

## Stay Healthy, Stay Safe, And Stay Hopeful

ISSUE APRIL 2020

### FROM THE CORNER OFFICE



**Vikram Gupta**

Founder & Managing Partner,  
IvyCap Ventures Advisor Pvt. Ltd.

*"Dear Friends,*

*We are all facing unprecedented times. Never in our lifetime have we had an instance where the government had effectively closed down major parts of the economy so quickly and suddenly for the purpose of maintaining the health of the population of the country. This is not just an India phenomenon but is happening all over the world as COVID-19 goes around the world with its deadly force. [Read more](#)*

### FOUNDER SPEAK

In the wake of the Coronavirus, we asked startup founders

**“How are they dealing with the Covid-19 pandemic?”**

And this is what they had to say! 



**Vishal Jindal**

Co-founder & Director at  
Biryani By Kilo

**Dine-ins and delivery businesses have been impacted majorly due to COVID-19, do you believe you are in an opportunistic space with a cloud model?**

*"Sure. For big brands in the food delivery space, there should be a **silver lining in the current crisis**. As people might not go back to dine-in & clubs for a long time. And according to food aggregators, around 30%..*

[Read more](#)

---

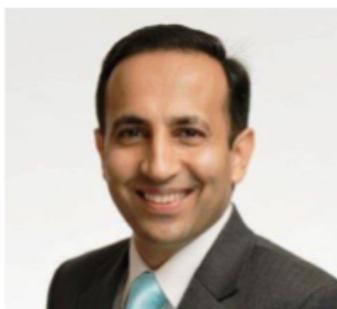
**How will customer acquisition (online/offline), retention and engagement change post COVID-19?**

*"This is a seismic event, and the shifts in consumer behavior will be no less. We see all data points and learning from past events (similar though more regional) pointing towards a spike in online sales and more affinity towards **trusted brands**. You have to handhold your existing/new/potential customers.. [Read more](#)*



**Pankaj Vermani**

Founder & CEO at Clovia  
Lingerie



**Amit Backliwal**

CEO at Phramarack

**How does Phramarack contribute to supplying essential medicines to retail pharmacies during the covid-19 epidemic?**

*"We have a large platform with over **4000+ distributors** and **60,000+ pharmacies** with clear visibility on stock levels and supply/demand. we are able to match the parties enabling availability of products as best as possible. [Read more](#)*

---

**What scenarios do you see playing out at the macro level? How will these scenarios impact your industry?**

*"The current situation is very unpredictable. At the grass root level, things seem to be normalizing as we are processing the usual amount of banking correspondent transactions today. As the bottom of the pyramid stabilizes, I believe that at the macro level, the things shall move back to normal in a few months. [Read more](#)*



**Pratyush Halen**  
Founder & CEO at Fingpay

## FRESHLY BREWED

### Fingpay

Fingpay raised **\$3.5M**, as part of its series-A round led by IvyCap Ventures. [Read more](#)

### Pharmarack

**Amit Backliwal**, CEO at Phramarack spoke about the demand of medicines including hydroxychloroquine and azithromycin stating "*Gujarat and Maharashtra governments have asked Pune-based start-up Pharmarack to provide daily visibility of critical medicines' stocks.*" [Read more](#)

## IVYCAMP EVENTS

### Interactive Webinar with Ashish Wadhani



Over **50 startups** joined the interactive webinar session with Ashish Wadhani, Managing

Partner, IvyCap Ventures on "**How should startups think about Managing their Capital Runway over the next few months?**". Given the financial uncertainty in the startup and inverting ecosystem, Ashish shared his thoughts with pre-series A about the impact that the current situation will have on businesses over the rest of the year, sectors that will be impacted positively and negatively, and gave guidance on how & what to prioritize efforts on. Read more about the [key takeaways for startups](#) from the session- [Read more](#)

---

## IvyCamp Exclusive Online AI Product Showcase For Innovation Leaders



On March 31, 2020, IvyCamp held a **webinar** for 6 of our **AI startups to showcase** their solutions to innovation leaders in retail, healthcare, finance and insurance and investors. Startups' continuous involvement with large corporations have resulted in boosting innovation, understanding users, developing pilots, securing funding and developing the right "go-to-market" strategies. Corporate attendees include **Bosch, Target, GE Healthcare, Maersk, Mahindra, Allstate, Diageo, DBS Bank, Infosys, Future Group**. [Read more](#)

---

### Our Portfolio

