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## Licious's Response to the COVID-19 Pandemic: A Step Towards Crisis Communication?

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### Article Information

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### Abstract

The novel COVID-19 pandemic has left the global economy in shambles and is negatively affecting India's economy across industries. In order to tide over the crisis, companies need to take swift and effective decisions. The present case study focuses upon Bengaluru-based online meat and seafood company Licious that is functioning contrary to the dire state of fast-moving consumer goods (FMCG) and e-commerce companies which have shrunk during the nationwide lockdown. To battle the crisis that ails the meat industry, Vivek Gupta, Founder of Licious, took swift decisions and communicated effectively that helped him to build and renew trust with his stakeholders. This case specially focuses upon the various crisis communication strategies adopted by Gupta to create an effective engagement and experience with his stakeholders.

### Keywords

[Crisis communication](#), [Licious](#), [e-commerce](#), [COVID-19 pandemic](#), [meat industry](#)

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