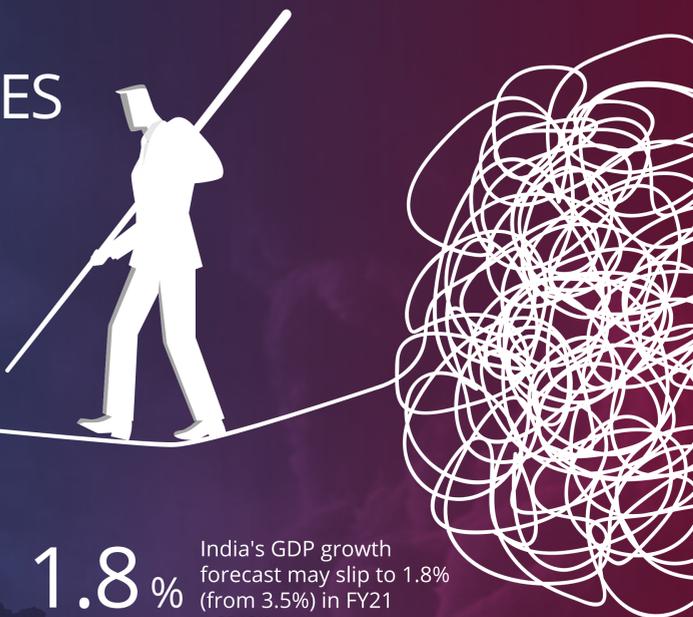


# WITHIN CHAOS LIES OPPORTUNITY

Business Readiness Strategies for India Businesses - Thriving in a Post COVID-19 World



COVID-19 is a black swan event and the speed at which the crisis has occurred has left extreme uncertainty in global economies.

**1.8%** India's GDP growth forecast may slip to 1.8% (from 3.5%) in FY21 - CRISIL

However, the government and most Indian businesses are taking pragmatic efforts to control the impact of the pandemic and minimize the risk to employees, customers, communities, and business operations.

**94%** of the Fortune 1000 are already seeing COVID-19 disruptions - Fortune

**\$1.1tn** Coronavirus could cost global economy \$1.1tn in lost income - Oxford Economics

Crisis accelerates innovation and new consumer habits. Historically the great depression and other economic crises have led to successful innovation and new business models. When COVID-19 recedes, the modes of doing businesses, consumer behavior, and customer engagement strategies would have changed forever.



How resilient is your business to the global pandemic?

Crisis breeds innovation. Are you ready to embrace them?

## A VISION FOR THE FUTURE

Ensuring short-term stability & long-term Resilience

An opportunity to accelerate key digital transformation initiatives

### IMMEDIATE



**Rapid response team**  
Mobilize key executives to formulate quick response to reboot the business.



**Critical fixes**  
Identify & fix critical areas of your business that are needed to reboot business.



**Monitoring & Information**  
Setup real time monitoring of key KPIs to track progress on fixes.

### MID-TERM



**Re-prioritize your portfolio**  
Revisit strategic investments made and focus on a value driven optimization of your existing initiatives.



**Fast track digital initiatives**  
Speed up existing initiatives like digitization of sales & customer channels to manage the impact.



**Identify new opportunities**  
Identify new digital initiatives that can help fast track your recovery and move investments to these areas.

### LONG-TERM



**Understand the new world post crisis**  
Disruption leads to change in behavior and new opportunities. Define what this new world means for you and your business.

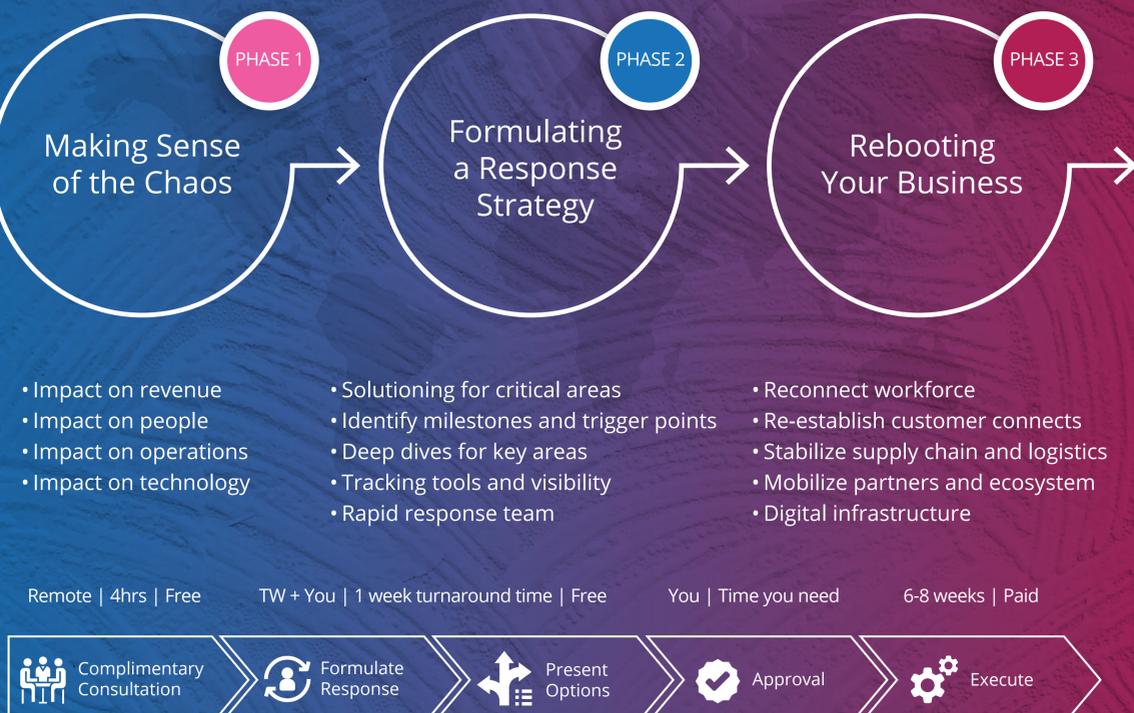


**Identify key opportunity areas**  
Rework how your business will function and invest in areas where your business will thrive.



**Build resilience**  
Identify initiatives which will make your business resilient and help survive the next disruption/crisis.

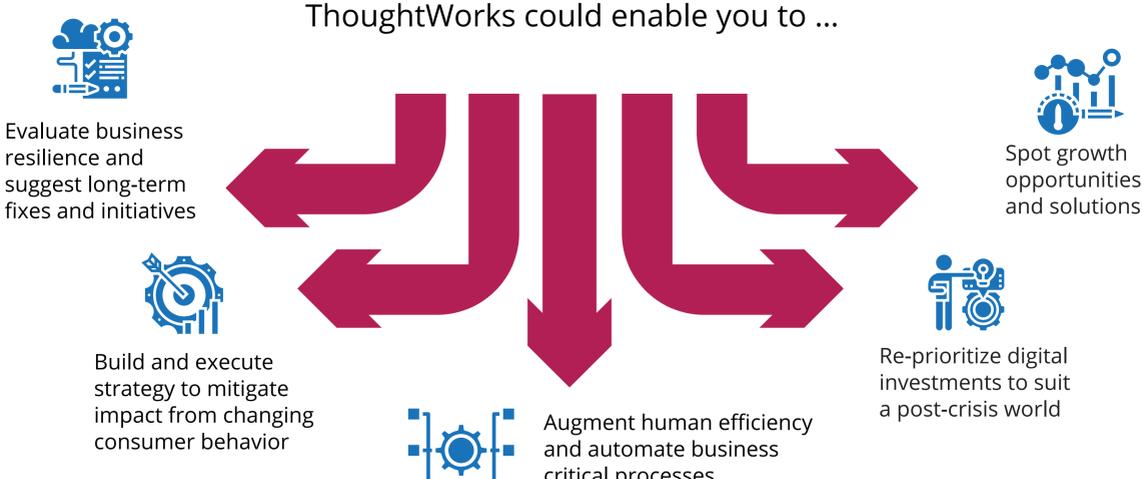
## THOUGHTWORKS ADVISORY APPROACH



## ONCE THE DUST SETTLES

Broader business realignment to thrive in the new world (Post COVID-19)

ThoughtWorks could enable you to ...



## WHY THOUGHTWORKS?

The north star for navigating through the crisis

- 7000+ Employees
- 14 Countries
- 43 Offices
- 25+ Years
- #1 in agile and continuous delivery

Digital Business Strategy | Operating Model & Portfolio Optimization | Product & Service Innovation | Platforms And Digital Ecosystems | Digital Transformation | Data Science and Engineering | Talent, Culture and Digital Capability | Technology Consulting

Write to us at [combatcovid@thoughtworks.com](mailto:combatcovid@thoughtworks.com) to learn more about our advisory services

ThoughtWorks could help prepare your organization to embrace "The Next Normal" and focus on building new business models, ecosystems, and revenue strategies. Our advisory is the first step towards it, a complimentary support for organizations to evaluate business resilience and respond effectively to the impacts of COVID-19.