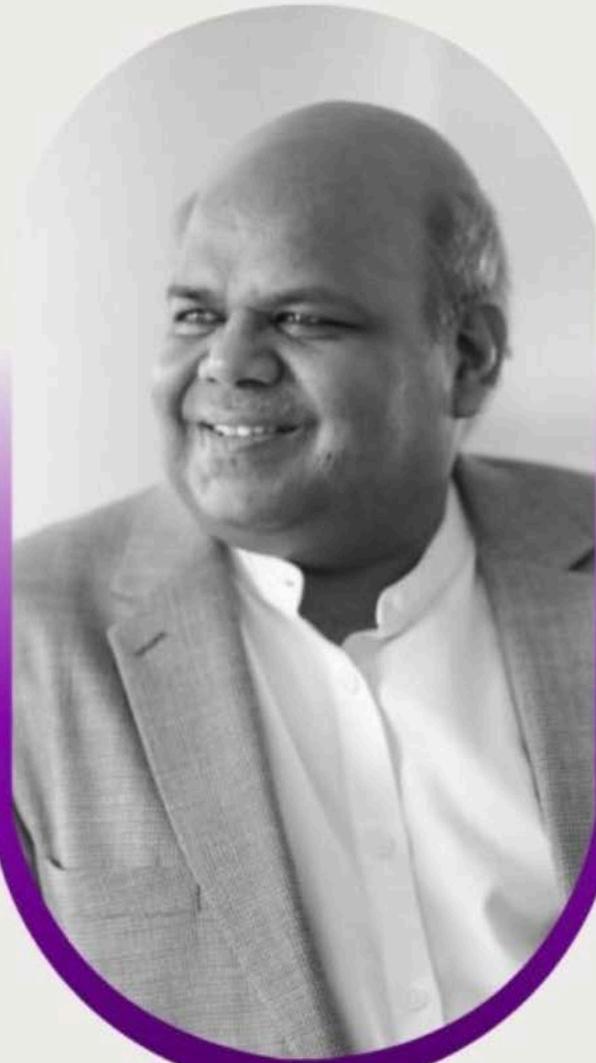


*Small Biz,  
Big Power!*

**DIGITAL IS NO LONGER  
JUST FOR THE GIANTS –  
IT'S THE GAME-CHANGER  
FOR MSMEs TOO.**

In our August MSME Edition, Hareesh Tibrewala shares how going digital is helping small businesses punch above their weight.

**READ THE FULL  
ARTICLE**



**MR. HAREESH TIBREWALA**

CEO : ANHAD |

CO-FOUNDER : MIRUM IN

Welcome to HDFC Ban

# DIGITAL OPPORTUNITIES FOR MSMEs: LEVELLING THE PLAYING FIELD



In today's digital era, Micro, Small, and Medium Enterprises (MSMEs) have unprecedented opportunities to compete on par with large corporations. Digital technologies have dismantled traditional barriers, enabling MSMEs to access markets, tools, and efficiencies that were once exclusive to big businesses.

## MARKETING: TARGETED AND COST-EFFECTIVE

Traditional advertising mediums like TV and newspapers are. Digital marketing changes this. With platforms like Google and LinkedIn, MSMEs can execute highly targeted campaigns, reaching niche audiences without significant upfront investment.

### Digital Marketing Advantages:

Does not need any minimum budget for marketing. Also allows hyper targeted outreach to customers (like finding needle in a haystack).

### Key Digital Tools:

**Website:** Your website is your office on the Internet. Should make suitable investment to have a very good looking professional website.

**Google Advertising:** Search Engine Marketing enables capturing customers at the conversion end of the marketing funnel. Run ads based on products, brand name, competitor names etc and drive traffic to thought leadership content.

**LinkedIn Advertising:** Linked also allows very targeted advertising to potential buyers based on industry, designation, geography, size of company etc.

**Content Creation:** Digital marketing involves creating interesting content to help the reader engage with the brand. White papers, articles, videos (that address potential customer pain points or aspirations) need to be created. And then put out via the website and on social channels

## E-COMMERCE: EXPANDING MARKET ACCESS

Establishing an e-commerce presence no longer requires heavy infrastructure. MSMEs can start with entry-level platforms like Shopify or opt for advanced solutions like Magento. Alternatively, leveraging existing marketplaces (Amazon, Flipkart, Indiamart, Udaan) provides immediate access to millions of customers along with logistics and payment gateways. There are very specialised B2B market places as well. A groundbreaking initiative in this space is India's Open Network for Digital Commerce (ONDC Network) . This government-backed platform enables business to sell products and services to customers, at the same time giving very rich analytics and customer data

## CLOUD COMPUTING: DRIVING BUSINESS EFFICIENCY AND REDUCING COSTS

Cloud computing offers MSMEs access to enterprise-grade software on a pay-as-you-go basis. Solutions span across HR management, finance, CRM, workflow management, and document signing. Affordable platforms like Zoho, Zendesk, and Bitrix24 allow MSMEs to streamline operations, improve productivity, and reduce administrative overheads.

A case study of an electrical goods distributor illustrates this impact. By adopting a cloud-based mobile app, the company was able to

1. Service dormant retailers efficiently
2. Reduce order fulfillment errors
3. Enhance field sales productivity
4. And expedite payment collections

Simple tools like route planning, real-time data capture, and automated claim submissions transformed business outcomes. And all this at the cost of a few hundred rupees per salesperson per month



## DIGITAL PUBLIC GOODS: INDIA'S GLOBAL LEADERSHIP

People say that India is a third-world country. However when it comes to Information Technology we are a first-world country. Our stack of Digital Public Goods such as Aadhaar, UPI, Bhashini, Aabha and ONDC is second none worldwide.

If we need to set up a factory, we need power, water supply, roads and available of skilled manpower. Once government has set up this infrastructure, then we are able to set up our manufacturing facility. On the digital front, government has similarly set up a very good infrastructure. This is what we call as Digital Public Goods (DPG). And on top of this DPG, we can build new innovative business applications.

## MANUFACTURING EFFICIENCY & NEW AGE TECHNOLOGIES

Artificial Intelligence is playing a very important role in the manufacturing sector and in the MSME space. Right from predictive maintenance to industrial process automation; inventory and warehouse management; quality control to customer engagement using automated chat bots, AI is proving to be a big boon for MSME sector

### About the Author

#### MR. HAREESH TIBREWALA

CEO : Anhad |

Co-founder : Mirum India

Hareesh Tibrewala is a serial entrepreneur with three decades of experience. He founded Mirum, India's leading digital agency, in 2009 and sold it to WPP in 2023.

He is a certified Independent Director and advises businesses in the area of Digital Transformation, Artificial Intelligence and Corporate Governance. He has co-authored a book on his entrepreneurial journey : If I Had To Do It Again. He can be reached at [hareesh.tibrewala@gmail.com](mailto:hareesh.tibrewala@gmail.com)

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