

News monitored for: PricewaterhouseCoopers

**BUDGET
INSIGHT
OUT**
2024-25
**THE
INDIA
STORY**



MSME

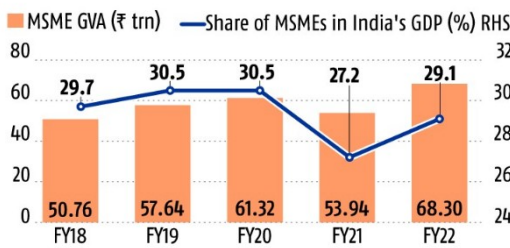
Key challenges

- Lack of market intelligence
- Limited visibility and reach due to lack of branding
- Complex trade compliance requirements
- High cost of technology adoption
- Unavailability of collateral to raise funding

Industry ask

- Include of labour-intensive sectors in PLI
- National-level export promotion institution for a single point of contact
- Reconsider 45 days payment rule to 60 days
- Enhance NPA period from 90 days to 180
- Revise turnover criteria for trade receivables discounting system from ₹500 cr to ₹250 cr

Snapshot



GVA: Gross Value Added

Source: PwC



“TO REALISE THE GROWTH TARGET OF \$35 TRILLION BY 2047, IT IS KEY TO ADDRESS THE BOTTLENECKS THAT WILL REQUIRE CONCERTED EFFORTS BY BOTH PUBLIC AND PRIVATE-SECTOR STAKEHOLDERS. THIS SHOULD EXPAND THE DOMESTIC AND EXPORT MARKET FOR MSMEs”

MOHAMMAD ATHAR
Partner & Leader, Industrial Infrastructure, PwC India