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**EDITION VII**

**COLLABORATE TO INNOVATE**

**Team : Sputnik3**  
**Campus : DMS, IIT Delhi**

# Indian MSME Sector : A Leap Towards Commerce 4.0



## The Indian MSME Sector



Indian MSME returning to a **rapid growth trajectory** after demonetization and a successful GST rollout

**45%**

Contribution to GDP



MSME FY18 Highlights:  
**Revenue** rose by **27%**  
**Operating Profits** rose by **66%**



Despite strong performance in the domestic markets, the sector continues to show dampened results in the international exports and cross border e-commerce

## GlobalInd.com - A Leap Towards Commerce 4.0



### **GlobalInd.com**

An online marketplace to promote Indian MSME offerings at a global scale



Backed by **blockchain technology** to ensure transparency and efficiency in cross-border trade

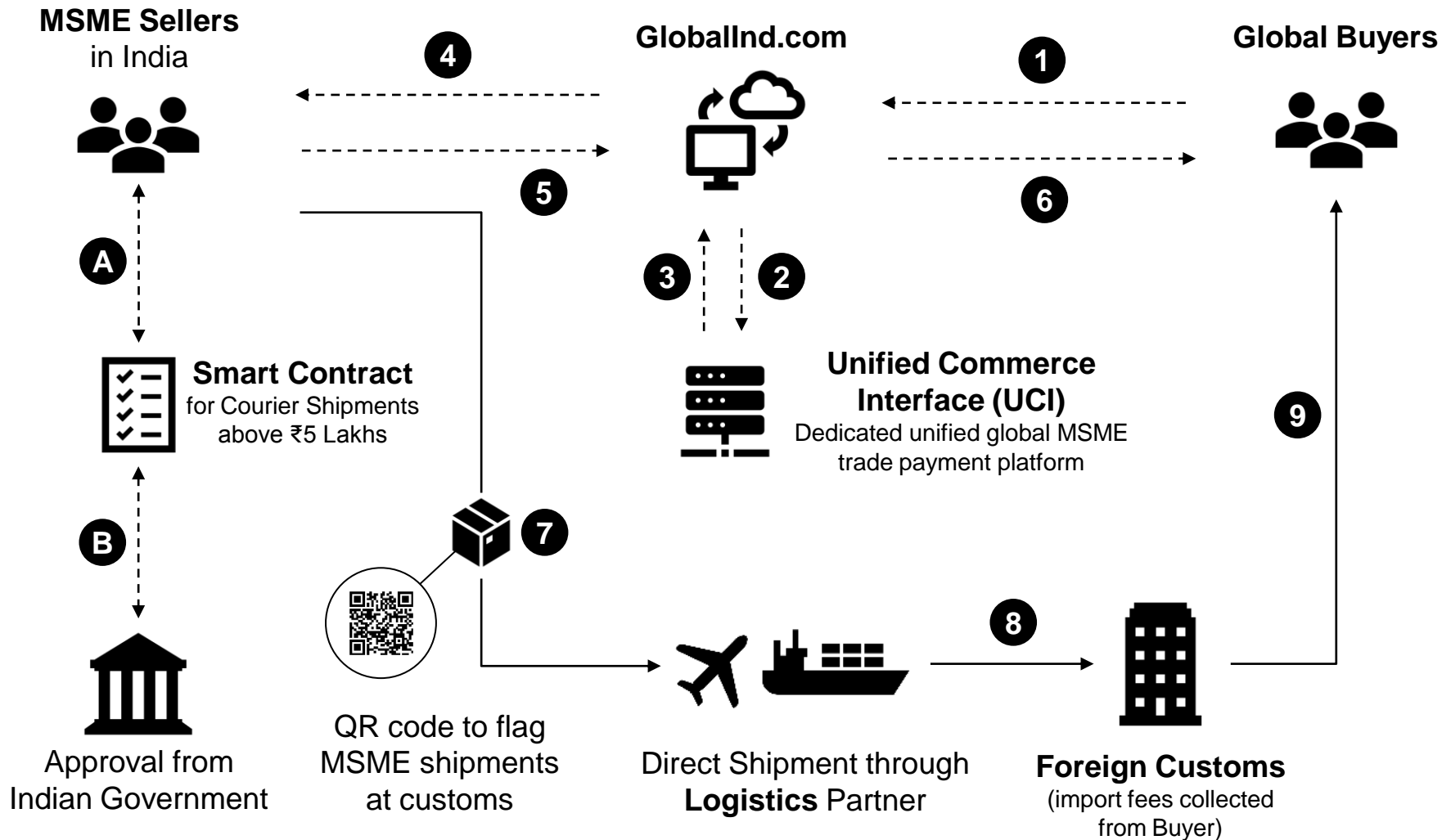


Extremely robust and designed to strictly abide by the data protection regulations of different countries

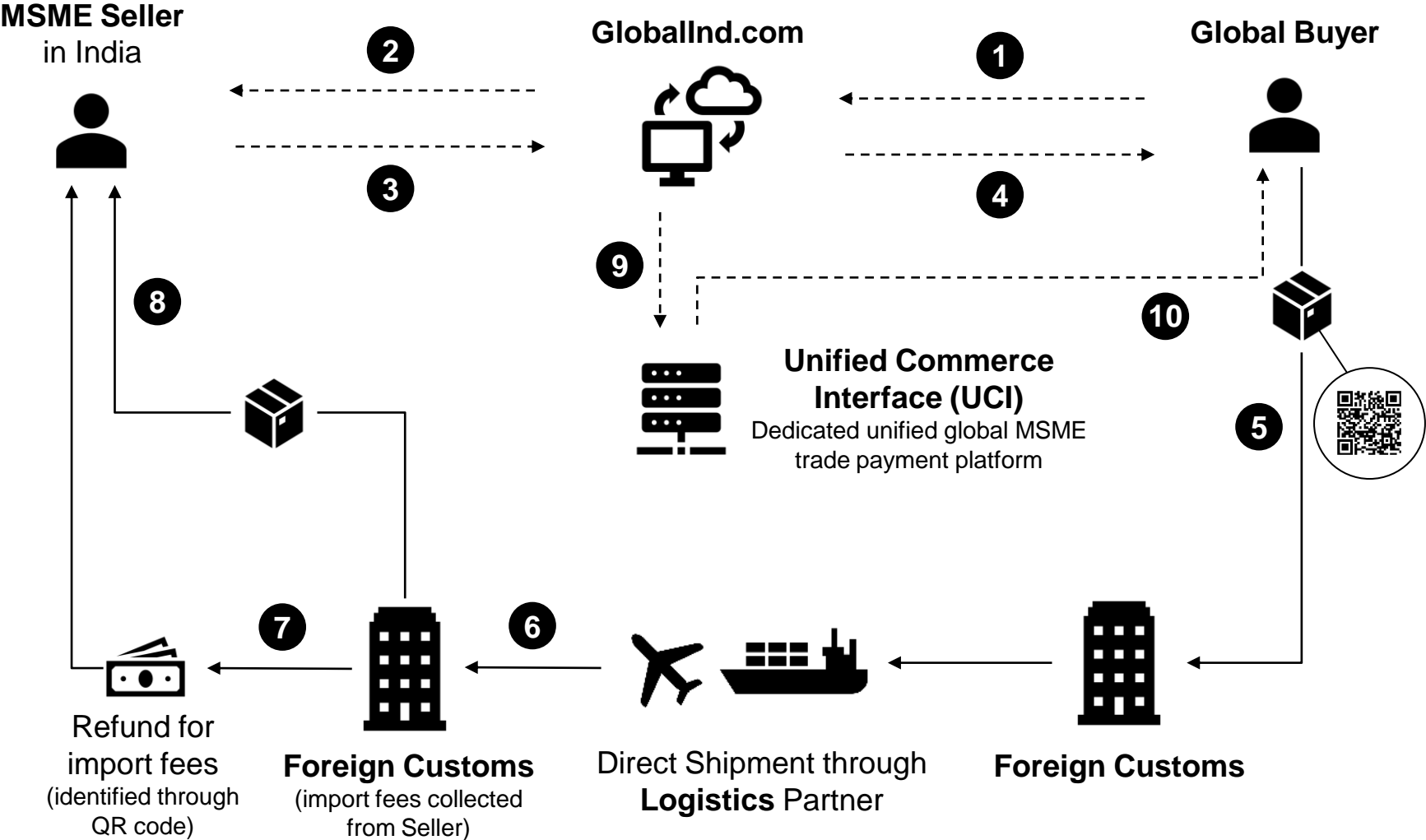


Integration with innovative proposal of **Unified Commerce Interface (UCI)** for seamless global payments

# Operations in The Global Arena

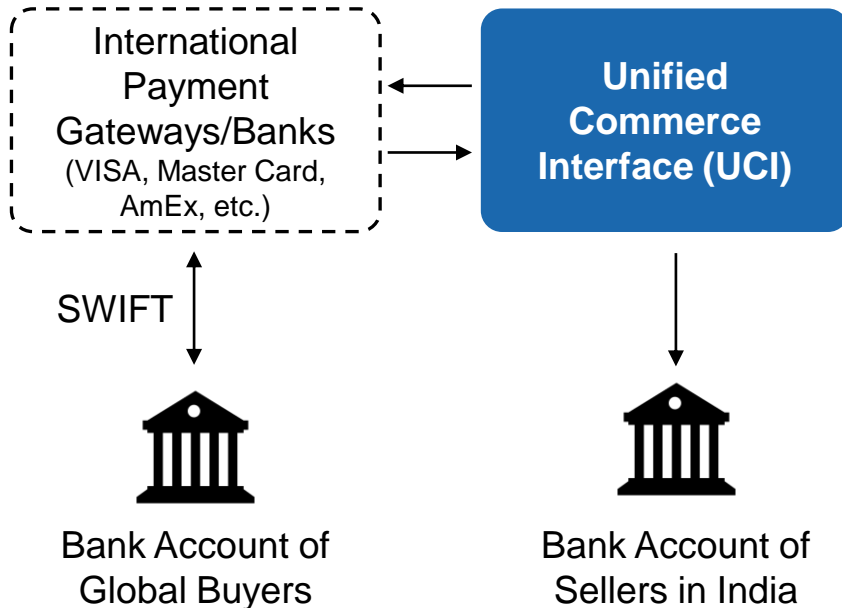


# Effective Management of Returns in Global Trade



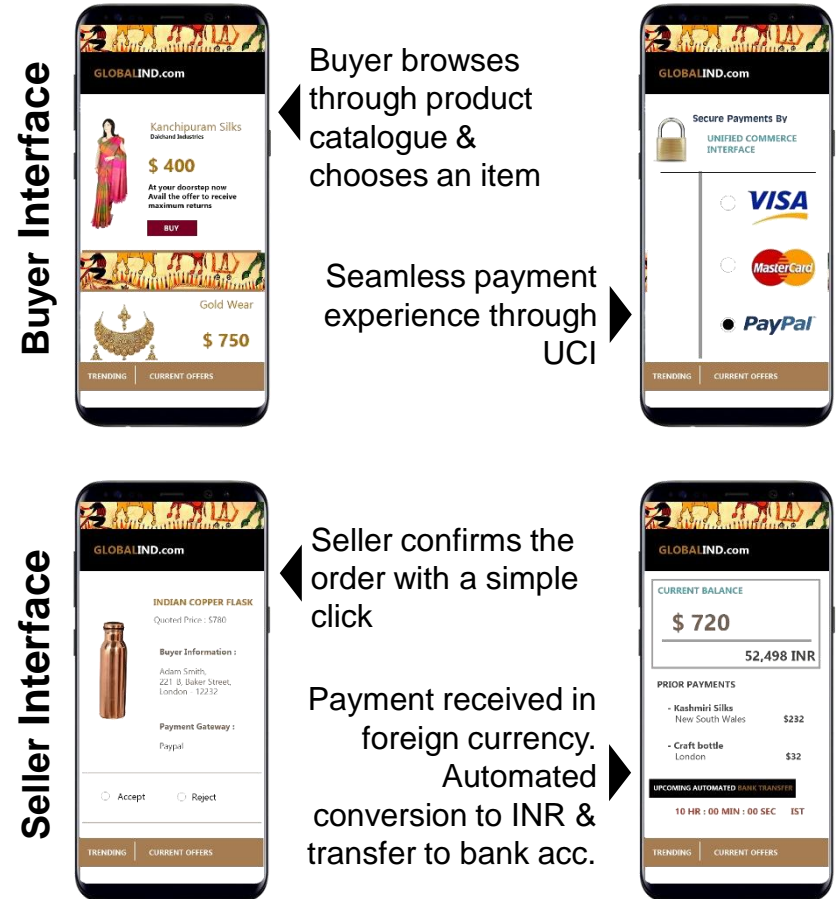
# Seamless Payment Infrastructure

## Unified Commerce Interface (UCI)



**UCI** - a **blockchain** based hassle-free unified platform for managing cross-border payments between different stakeholders – trustworthy platform with absolute peace of mind

## UCI on GlobalInd.com Mobile Application



# Policy Amendments For Ease of Doing Business

## Policy Amendments To Promote MSMEs in India



### Return of Products

- ✓ **Automated refund** of import duty to Indian sellers for returned products
- ✓ Blockchain and QR code enabled identification of returned products at Indian Customs



### Data Regulation Policy

- ✓ Robust data protection regulation in India to avert any untoward incident of information leaks
- ✓ Policy to include procedures for storing data pertaining to Indian business in servers outside India



### Currency Risk Insurance

- ✓ Indian public sector insurance firms to introduce currency risk insurance
- ✓ Compensation to Indian MSMEs against financial losses in case of sudden appreciation of domestic currency (rupee)

# Hedging Foreign Exchange Risk

## Hedging Foreign Exchange Risks Through Financial Instruments



**Risk Management  
Using Options**



**Risk Management  
Using Futures**



**Risk Management  
Using Money Market**

The financial instruments and risk mitigation strategies **safeguard** Indian sellers against unfavourable movement of foreign exchange rate. Indian financial institutions to aid in selection of appropriate strategies for long term benefits.

# Marketing The Brand: *Made In India*

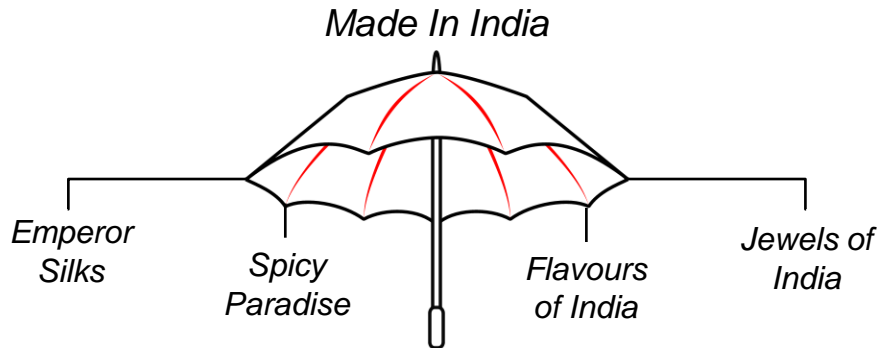
## Defining The Brand : Made In India

### *Made In India*

A strong **umbrella brand** for promoting the MSME products through the *GlobalInd.com* online marketplace



Evoke a sense of **handcrafted perfection, superior quality and uniqueness** in each of the products offered



## Marketing Initiatives



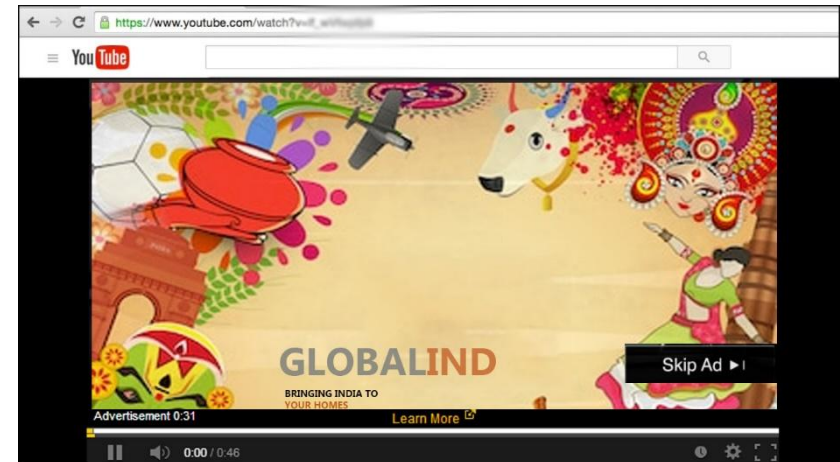
Promotion through global trade fairs

अतुल्य! भारत  
Incredible India

Collaboration to promote among international tourists



Teaser clips on YouTube, Netflix, Social Media



*Promotional Video Ad on YouTube*



# Strategic Brand Management

## INPUT *(Parameters in our control)*

### Brand Identity

Physicality  
of Products



Emotional  
Aspects



### Brand Personality



Can be personified  
through eminent  
Indian industrialist  
**Mr. Ratan Tata**

### Brand Communication



## PROCESS

*(Intermediately Output)*

### Brand Awareness

High awareness  
with  
**'Top of the Mind'**  
Recall



### Brand Image

A strong  
perception - a  
symbol of **quality  
and trust**



### Brand Positioning

A unique space  
in the minds of  
the customers  
(psychological)



### Brand Equity

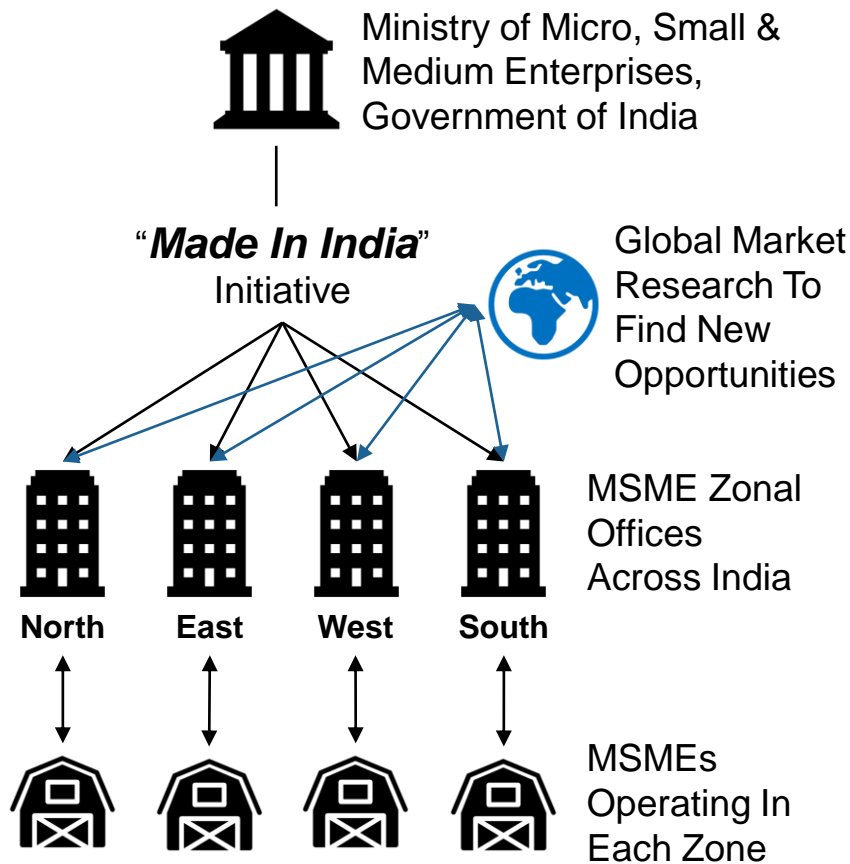
Value imparted  
by brand -  
realised in  
monetary terms



**Brand Management Framework** - a strategic process to create and strengthen the brand **'Made In India'**. The right balance of input parameters would help to develop a strong brand positioning, ultimately translating to a high brand equity.

# Reaching Global Markets

## Model To Leveraging Global Opportunities



MSME Zonal Offices, operating under the directives of Ministry of Micro, Small & Medium Enterprises, Govt. of India



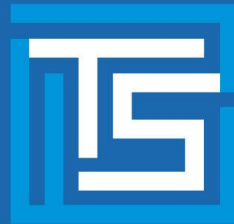
Employ experts to interact with Indian Embassies and search for opportunities in global markets



Impart required skills to the MSMEs through trainings & knowledge sessions and apprise about global opportunities



Global information shared across all the zones over knowledge management systems for a higher inclusion



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# Q&A