## THE SIDBI-ET INDIA MSE AWARDS 2018



## SMALL BUSINESS: REVVING THE ENGINES OF GROWTH







Plan for next 5 years: By 2022, we plan to have a vorkforce in all the states of India. In this year we plan to begin our AI products manufacturing. By 2023 we plan to capture a market share of 30% in Al

What judges asked: The judges asked us about our ompany's history, corporate governance, growth trategy and how will we adapt ourselves in the urrent and future business environments. Plan for next 5 years: We plan to increase our footprint in the market by introducing innovative services through our products. Our vision is to empow-

increase their business.



Mr. Sharan Suttatti(Partners), Mr. Satish Suttatti(CEO ame of the Company: Bright Engineering Works

Components and Assemblies for the Engineering Indust What judges asked: Operational details, manpower Plan for next 5 years: We have aggressive growth targets.

Infact our CAGR% over the last 3 years has been in excess of 40%. We want to hit revenues of ₹100 cr in he next 5 years with at least 45-50% exports.

pany: Buoyancy Consultants & Engineerin Head Office in Goa, & presence in etherlands, Norway & USA

What judges asked: Nature of business & growing Plan for next 5 years: We want to further expand and strengthen global footprint with a special focus on ustainable growth to cater to our clients more



Equinox Software & Services Pvt. Ltd. Equinox specializes in providing IT enabled

Vhy or how did you decide to focus on exports? Plan for next 5 years: Develop new apps for Chemical Plants. Start Sales / Business Development in new geography. Strengthen back office in Finance and

ENVIRONMENT FRIENDLY SMALL ENTERPRISE - SERVICES

Name of the Company: Lakshmi Vacuum Heat treaters Pvt. L Bengaluru, Coimbatore, Hosur, Hyderabad, Manesar, Mumbai, Pune, Chennai lature of business: Vacuum Heat Treatment Service What judges asked: Nature of business & challenges Plan for next 5 years: Further expansion of our vacuum neat treatment facility in the places where it is not available. To establish vacuum technology for oil guenched tool steels and carburising segment. Also to reduce the pollution and to be energy efficiency. Focusing our R&D



e of business: Tree Translocation Vhat judges asked: Vision for the company and the marketing strategies improve business. Plan for next 5 years: Having presence across India and having International penetration (South Asia

face of Business: Coimbatore, Tamilnadu s: Manufacturers and exporters of water and waste water treatment plants and projects What judges asked: About the business, challenges in global market, post services regarding employment

labour issues, regarding our trash skimmer boat, financial PAT, projections about our patented Plan for next 5 years: New markets, new effluents, decentralised STPS in city sewer sysytems, recycle euses of the same water in the process again.



Set-up to recognise and promote excellence, the MSE awards were a stupendous success

gies to the chilly weather in Delhi

are part of that vision."

Apart from the ministers, also representing Small Finance Bank. "We firmly believe in inplatform were Arun Kumar Panda, Secretary, look forward to more such initiatives which MoMSME, GoI and Debasish Panda, help strengthen budding entrepreneurship, Additional Secretary, Department of Financial added Rajashree Nambiar, CEO and MD,

provide wings to entrepreneurial zeal of the Setting the context to the evening, youth of the country by facilitating access to "Fifteen months ago, we launched a SIDBI 2.0 job providers," added Sanjay N Singh, CEO, vision document to alter our ways of function- CGTMSE. And given the success of the initiaing. We decided to act as facilitators for the tive, the sponsors even pledged future supentire eco system of MSEs for their develop- port. "I believe the SIDBI-ET India MSE Award ment. Besides the vision document, we have has given the small companies a national platlaunched a campaign for focusing on liveli- form to showcase their work. AU Bank looks hood-based entrepreneurship. These awards forward to be a part of more such efforts in future," said Sanjay Agarwal, MD & CEO, AU Services, Ministry of Fullerton India Credit Co Ltd.

In his speech, Shukla shared how

present government is giving thrust to

MSME segment and is allocating, extra

instances from the GST council meet-

ings, Shukla said that the government

is in considerations and talks over the

He explained that they are looking

with ₹75 lacs turnover. The govern-

ly opined that we should not politicise

velopment. Congratulating all the

award winners, he said that this ap-

preciation should act as the beginning

towards a better and brighter future.

pressed his happiness for organ-concessions to be given to the MSME

moving ahead. With a contribution on matters of nation's growth and de-

**Shiv Pratap Shukla** 

Minister of State, Ministry of Finance

State for Finance ex-

made a strong case of how such

events will give a boost to the

In addition, Shukla said, "The

the same light as the large indus-

izing the Indian MSE Awards. He sector



next year by making this platform even bigger. All the awards are usually supported by a bank or an institution. It's our endeavor to bring all stakeholders ogether through these awards. SIDBI will provide accessible concessional funding to the winners and they will also be supported with a management development course in partnership with IIM Lucknow besides mentorship opportunities from leading industrialists.



tiveness, scalability and efficiencies. The SIDBI-ET India MSE awards was an op portune platform for MSEs from that perspective. CRISII has been at the forefront of redit assessments and evalu ation of SME performance since 2005 through SME ratngs and the recently launched digital Crisil Credit Assessment Score. It is through our extensive coverage of the sector and analytical strength that we have gained deep understanding of the sector's potential and its challenges."

**EXPERT PANEL** 

Chief Operating Officer, CRISIL

"We have always wel

comed initiatives that

encourage MSMEs to

improve their competi-

needs to reflect on this and we need to debate the definition of employment," Singh added. He spoke of the incentives provided by the government to the sector and how the budget for MSMEs has been doubled under present government in terms of corpus of funds and

other incentives. "The prime minister said there should be no state without technology centres. About 15 new technology centres were announced and 10 will be inaugurated in January. There was a discussion on common facilities centres. Under the previous government, the number was 17.

We included artisans in the scheme and now we have expanded it to 142," he said. Urging The Economic Times to ake up a debate on employment issues, the emphasised upon the importance of

entrepreneurship which can integrate farmers and villages to bring about change and employment centricity as an award criteria in the next edition.





: Santhosh Sharp Tools ness: Solid Carbide Cutting Tools Manufacturer What judges asked: About company growth & Plan for next 5 years: To upgrade new technology and process methods, thus producing at less operating cost, best quality at competitive price

& to live up to the expectation of

ustomers, suppliers, employees & other



hat judges asked: Being a lady how it is easy for you to run a industry which is male

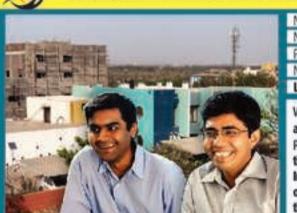
Plan for next 5 years: Reach ₹ 100 cr by 2023

creating competitive edge. Scale operations to

manufacture more diecasting products.

Keep on enhancing product quality and

"YOUNG ACHIEVER IN SMALL ENTERPRISE - MANUFACTURING



ss: Manufacturing and design of Solar and Plan for next 5 years: **To increase our presence in inter** tional market from currently 13 countries to 50 countries In the domestic market, further expanding our base by opening 250 more service centers and dealerships throughout the country. Increase R&D and new product

"YOUNG ACHIEVER IN MICRO ENTERPRISE - SERVICES

: ROBOLAB :- "A perfect platform to explore, learn and build ideas"

What judges asked: Issues facig Indian education system, challenges and next-gen technologies Plan for next 5 years: Taking technologies like Robotics, Automation, Artificial Intelligence, Internet of Things to masses. Reaching out to grassroots. Social Innovations.



"YOUNG ACHIEVER IN SMALL ENTERPRISE - SERVICES entrepreneur: Mr. Kishor Chandrashekhar Desard



of the Company: Gazon Communications India Limite e of business: High Speed Internet Service Provider for Homes and Corporates What judges asked: Entrepreneurial Journey, product differentiation, competitive landscape and growth

Plan for next 5 years: To create strong foundation of organisation that is able to deliver customer delight and build value for all stake holders. Also to reach ₹ 100 cr revenue in next 3 years.

TO THE MSE - NON

RANKING FINANCIAI

LENDER TO THE MSE





here was a need for awards in inations received across award catethe MSE segment. Though there gories. After the nomination sourcin

dge partner decided to gement) as well as quantitative (key in 3 cities to select the winners across inancials) information. Further, social categories. Where the jury member media and print media campaign was grilled the entrepreneurs on their conducted to promote and market the achievements and the vision they

ed in each award category. Their ke business, management, and finan

initiatives and governance challenges

**MOST TECH SAVVY MICRO ENTERPRISE - SERVICES** r: Ms. Shalini Gupta & Mr. Alok Nidhi Gupta : Talent Recruit Software Pvt. Ltd S Cloud-Based Recruitment Platform What judges asked: About business plan, profitability,

"The MSE awards "It was exciting to see the "India suffers from various "I loved to interact with and interview some of & MOST TECH SAVVY SMALL ENTERPRISE - MANUFACTURING

DDEPALLI SITA RAMAKRISHNA, Senior Environmental Specialist, World Bank

DEBASHIS BANDYOPADHYAY, Acclaimed MSME expert

RAJINDER SINGH BANYAL, Associate Director, PwC India

R. SANDEEP GARG, Former President, IESA

CHANDRASEKHAR, Innovation Consultant

SHALINI PILLAI BANERJEE, Head of Marketing - India SMB, Google

AJAY SHANKAR, Distinguished Fellow, Director-General's Office, TERI



What judges asked: Business plans, strategic Plan for next 5 years: To achieve ₹500 cr turnover in 5 years through a well structured process oriented organisation with competent people handling the

Plan for next 5 years: Drive a global expansion strategy, build a robust product bouquet, invest in Machine learning and AI. Help our customers to automate their entire recruitment and onboarding process & make the right hires, always.

Ar. Aakash Pahwa and Mr. Arsh Pahwa

Company: Pahwa MetalTech Pvt. Ltd. Manufacture of high-tech copper titanium oy and parts thereof. We are the only manufacturer of f loy on a commercial scale in the world What judges asked: Operational details & growth plans. Plan for next 5 years: To grow 100X from our current level and establish presence in major markets across the world. Long term plan is to become a mid-sized MNC from India, liked by its customers for high technology metal alloys and manufacturing technologies.

"MOST INNOVATIVE MICRO ENTERPRISE - SERVICES

: AKS IT Services Pvt. Ltd.

ess: Cyber Security Services

What judges asked: About our

products, future plan, growth and

Plan for next 5 years: R&D of cyber

ingapore and improvement of

forensic products, opening an office in

Dr. A Velumani, CEO, Thyrocare. (Atul Chaturvedi, CEO, Adani Agro Business was also part of jury)

ing: Mr Milind Kothari, CEO, BDO; Jeenendra Bhandari – CEO, MGB; Yaguta Mandiwala, Partner, Bain & Co.;

Director, CRISIL: T Rajsekhar, Director, CRISIL, Abhishek Agarwal, CEO, CreditVidya

MSE effort in India is God's work. | problems plaguing this nillion ideas that will give jobs to them. I only hope our They really are the future of job- and their spirit is not

JURYSPEAK

"It was a pleasure to interact | "SMEs come in various | "It was wonderful to listen to the | "MSME entrepreneurs | "These pioneers should be | "Many of the finalists were with gusto. I offered each of them a | with young promoters of | forms and sizes with a nominees - their stories of toil are the backbone of encouraged to think set of suggestions as well to take SME's in diverse fields. Their plethora of issues yet and perseverance are motivating our economy, SIDBI-ET bigger, India's ability to their enterprises to the next level energy, entrepreneurial zeal humoneous possibilities. - they also tell us we need to do awards not only and drive was infectious and They need to have role more to support the sector. From acknowledges their models with whom they 
the MSME sector will emerge the contribution but can relate and get future corporate giants of India - | encourages them to Millions of entrepreneurs with a sector the future belongs to inspired. Such events are we need to nurture and support think big by a must to throw up such them in their journey and help showcasing their work the millions that don't have one. policies remain favourable reward and throw up the culture of entrepreneurship to the whole of India" these role models" Rajeev Karwal Transactions and Private Equity Head, PwC CEO, Adani Agro Business Milagrow Robots.

"MOST INNOVATIVE MICRO ENTERPRISE - MANUFACTURING

eneur. Mr. Nilesh Jayant Karandikar

tomised Material handling solutions mainly with zero gravity

anipulators, grippers and customised pick and place arrang

What judges asked: Malniy focused on product informa-

tion, innovations built into the equipment, new custom-

Plan for next 5 years: Implement strategy and establish

base, establish association / partnerships / subsidiary

abroad for expanding market base and reach.

markets for newly developed products, expand market

ompany: Fine Handling and Automation Pvt. Ltd.

prameya Radhakrishna, co-Founder, Vokal; Revant Bhate – Partner, Kstart Capital, T Rajsekhar, Director, CRISIL

tting: Harish Bijoor, CEO, Harish Bijoor Consults; Abhishek Goenka, CEO, Co-Works; JC Sharma, MD, Shobha Developers;

sector forward Vice Chairman & significantly" MD, Sobha Developers. Partner Bain & Company Leader, EY mpany. Winjit Technologies Private Limited siness: India's leading provider of innovative What judges asked: Business strategy, technology

roadmap and funding.

intech, Product Engineering.

ogies including Internet of Things, Artificial

quality. The hunger for

innovation at affordable

prices can propel this

great quality and

& MOST TECH SAVVY SMALL ENTERPRISE - SERVICES neur: Mr. Abhijit Junagade and Mr. Ashwin Kandoi, Founders Plan for next 5 years: Use the R & D focussed innovative approach to help unlock value for our customers. Deepen expertise in the latest trending technolntelligence & Machine Learning, Blockchain &

destiny, be their own bosses and highlight the work being MSE efforts in

wanted to control their own

fill a void in the marketplace.

strong sense of purpose, an

Global Risk Transformation

around them"

be on the back of superior Several of them were driven by a surely encourage and

intense passion to succeed, and a

meaningful change to the world

Satish Ramchandani, Director – SME, CRISIL

conviction that they could make a am sure the team will be business go through at niches they explore and

quality significantly in

subsequent editions"

COO, Indiamart

initiative by SIDBI-ET to organised by SIDBI-ET energy of young

done by MSMEs. This will contribution to the to ride the wave of

economy but also

MSMEs in their journey. I and challenges small would depend on the

able to improve on scale & every stage till they corresponding capital

finally emerge as

CEO, MGB & Co

business: Design, Development & Manufacturing of Industrial crowave Processing Systems What judges asked: Differentiation strategy, commercialisation plans and technology Plan for next 5 years: Focus on new technologies, while we grow as a preferred supplier of Industrial Microwave Systems & Solutions for the Global market. Grow the unique ready-to-drink, all natural juice blends that goes by the brand ARKA.

ng: R Vasudevan, Senior Director, CRISIL; Gaurav Chopra, CEO, IndiaLends; Jasmeet Chhabra, CEO Cerestra Fund and Advisors

only way out of our

CEO & Co-founder,

large-scale employment.

Sitting: Dinesh Gulati, COO, IndiaMart; Jayant Krishna, Former CEO, NSDC; Rajeev Karwal, Founder, Milagrow; Sanjeev Krishnan

ansactions and PE Head, PwC. India: Kunal Khattar, Founder, AdvantEdge was also part of jury.

not only recognised the entrepreneurs bringing

salutes the innovation | businesses would scale

Jeenendra Bhandari Managing Partner,

change. How these

BDO in INDIA

MOST TECH SAVVY MICRO ENTERPRISE - MANUFACTURING

issues that are a result of a the most successful micro and small

large population with high entrepreneurs from the country's MSME

unemployment figures. The community who have added a lot to India's

situation is education and thrust to skilling their labour-force and that

MSMEs play a crucial role dividend for India. Such amazing entrepreneurs

Skill India Mission

in solving the employment and start-ups reinforce one's faith in the Indian

growth story. Most of them have given a special

would collectively ensure a rich demographic

economy growing from strength to strength"

National Skill Development Corporation,

former Chief Executive Officer,

## Name of the Company: A. Paul Instruments Co Place of Business: New Delhi Nature of business: IoT (Smart Electronic) systems





core functions, liberating me to focus on group

 were several awards in SME was the need of the hour to build a

space but none with MSE focus and it uation process started. The MSEs were screened based or roperty to recognise successful MSEs quantitative and qualitative informa for their outstanding achievements. tion provided on the awards micro Hence, SIDBI and The Economic Times site and top 3/5 MSEs were shortlis along with CRISIL Limited as the launch SIDBI-ET India MSE Awards in cials parameters were evaluated April 2018. And in August 2018, the Next, the CRISIL team conducted amseawards.in) was launched and MSEs. In another shortlisting round the nomination process was open for the expert panel shortlisted top two two 2 months. The microsite captured candidates 2 in each award categor both qualitative (business and man- In the last step, a jury was conducted

awards. Finally, more than 4,700 nom- have for their businesses.

process was over, the multi-layer eval-