

# Technology & Finance are key to Success of Small Businesses in India: Announcing MSME Mahotsav on April 23-24, New Delhi

*10 times in 7 years: Many Small Businesses are Gearing up for Exponential Growth as India Aims to Become the Third Largest Economy.*

DELHI, DELHI (NCT), INDIA, March 19, 2025 /EINPresswire.com/ -- Technology & Finance in Focus at MSME Mahotsav 2025 as Industry Leaders Set Stage for 10x growth in the Next 7 years



The Success of Small & Medium Businesses is crucial to India achieving its national ambition of Viksit Bharat.”

*Arvind Singh*

~ 1000+ industry leaders and MSMEs connect with the vision to scale 10x in 7 years

MSME Mahotsav 2025, India’s premier platform for celebrating and supporting Micro, Small, and Medium Enterprises (MSMEs), is set to take place as a two-day event

at The Ashok Hotel, New Delhi, on April 23rd and 24th, 2025, bringing together key stakeholders to explore the role of technology in digital transformation and enabling thru eCommerce in accelerating MSME growth—both in India and globally. The event will also highlight the new innovative financial solutions available to support the growth and will feature a strong lineup of policymakers, business leaders, and innovators who will explore the theme “Powering MSMEs through Technology for Growth,” in high impact sessions focusing on how MSMEs are leveraging AI, GenAI, and digital tools to drive innovation, enhance competitiveness, and unlock new business opportunities to position them better in the global value chain.

Given their pivotal role in India’s economy, MSMEs contribute 30% to GDP, drive 50% of total exports, and employ over 110 million people. Technology will play a key role in their sustained growth; a PayNearby survey reveals that 68% of MSMEs recognize the benefits of digital adoption, with 31% reporting growth through enhanced efficiency with digital tools. As India moves toward a \$7 trillion economy, digital technologies will be key in boosting MSME productivity, streamlining operations, and expanding market reach. MSME Mahotsav 2025 will serve as a crucial platform to explore how AI, automation, and digital infrastructure can unlock new growth opportunities for MSMEs. It will provide them a platform to exchange insights, build connections, and leverage resources to scale in the digital era.

SPOTLIGHT Sessions: On hot topics of interest to MSMEs, experts will conduct 60 minutes sessions on a range of topics including how to list on stock exchange, how to export direct to consumers abroad, how to access opportunities in defence sector and how to develop human capital to achieve growth.

MSME Mahotsav 2025 is organized by Quest Strategy Services- part of Singapore based Quest ontheFRONTIER Group, a leading consulting and training firm established in 2002.

Arvind Singh, Founder & Chief Executive Officer of Quest OntheFRONTIER, said " To achieve our national ambition of Viksit Bharat, MSMEs must play a pivotal role by expanding rapidly, creating jobs, and driving economic momentum. Our mission at MSME Mahotsav is to enable ambitious MSME owners to scale up tenfold within seven years through the right innovation and strategic interventions. Digital adoption remains a hurdle for MSMEs; NASSCOM reports that 65% of tech-enabled MSMEs lack awareness of available tools and 36% are resistant to new technology. Additionally, 72% of them stress the necessity for AI training programs. This raises the need for a collaborative approach where the government is pushing for policy measures like increased credit access, and initiatives like the ₹10,000 crore Fund of Funds for startups, along with industry stakeholders encouraging digital adoption, strategic networking, and hands-on guidance. We are building on this momentum to create a conducive ecosystem where visionary 1000+ industry leaders and MSMEs can connect, collaborate, and scale. With workshops, panel discussions, and one-on-one meetings, we are creating a structured space for engagement. This way, we can equip MSMEs to increase their market reach and position themselves as key growth drivers of India's \$7 trillion economic ambition."

Quest on theFRONTIER has a presence across Asia and the Middle East. It specializes in helping businesses achieve their growth objectives through industry expertise and innovation-driven strategies. It taps recently retired executives with valuable industry and functional experiences in the leading companies to help smaller organizations develop their people and grow their businesses. The event is expected to be a game-changer in empowering MSMEs to harness digital transformation for long-term success.

You can register for the event on the official website: <https://msmemahotsav.in/>.

About Quest ontheFrontier



The graphic features the MSME Mahotsav logo at the top, which includes a stylized flame icon and the text 'MSME MAHOTSAV Conference Exhibition Awards'. Below the logo is a portrait of Prime Minister Narendra Modi against a background of the Indian national flag. The main text on a green background reads: 'For India, MSME means Maximum Support to Micro, Small & Medium Enterprises'. A source link is provided: 'Source- https://www.youtube.com/watch?app=desktop&v=HjVnKZBLNss'. The event title 'MSME Mahotsav 2025' is prominently displayed. Below this, a table lists the event's theme and dates for three cities: New Delhi, Mumbai, and Chennai.

Powering MSMEs through Technology for Growth - at home and abroad	
The Ashok Hotel, New Delhi	April 23-24, 2025
Mumbai	Aug 6-7, 2025
Chennai	Nov 19-20, 2025

MSME Mahotsav - April 23-24, New Delhi

Founded in 2002 in Singapore, Quest ontheFRONTIER is a specialized consultancy focused on Executive & Leadership Search, Corporate Training, and Business Conferences.

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