

# MSME<sub>x</sub> SME IPO Cohort

**Close Hand-holding & Transformational  
Program to Build a Legacy Company!**

Follow Us



## Becoming Listed is not longer a game reserved for giants!

If you run a Profitable Business and have:



Scalable  
Business  
Model



Ambition to  
Grow Big



Intent to  
Strive Hard

Then don't wait. Join hands with MSMEEx,  
and achieve the dream success!

**Go for SME-IPO!**

# Major Challenges Faced by SMEs in India



## Strategic Challenges

Inadequate Sources of Funds

Scalability Hindrances

Unclear Competitive Advantage

Debt Traps & Cashflow Issues

**Low Margins & Profits**



## Growth Challenges

Weak Brand Recognition

Lack of Market Penetration

Expensive Customer Acquisition

Long Sales Cycles

**Slow & Sluggish Growth**



## People Challenges

Limited Talent Attraction

Poor Employee Retention

Low Interest of Marquee Clients

Leadership & Culture

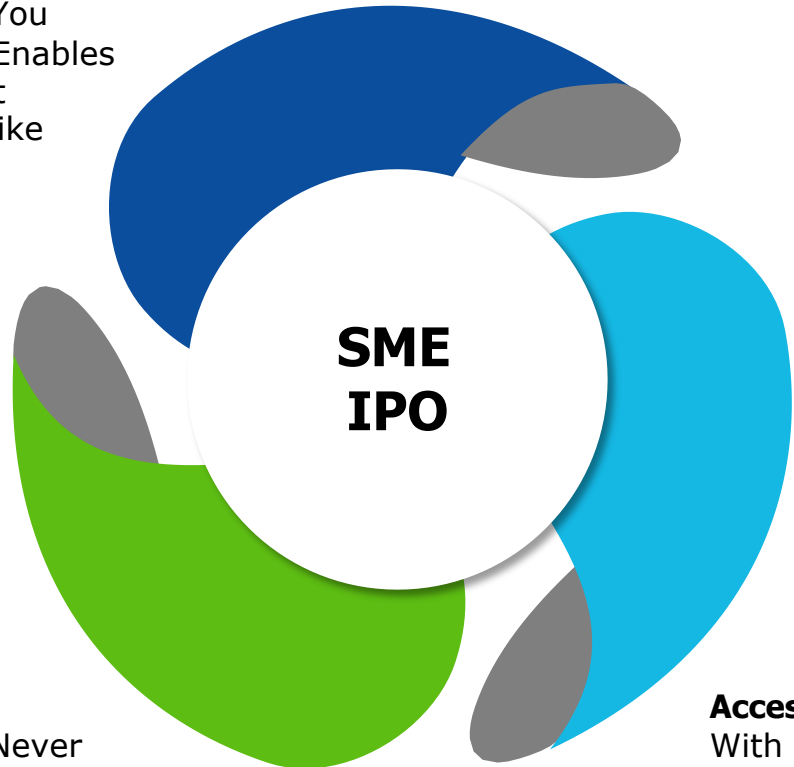
**Stress & Firefighting**

**SME IPO is the Answer**

# How SME-IPO Enables You to Become a Top Tier Company in Your Industry

## Unlocking 20x Value

SME-IPO Journey Helps You Upgrade Your League & Enables Long-shot Initiatives that Maximizes Your Growth like Nothing Else



## Brand & Credibility

With SME-IPO, Funding Never Remains a Challenge. If You Got the Right Plan, You'll have Enough Sources to Pump in More Money

## Access to Big Capital!

With SME-IPO, Funding Never Remains a Challenge. If You Got the Right Plan, You'll have Enough Sources to Pump in More Money

Remember  
Why You Started a  
Business!  
Not Just to Survive. But to  
Thrive.

**SME IPO IS THE  
ANSWER!**

# Why Go For SME IPO!

It's Falsely Believed that IPOs are only for Giants, with SME IPO even small companies can raise big funds from capital market

**1100+**

Companies Listed  
through SME IPO

**22000+**

Corers of Funds  
Raised

**380+**

Companies Migrated to Main  
Board IPO

**120+**

Core of  
Average valuation

**30+**

Core of  
Average Fundraise

Become a  
Reputed Brand

Raise Big Funds  
to Scale Up

Dream Valuations &  
Liquidity Options

Attract Top Talent, Customers  
& Suppliers

Get Listed on  
Top Stock Exchanges

Network with High-End  
Stakeholders

# Join Hands with MSMEEx – Achieve That Dream Success in the Quickest Time!

MSMEEx SME IPO Cohort – **Big Leap** towards the **Big Future!**



## **L**earn

12+ Live & Interactive Workshops with top Investors, Bankers and SME Leaders on every aspect of SME-IPO that you need to know about.



## **E**ngage

Series of 1-on-1 discussions with our mentors & investors to build a strong pitch story, formulate right IPO strategy and curated roadmap with milestones



## **A**ct

Creating Pitch Decks, Projections, Business Plan followed by onboarding of Merchant Banker and drafting & submission of DRHP



## **P**erform

Series of Investor Pitches followed by Marketing & PR activities. IPO preparation and launching the IPO with a bang!



# SME IPO Cohort Features

## Investor & Banker Network

For a successful IPO, the right investors and merchant bankers are crucial. We ensure this by connecting you with top-tier professionals. After preparing for the SME-IPO with us, we facilitate introductions to these key players, preparing you thoroughly for each interaction to secure the most suitable deal.



## 12+ Live Sessions

Closed-group live sessions for investors, bankers, and SME leaders. Over 6 weeks, you and your team join these sessions, alongside 5-6 peer companies, covering all aspects of SME IPO - legal, financial, procedural, and technical. Highly interactive, these sessions equip you with comprehensive knowledge of the SME IPO process and your next steps.



## Dedicated Team Support

You'll have a dedicated success enabler to accelerate progress and facilitate open communication. They'll guide you through the cohort, ensuring you access all benefits, assisting at every step to plan your journey, prepare projections and pitches, review progress, and connect you to relevant resources. This fosters speed, accountability, and strength throughout your journey.



## 1-on-1 Hand-holding

As you deep dive into the SME IPO process, our team of mentors and experts provide ongoing individualized support through regular meetings, both online and in-person. These meetings continue until your IPO launch, with no set limit. We assess strengths, address gaps, craft plans, refine pitches, and ensure you're fully prepared and confident for investor engagement.



# Live Session Topics

## 12+ Live Sessions

- › Conducted in small group of 5 – 7 companies
- › 2 hours of interaction each
- › Delivered by Top Investors, Coaches, Merchant Bankers & SME Leaders who did IPO

## Close & Personalized Hand-holding

- › Unlimited 1-on-1 Calls
- › End-to-End Team Support till IPO happens
- › Regular Sync Ups & Reviews

## Investor & Banker Network

- › Thorough Preparation for Investor Meets
- › Strategic Meetings & Pitch Sessions
- › IPO Roadman & Launch Plan

Session #	Topic	Content Objective
Pre-Preps	Onboarding - Workbook - Investor Collaterals	Welcome, onboarding, Investor pitch, financial projections & Elevator Pitch preparations through various one-to-one and group sessions
1	Basics of Capital Markets	Introduction to ecosystem stake holders - SEBI, Exchange - BSE/NSE, Stock brokers, Market makers, Merchant Banker, Retail investors, Institutional/HNI investors. Role of these stakeholders.
2	Digital Presence for Investors	<ul style="list-style-type: none"> <li>• Importance of Digital Presence &amp; Brand Presence for SME IPO</li> <li>• Investor Landscape &amp; How Investors Search companies online</li> <li>• Creating differentiation from regular digital presence</li> <li>• Various channels &amp; means to create digital presence for investors</li> <li>• Roadmap and Do's &amp; Don'ts</li> </ul>
3	Financial Projections & Valuations	Financial projections Business targets and forecasting Valuations and its implications
4	Organization Structuring	CXO hiring and retention, Management team structure of a listed company Performance review and evaluation (KRA/KPI)
5	Investor Expectations	Why SME IPO and not VC startups Expectations from Business Expectations from Entrepreneurs
6	Financial Structuring	How to carry out the restructuring for optimal valuation: <ul style="list-style-type: none"> <li>• How to restructure the balance sheet - most common pitfalls/issues</li> <li>• How to restructure the ownership - complex case of 3-4 family members owning various parts in the overall company</li> </ul>
7	Business Structuring	Investor friendly Business models and growth strategies, Pitch deck and investment story
8	Founders Perspective	Founders Perspective on SME IPO Journey
9	Overall Funding Ecosystem	Debt capital, Equity capital, SME IPO capital, Return on Capital
10	Entity Structuring	What are standard expectations with a sound company structure: <ul style="list-style-type: none"> <li>• How does a good Balance sheet look like</li> <li>• What is the ideal Ownership structure of company</li> <li>• What is the appropriate Entity structure</li> <li>• What is the preferred legal arrangement of a company</li> </ul>





# MSME SME IPO Cohort - Making the Big Impact!



**20+ Thousand**  
MSMEs  
Reached



**20+**  
Top Coaches  
& Mentors



**5000+**  
Sessions  
Delivered



**25+**  
SME  
Investments



**500+**  
IPO  
Evaluations



**100+**  
IPO Cohort  
Enrollments



**10+**  
IPOs  
Enabled



**25+**  
IPOs in  
Pipeline





# Under Close Guidance of Top Mentors, Investors & Bankers



Amit Kumar  
Founder & CEO,  
MSMEx



Abhishek Jaiswal,  
Fund Manager,  
Finavenue



Anirudh Saraswat  
Co-founder & CBO,  
Oriana Power



Ivor Misquith  
Merchant Banker,  
Indorient Financials



Abhishek Pandey  
Merchant Banker,  
HEM Securities



Vishal Thakkar,  
Top Finance &  
Cashflow Expert



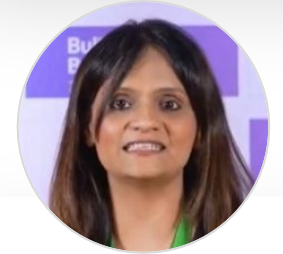
Dr. Vivek Trivedi,  
Top HR &  
Leadership Expert



Ankit Mittal,  
Prolific SME  
Investor & Mentor



Kumar Sambhav  
Business & Strategy  
Head, MSMEx



Khushboo Arora,  
Sales, Marketing &  
Branding Head,  
MSMEx

# Roadmap To Success with MSMEEx - Apply for **SME IPO COHORT!**



# Moments of Success

## Trust Fintech Pvt. Ltd.



<b>Listed on</b>	April 4, 2024
<b>Oversubscribe</b>	109x
<b>Fund Size</b>	INR 63.45 Cr
<b>IPO Price</b>	INR 101/- per share
<b>Listing Price</b>	INR 150/- per share
<b>Listing Gain</b>	48.91%
<b>Current Price</b> <i>(as on 1<sup>st</sup> Nov 2024)</i>	INR 210/- per share
<b>Valuation Gain</b>	<b>108.8%</b>

# Moments of Success

## Oriana Power Pvt. Ltd



<b>Listed on</b>	August 11, 2023
<b>Oversubscribe</b>	175x
<b>Fund Size</b>	INR 59.66 Cr
<b>IPO Price</b>	INR 118/- per share
<b>Listing Price</b>	INR 317/- per share
<b>Listing Gain</b>	168.73%
<b>Current Price</b> <i>(as on 1<sup>st</sup> Nov 2024)</i>	INR 2,561/- per share
<b>Valuation Gain</b>	<b>2071%</b>

# Moments of Success

## Prospect Commodities Pvt. Ltd.



<b>Listed on</b>	March 20, 2023
<b>Oversubscribe</b>	5x
<b>Fund Size</b>	INR 7.48 Cr
<b>IPO Price</b>	INR 61/- per share
<b>Listing Price</b>	INR 61.5/- per share
<b>Listing Gain</b>	0.75%
<b>Current Price</b> <i>(as on 1<sup>st</sup> Nov 2024)</i>	INR 127/- per share
<b>Valuation Gain</b>	<b>108.85%</b>

# Moments of Success

## Creative Graphics Solutions Pvt. Ltd



<b>Listed on</b>	April 09, 2023
<b>Oversubscribe</b>	221x
<b>Fund Size</b>	INR 54.40 Cr
<b>IPO Price</b>	INR 85/- per share
<b>Listing Price</b>	INR 176.25/- per
<b>Listing Gain</b>	107.35%
<b>Current Price (as on 1<sup>st</sup> July 2024)</b>	INR 181/- per share
<b>Valuation Gain</b>	<b>113.35%</b>

**Be The Next  
Success Story  
with MSMEEx**





# Take The Next Step!

Apply For SME IPO Cohort!

Unlock 20x Value  
of Your Business!



**Amit Kumar**

CEO & Founder  
| MSME

India's Leading  
SME-IPO Enabler



**Our Promise!**

Transformation

Value-Unlocking

Great Results



# We'd Love to Hear from you!!



**Contact Us:**

**Business Manager**

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