.6 percent in the current year. The unemployment rate, which was 3.5% in 2019, increased to 23% in April 2020 and then dropped to around 7% in October 2020. During 2020, most of the major investment decisions were postponed. There has been a significant impact on the offline businesses and those dealing in non-essential products."

[Read more](#)

LEADERSHIP LESSONS OF 2020



Jatin Solanki
Co-Founder



Jatin Solanki, Co-Founder, Expertrons

"From leadership lessons to operation skillsets, there have been learnings in almost all the departments. Believing in the words of Albert Einstein, "In the midst of every crisis, lies great opportunity" we as the Expertrons team perceived the year 2020 with positivity. We are in the EdHR Tech space, 2020 proved to be a year of opportunities in an overall sense. We must say that building a core team with self-motivated and dedicated members helped us to bring out the best in the worst of the times!"

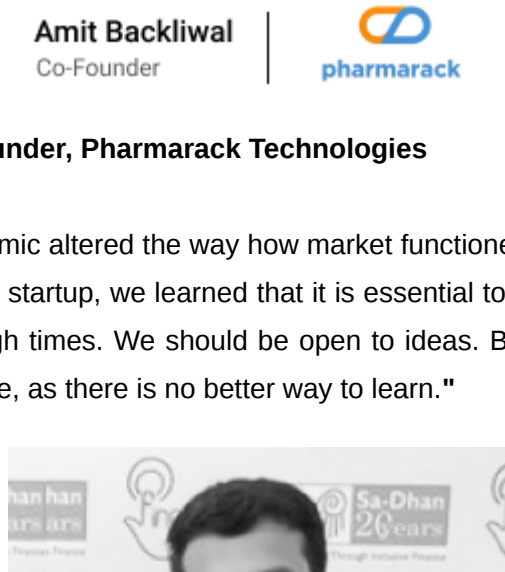


Mr. Vaibhav Lodha
Co-founder, Ftcash



Vaibhav Lodha, Co-Founder, Ftcash

"The pandemic and the consequent long periods of lockdown forced all of us to introspect- Who are we without all the external recognition? The year 2020 offered us opportunities to reconnect with our community, with ourselves, and even our priorities. We have all been in this together and will surely move forward in this together."

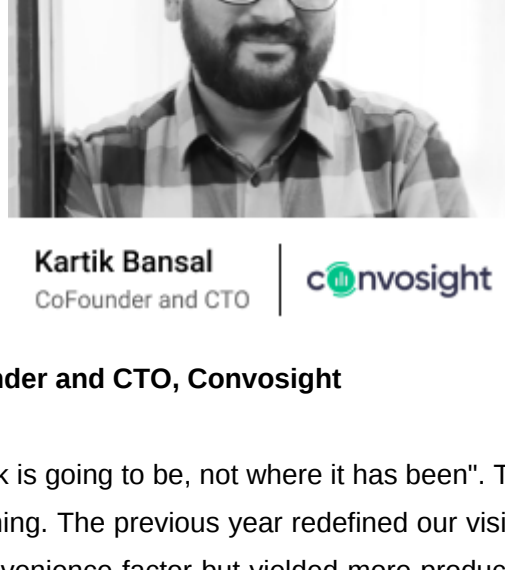


Deepak Kothari
Co-founder



Deepak Kothari, Co-Founder, Ftcash

"The last 12 months have been a rollercoaster ride for everyone, where business models have undergone a complete rethink. The pandemic provided an opportunity for all functions, processes to be redesigned from scratch with a focus on process automation. The pandemic has shown people the stress test business models and scenarios, where economic activity for several segments across geographies was practically down to zero for several months."



Shashikant Burnwal
Co-founder, Trillbit

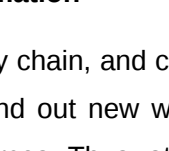


Shashikant Burnwal, Co-Founder, Trillbit

"Working remotely in an efficient manner is probably one of the major takeaways from the pandemic. Strategies have been improvised on how to build a resilient business. Many unplanned variables determine the fate of any business and as a leader, one needs to prepare oneself to include the same in the business equations. This will help in overcoming any challenge as a team."

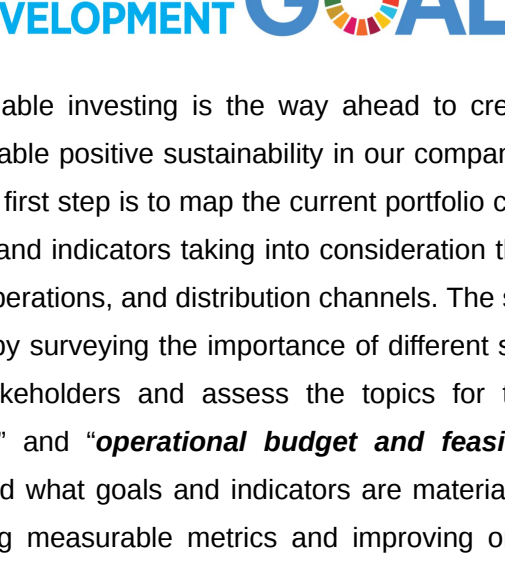


Amit Backliwal
Co-Founder



Amit Backliwal, Co-Founder, Pharmarack Technologies

"The onset of the pandemic altered the way how market functioned and the entire situation changed overnight. As a startup, we learned that it is essential to preserve cash especially for the bad and the tough times. We should be open to ideas. Be adaptable, nimble, and feel blessed to see failure, as there is no better way to learn."



Pratyush Halen
Founder and CEO

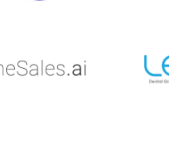


Pratyush Halen, Founder and CEO, Fingpay (Taptis Technologies)

"We learned how looking beyond the apparent level of gloom and negativity can help us in reaching heights of success, and no success is complete without the taste of failure. Empowering people, positioning them for growth, and mentoring them consistently to unlock their potential are a few of the key ways of achievement. Knowledge exchange is also essential for the prosperity of an individual and a company."

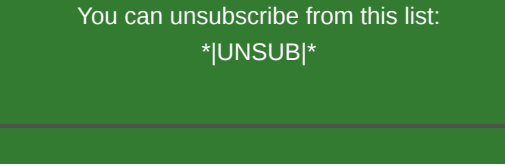


Kartik Bansal
CoFounder and CTO



Kartik Bansal, Co-Founder and CTO, Convsight

"Skate to where the puck is going to be, not where it has been". The year 2020 exemplifies this line more than anything. The previous year redefined our vision. Work-from-home was not just a result of a convenience factor but yielded more productivity than envisaged. We as leaders need to adapt early and drive the change."



Mr. Vishal Jindal
Co-Founder & Co-CEO

Vishal Jindal, Co-Founder & Co-CEO, Biryani by Kilo

"2020 has truly been a year of survival of the fittest. Coupled with learning lessons from the pandemic we are proud to have come out stronger in terms of both top-line & bottom line in 2020. Our business model focusses on food delivery. We have seen how the Biryani category has been validated along with team resilience."

Chakradhar Reddy
Founder

Chakradhar Reddy, Founder, Singularity Automation

"Each aspect of the business like demand, supply chain, and customer behavior has been disrupted entirely in 2020. Enterprises have found out new ways to channelize the best possible strategy for optimum utilization of resources. Thus, at this time, for a startup like us, it's important to change and adapt to the new environment while keeping the vision of the business intact."

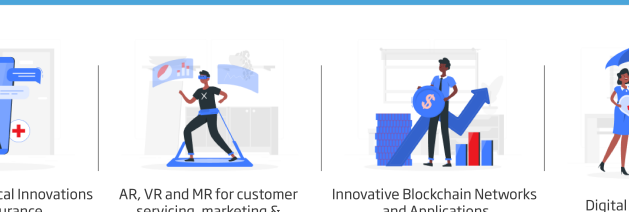
FRESHLY BREWED

Clovia

Clovia has raised \$4 million in pre-Series C round of funding. [Read More](#)

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Process: Sustainable Development Goals in Investing



We believe that sustainable investing is the way ahead to create an impact, generate superior returns, and enable positive sustainability in our company as well as our portfolio companies globally. The first step is to map the current portfolio companies to the naturally aligning **SDGs**, targets, and indicators taking into consideration the company's products & services, processes & operations, and distribution channels. The second step is to create a materiality assessment by surveying the importance of different sustainability topics to the portfolio company's stakeholders and assess the topics for the best balance of the **"stakeholder priorities"** and **"operational budget and feasibility"**. Finally once the company has determined what goals and indicators are material in the second step they can proceed by creating measurable metrics and improving on them in order to work towards a more sustainable future. Watch this section of our newsletter for more.

IVYCAMP

CORPORATE ENGAGEMENTS

HDFC LIFE FUTURANCE PROGRAM- PHASE 3

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