

# SMBCConnect Outlook



THE RISE

SMBCConnect is an integrated platform created to empower India's small and medium businesses to grow, connect, and drive progress. Through impactful events, workshops, and digital tools, SMBCConnect equips ambitious entrepreneurs and organizations with insights, strategies, and peer collaborations.

## SMBCConnect Reach

120k+

Connections

60+

Cities

300k+

Interactions

**The core aim** is to nurture a vibrant ecosystem that helps SMBs overcome challenges, adopt new solutions, and gain a competitive edge.



SMBCConnect facilitates interactions with industry experts, government bodies, support institutes, and corporate partners to catalyze knowledge sharing.

# CENTRE OF ATTRACTION

## Tech Session at Peenya, Bangalore:

Our recent Tech Session on Cybersecurity for Small Businesses, presented by Dell Technologies in association with Peenya Industries Association, Bangalore, provided invaluable insights into fortifying businesses against digital threats. Participants gained actionable strategies for safeguarding their enterprises.



Under the expert guidance of Mr. T C Kalidas, participants delved into the very essence of cybersecurity, unravelling its foundational principles and unlocking the keys to safeguarding their enterprises.



**BHARAT DtoC:** The Bharat DtoC Meetup brings together the entrepreneurs, innovators and enablers who will shape this transformation. We aim to unite India's brightest eCommerce minds - from DtoC disruptors to logistics gurus - to collaborate and lead online commerce into the future.

**Current Event - BHARAT DtoC:** The Bharat DtoC Meetup, presented by Dell Technologies and powered by Intel, concluded successfully in Chennai & Bangalore. With insightful discussions and esteemed speakers, the event highlighted the transformative potential of Direct to Consumer commerce in India.

The events were a huge success with over 160+ attendees and participants. "We are thrilled with the success of Bharat DtoC 2024, Chennai Edition," said Ambika Yadav. "The event provided a platform for meaningful discussions, insightful exchanges, and valuable networking opportunities, furthering the growth and collaboration within the DtoC ecosystem in India."

# LIMELIGHT

**Upcoming The Rise Series:** Mark your calendars for the upcoming Rise series, Scheduled across various cities in 2024 from August to December. Join us as we delve into topics essential for SMB success and facilitate meaningful networking opportunities.

## DATES FOR THE UPCOMING SERIES

CITY	DATE
Ahmedabad	21 August
Aurangabad	23 August
Nashik	27 August
Udaipur	20 September
Lucknow	25 September

CITY	DATE
Indore	27 September
Chandigarh	09 October
Ludhiana	11 October
Bhubaneswar	29 October
Cochin	12 November

CITY	DATE
Coimbatore	15 November
Mangaluru	20 November
Hubli	23 November
Agra	10 December
Delhi	20 December



## Join Our Community:

SMBConnect is the go-to platform for showcasing, publicizing, and promoting SME services. Trusted by over one lakh SMEs, our events and newsletters reach over 1 lakh decision-makers nationwide. Join our community and unlock opportunities for growth and collaboration.

## Welcoming Dell

**Technologies:** We're thrilled to welcome Dell Technologies to the SMBConnect Community! Through this partnership, SMBs across India will gain access to cutting-edge tools and resources for driving digital transformation and business growth. In today's fast-paced world, SMBs are realizing the power of technology to drive their growth and boost profitability. Dell Technologies is here to support them with their latest products and services.



# MILESTONE



## The-Rise Series 2023

In a remarkable 90-day journey, SMBConnect's The Rise Series traversed 14 cities to empower India's thriving SMB community. Engaging over 1700 delegates through 80+ enlightening sessions, The Rise roadshow delivered first-hand experiences and learnings curated to uplift SMBs nationwide.

At SMBConnect, we understand what it takes for SMBs to innovate, expand, and flourish amidst disruption. Our immersive roadshow cultivated insights to drive smarter strategies, tighter execution, and greater resilience.

## Advaita Awards Season 2

Join us in honouring women entrepreneurs across India through the Advaita - Women Entrepreneur Awards – Season 2! Through this initiative, we aim to recognize their contribution to the nation's growth and provide a platform for learning and networking. We are targeting women entrepreneurs in Delhi, Mumbai, Bangalore, Chennai and Jaipur.



## About Founder

Sandipan Ray founded SMBConnect in 2012 to strengthen and boost the SME ecosystem in India by developing prerequisite solutions. Within 11 years of its existence, SMBConnect has organized over 200+ events pan India including The Rise series, Bharat DtoC, Advaita Women Entrepreneur Awards, and the Start Manage Expand Knowledge series. Today, it has more than 10 lakh SMEs in its network and approximately 100+ mentors.