



# ECONOMIC IMPACT ON INDUSTRY

ET-ILC LEADERS SHARE THEIR VIEWS ON SECTOR-WISE ECONOMIC RECOVERY

## CONTENT AND SOFTWARE SOLUTIONS

There is an increase in demand for these solutions as in areas of tax and accounting and legal industries, the pandemic has increased the workload on professionals. There is a need for reliable information and remote solutions.

## TELECOM SECTOR CHALLENGES

The Indian telecom industry is ready to embrace 5G. However, low fiber penetration, high device cost and expensive spectrum are fundamental challenges.

## FMCG SURGES, WHILE F&B, LUXURY, TRAVEL AND HOSPITALITY SLOWDOWN

In the FMCG/ generic food industry there has been an upsurge in cautious buying. The public stockpiled essentials, which lead to an increase in demand for FMCG products, primarily in cleaning and nutritional products. Luxury, hospitality, fragrance and chemical sectors are seeing a slowdown. Sustainable evolution will be key to the growth of these sectors in the future. Technology adoption has increased multi-fold. Companies have learned that they can do business without business travel and still operate at 100% efficiency. It is likely that business travel will not recover to pre-Covid times in the near future.



**Himanshu Goel**

Managing Director & CEO  
Azpiro

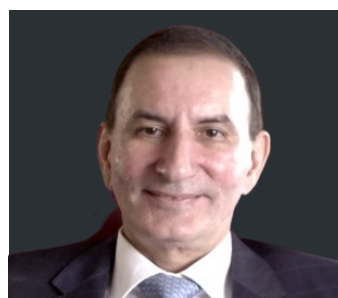
"I think Covid-19 accelerated technology adoption world over across industries by several years."



**Manu Bajaj**

Director  
Fuerst Day Lawson

"The F&B industry is 15% organized, and 85% unorganized. Most food service establishments are severely impacted."



**Sam Katgara**

Partner  
Jeena & Co.

"The losses to the logistics sector is estimated at around Rs 50k Crore. Air cargo will not rebound to 2019 levels until around June'22."



**Shireesh Sahai**

CEO,  
Wolters Kluwer

"The pandemic has fundamentally changed the paradigm of teaching. Online resources have taken center stage"

# INDUSTRY INITIATIVES



Across industries, the adoption of digital solutions has increased

## WOLTERS KLUWER

This information and software solutions firm was quick to launch a comprehensive one-stop resource on Covid-19 for doctors, nurses, and consumers. This web resource included free access to medical research and relevant content from UpToDate - their flagship clinical decision support (CDS) tool. These resources were viewed 11.3 million times by nearly 600,000 users worldwide.

## JEENA & CO

In Q1, this freight forwarding firm formed a Business Intelligence (BI) team for analytics/data driven decision making. They also launched Jeena e-Sales kit and Jeena customer portal all of which have been accepted well by their customers. The company has now activated its sales teams to grow market share in resilient trade lanes where their presence is currently small.

## FUERST DAY LAWSON INDIA

The firm is now focusing on the e-commerce aspect of the business. 90% of daily operations are now technology driven and only 10% of the workforce needs to be physically present in office. Travel is no longer part of the company's operating plan and has successfully managed to operate at 100% efficiency without it.

## AZPIRO

The consulting firm launched an advisory service to support technology companies working in the areas like cloud, IoT applications, wifi enhancement and 5G and telecom infrastructure companies. The firm is of the opinion not to push 5G deployment in India and rather wait for 6G's early adoption and plan ahead for it with fibre, use cases, devices and spectrum.

Partners



Wolters Kluwer

