



Digital Evaluation
Business Advice

MSME growth insights study 2025

Volume 3.0

India's Largest*
Digital Advisory
for MSMEs





India's Largest Digital Advisory for MSMEs* covering 2 lakh+ MSMEs across 16 sectors

*Source: Claimed basis independent third party agency report



Message From Our Chief Enterprise Business Officer



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Chief Enterprise Business Officer,
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India's MSME sector isn't just about scale—it's a dynamic engine of growth, innovation, and resilience. With 59.3 million registered MSMEs—68% concentrated in just 10 states—and a near-even urban-rural workforce split, the sector mirrors the economic and demographic diversity of Bharat.

Credit access for micro and small enterprises has improved from 14% to 20%, reflecting rising financial inclusion and the expanding footprint of digital solutions.

This year's Vi Business **#ReadyForNext MSME Growth Insights Study** takes that story forward—offering a sharper view of where digital transformation is accelerating and how patterns vary by age, gender, and region.

Recognised as India's largest digital advisory for MSMEs, Vi Business has engaged with over 2 lakh enterprises—focused on real solutions that empower customers, enable smarter workplaces, and build resilience for tomorrow.

We invite you to explore the insights, signals, and strategic shifts that are redefining India's MSME landscape—and powering a more inclusive, future-ready economy.

Let's keep moving forward. Let's be ready for next.



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Executive Summary



India's Digital Maturity on the Rise: MSMEs Drive the Next Wave

- India's Digital Maturity Index (DMI) has increased from 56.6 in 2023 to 58.0 in 2025, signalling steady national progress and its growing digital ambition.
- Telangana leads the charge with a DMI of 71.2, cementing its position as a digital-first state, powered by a thriving IT ecosystem. Kerala leads at second position with DMI 63.7.



Digital Priorities Realigned: Efficiency Over Engagement

- Digital Workplace emerged as the fastest-growing pillar (62.3), driven by rising automation and enterprise connectivity.
- Conversely, Digital Customer dropped to (53.1), marking a decisive strategic pivot from external engagement to streamlining operations.



Sectors to Watch: Financial Services, Transportation, Retail Take Lead

- Financial Services (DMI: 65.7) followed by Transportation (DMI: 62.4) emerged as the digitally mature sectors, buoyed by innovation, compliance mandates, and tech-enabled logistics.
- Retail, Healthcare, and Tourism also posted strong digital strides, underlining rapid modernization in consumer-facing sectors.



IT/ITeS: From Trailblazer to Optimizer

- The IT/ITeS sector, long considered a digital vanguard, now confronts a maturity plateau. The shift is clear: from transformation to operational fine-tuning in a stabilised environment.



Digital Leadership: Gen X & millennial Entrepreneurs and Gender Parity Shine Through

- Entrepreneurs aged 40–60 lead the pack (DMI: 64.0), showing that being digital savvy is no longer just the domain of younger founders.
- Gender parity is becoming a reality: Women entrepreneurs (DMI: 57.4) are closing the gap with men (DMI: 57.7) and even leading in cloud and security uptake in niche sectors like Education and IT though on a small base.



Cloud and Data Security Dominate MSME Priorities

- A significant 72% of MSMEs intend to ramp up investments in cloud solutions in 2025—reflecting a clear shift towards scalable and future-ready digital infrastructure.
- At the same time, 76% plan to invest in data security, highlighting its growing importance in protecting digital trust and ensuring business continuity.



Most Recommended Solutions

- Cloud and Security, emerge as top recommendations for cost-effective, reliable digital enablement. Mobility tools, CPaaS, and SIP Trunking follow as essential enablers of seamless, agile operations and unified communications.



MSMEs Set the Pace for Digital India's Future

- With 54% of MSMEs prioritizing operational excellence and over 30% planning to raise digital investments, the message is clear: India's digital transformation will be MSME-led, sector-deep, increasingly calculated and investment focused.

Digital Customers: How effectively MSMEs engage and serve customers through digital channels.

Digital Workplace: The extent of digital adoption in internal operations and employee collaboration & productivity.

Digital Operations: The integration of digital tools in core business processes.

**Digital Operations – previously referred as Digital Business pillar*



MSMEs

The Pillars of India's Economic Growth

Role of MSMEs in India's Economy

Powered by its demographic dividend, expanding digital infrastructure, and structural reforms, the Indian economy has demonstrated remarkable resilience and dynamism.

At the heart of India's growth story lies a formidable yet often underappreciated force—the Micro, Small and Medium Enterprises (MSMEs).

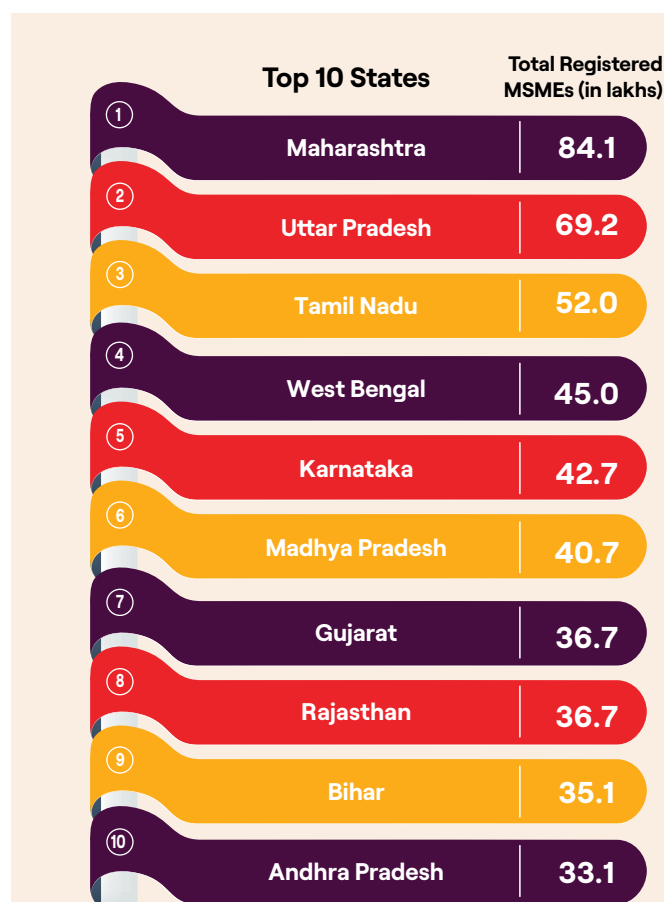
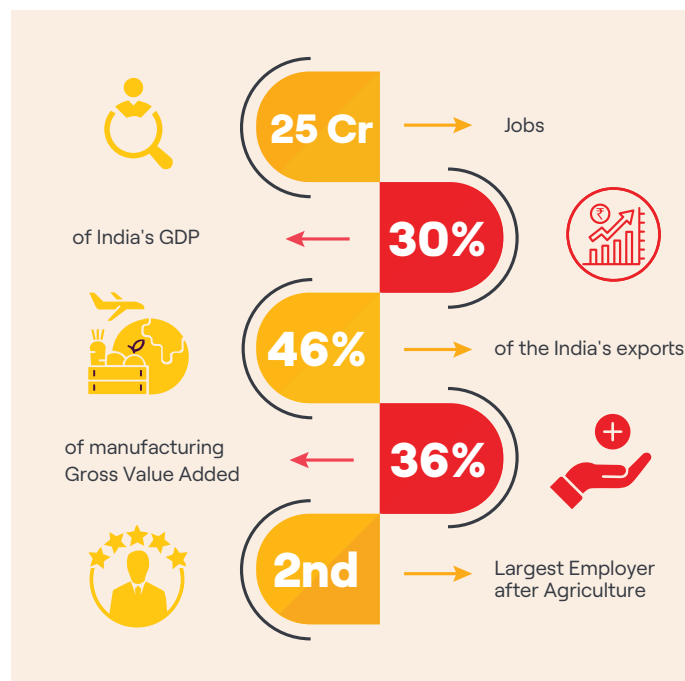
As the backbone of India's entrepreneurial landscape, MSMEs not only catalyse innovation and employment but also embody the aspirations of lakhs of people striving for upward mobility and financial independence.

The importance of MSMEs to the Indian economy is both substantial and strategic. As of Feb 2025, there are 5.93 Cr registered MSMEs in India. The top 10 states together make up 68% of all MSMEs in India. While Maharashtra has recently overtaken Uttar Pradesh in terms of registered MSME share (with about 17% as of March 2024), Uttar Pradesh remains among the top three states and still holds the largest absolute number of MSMEs, especially when considering both registered and unregistered enterprises. Tamil Nadu 10% and Uttar Pradesh hold 14.2% share of India's MSMEs.

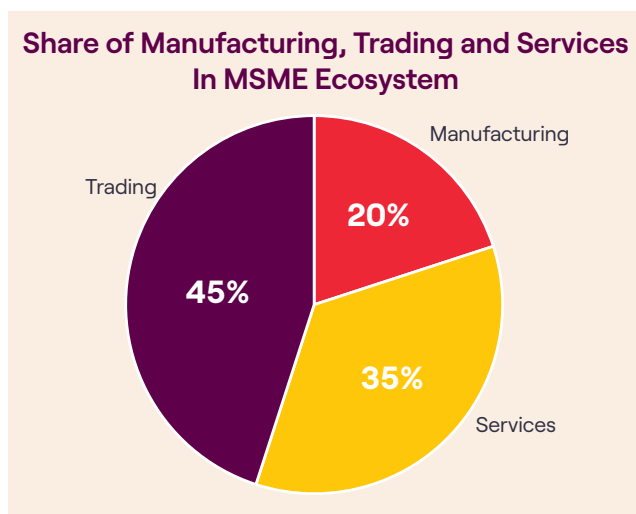
These enterprises are engines of innovation, job creation, and community development, fuelling both urban and rural economies. Yet, despite their pivotal role, MSMEs are tapping into only a small portion of their vast potential—particularly on the global stage.

India's MSME sector supports more than 25 Cr jobs, accounting for around 30% of India's GDP, 46% of the country's exports, and 36% of manufacturing Gross Value Added (GVA).

These numbers reflect more than economic weight—they speak to the sector's unique ability to decentralize prosperity, bridge regional disparities, and provide meaningful employment, particularly in emerging India (including Tier II and Tier III towns and rural areas). MSMEs have emerged as critical enablers of first-generation entrepreneurship, especially among the youth and women, and offer a viable platform for inclusive growth.

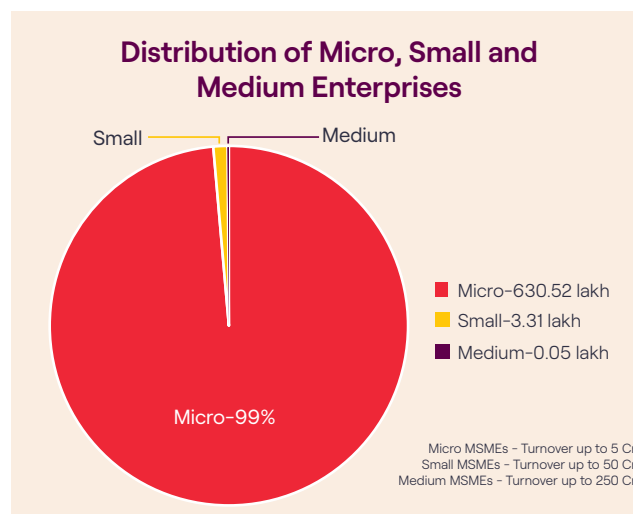


*Refer Bibliography point 1,2,3,4,5



With a workforce evenly split between urban (55%) and rural (45%) areas, and a growing number of MSMEs accessing credit—up from 14% to 20% for micro and small enterprises—India MSMEs is making strides toward financial and digital inclusion. However, much remains to be done.

The Digital India initiative has notably expanded broadband access to rural regions through collaborations with technology firms, resulting in a surge of internet subscribers from 25.1 Cr to 94.4 Cr and a marked increase in wireless internet



Employment	%
Rural	45%
Urban	55%
Male	76%
Female	24%

usage. Additionally, reforms in spectrum management, improvements in ease of doing business, and enhanced consumer protection measures have further strengthened India's telecommunications sector, underscoring the nation's growing digital readiness and global competitiveness.

Digital Momentum and Government Initiatives

India's digital transformation is now a core economic strategy, not just an IT upgrade. Government Programmes like Digital India and BharatNet have rapidly expanded broadband, pushing internet users close to 90 Cr by 2025. Budget smartphones and mobile data have accelerated this shift.

In June 2024, the MSME Ministry launched the MSME-TEAM initiative, allocating ₹277.35 Cr to digitally empower 5 lakh micro and small businesses—half women-owned—by supporting e-commerce onboarding, catalogue creation, and logistics.

The Government e-Marketplace (GeM) has become a procurement hub, with over 220 lakhs sellers and a GMV

surpassing ₹5 lakh crore in FY 2024-25, expanding MSME access and ensuring transparent, efficient procurement.

Access to credit is improving through schemes like ECLGS, MUDRA loans, and digital lending; over 25% of MSME loans are now disbursed digitally, reflecting faster, data-driven finance.

India's digital economy now contributes over 11% of GDP and is projected to reach nearly 20% by 2030, outpacing traditional sectors. While challenges remain—like digital divides and limited awareness—policy momentum and digital platforms are driving inclusive growth and new opportunities for MSMEs.

*Refer Bibliography point 6,7,8,9,10,11



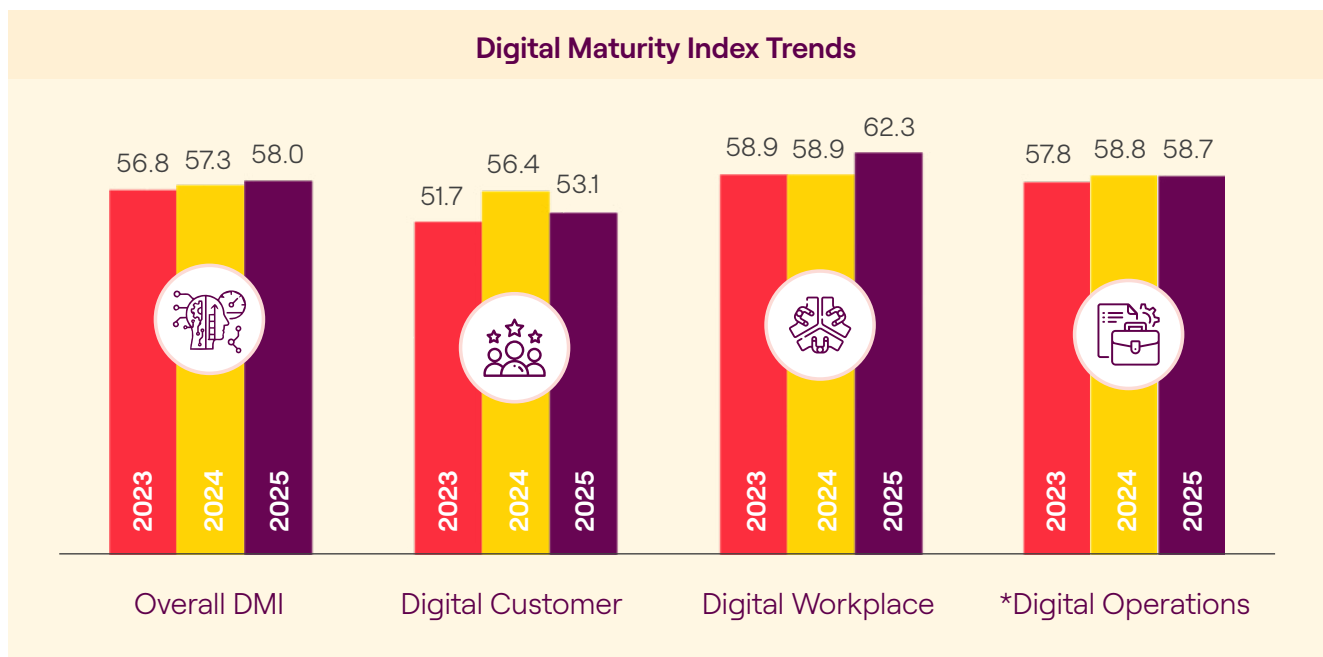
Driving Digital

Transformation among Indian MSMEs

#ReadyForNext Digital Maturity Survey

The Vi Business #ReadyForNext Digital Maturity Survey among Indian MSMEs reveals a steady rise in digital maturity, increasing from **56.6 in 2023** to **58.0 in 2025**. MSMEs are prioritising the digitalisation of their **workplaces (DMI: 62.3)**, followed by **business operations (58.7)**, while customer-centric digital adoption lags behind (**53.1**). This reflects

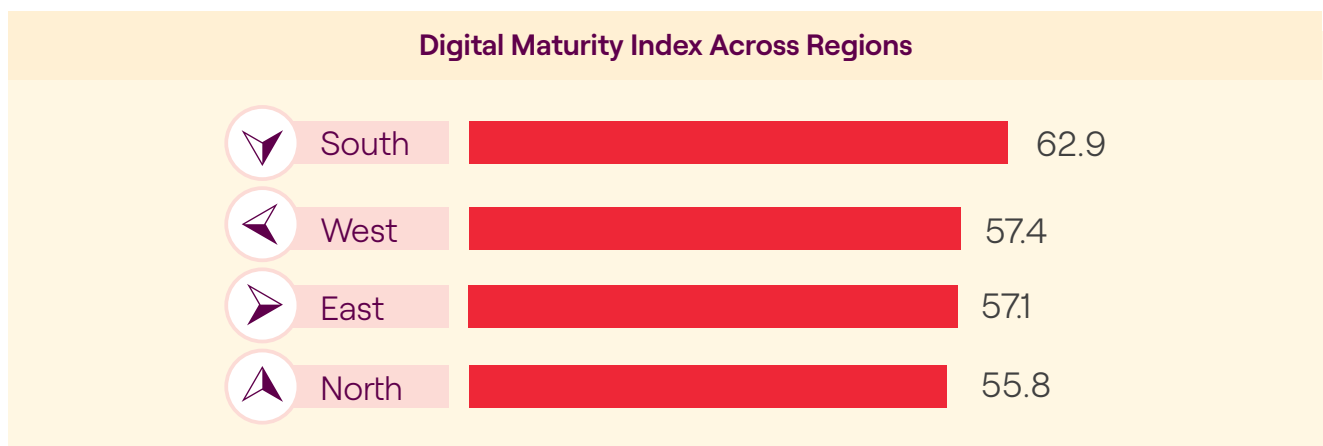
a pragmatic, productivity-first approach—where process optimisation takes precedence and customer experience enhancements follow. The decline in the digital customer score underscores this inward focus, as MSMEs invest in internal efficiencies before scaling customer-facing digital initiatives.



**Digital Operations (previously referred as Digital Business)*

India's overall Digital Maturity Index (DMI) stands at **58**, reflecting the country's growing adoption of digital technologies. Region-wise, the South leads with a DMI

of 62.9, followed by the West (57.4), East (57.1), and North (55.8). This regional variation highlights the differing pace of digital transformation across the country.



The #ReadyForNext Survey covered **25 Indian states**. Telangana leads all states in digital maturity with a DMI score of 71.2, well above the national average. This strong performance is largely attributed to Hyderabad, the state's capital, which has evolved into a major IT and ITeS hub—popularly known as “Cyberabad.” The city's

dynamic ecosystem, marked by global tech firms and thriving startups, has played a key role in accelerating digital adoption. Following Telangana are Kerala (63.7), Maharashtra (59.2), each demonstrating steady progress in digital transformation across business, government, and public service sectors.

Digital Maturity Wise Top 10 States



**Top 10 states selected on a significant sample of >300.*

The #ReadyForNext Digital Maturity Survey: Mapping Progress

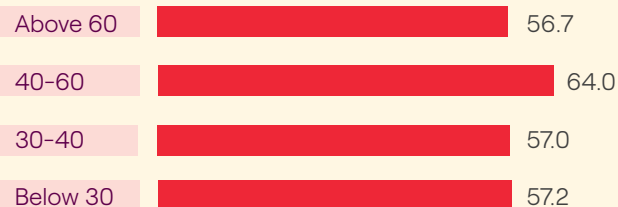
Recognising the critical importance of digitalisation for MSMEs, Vi Business launched the #ReadyForNext Digital Maturity Survey on MSME Day in 2022. Since then, over 200,000 MSMEs across India have leveraged this tool to benchmark their digital progress. The survey evaluates digital maturity across 16 sectors using the Vi Business Digital Maturity Index (DMI), which is built on three pillars:

- **Digital Customers:** How effectively MSMEs engage and serve customers through digital channels.
- **Digital Workplace:** The extent of digital adoption in internal operations and employee connectivity.
- **Digital Operations:** The integration of digital tools in core business processes.

Experience Over Age

Data from the MSME ecosystem reveals that mature entrepreneurs, particularly those aged 40–60, exhibit **the highest digital maturity index (DMI) at 64.0—significantly above the average of 59.8**. This suggests that factors like stability and higher turnover among experienced business owners contribute to greater digital adoption, while younger entrepreneurs are still in the Less than 50Cr turnover bracket, hence taking calculated digital investment decisions.

Age Wise Digital Maturity Index



Gender Equality in Digital Adoption

While total participation of women-led MSMEs in the ReadyForNext program was 15%, primarily in education, professional services and IT sector, the digital maturity gap between men and women entrepreneurs is closing in, with **DMIs of 57.7 and 57.4** respectively, indicating the crucial role of digitalisation in bridging this gap.



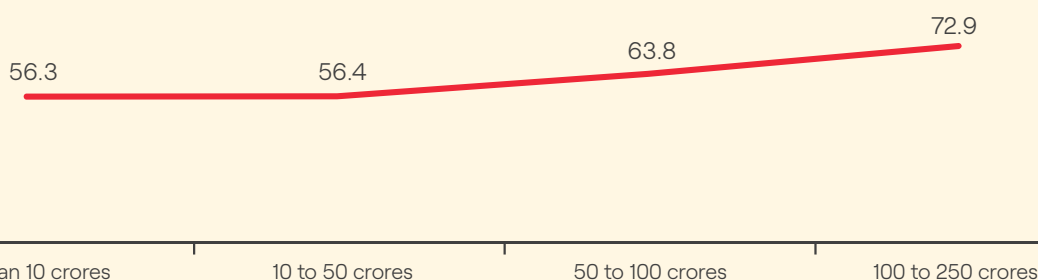
Digital Maturity Drives Growth: There is a statistically significant positive correlation between digital maturity and business turnover. MSMEs with annual revenues below ₹10 crore have an average DMI of 56.3 (up from 55.0 last year), those in the ₹10–₹100 crore range score 60.1, while larger MSMEs (above ₹100 crore turnover) achieve a DMI of 72.9. This underscores the direct link between digital adoption and business success.

Prioritisation of Digital Initiatives by Sectors: Sectors such as retail, tourism, and healthcare are showing consistent digital maturity, driven by heightened customer-facing demands and rising expectations for











seamless digital experiences. Financial services are advancing due to stringent compliance requirements, while transportation and tourism sectors are responding to evolving digital experience standards.

Sectors like logistics and manufacturing are expanding their digital footprint with solutions such as electronic Proof of Delivery (ePODs) and Industry 4.0 technologies, enabling real time tracking and smarter operations. In professional services, the adoption of digital automation tools like CRM systems and collaboration platforms such as Zoom and Google Workplace is streamlining workflows and enhancing productivity.

Annual Turnover Wise Digital Maturity



Sector Wise Digital Maturity Index 2025

Industry	2024-25	2023-24	2022-23	Maturity stage
 Financial Services	66▲	62▲	53	Accelerating
 Transportation	62▲	61▲	58	Accelerating
 Retail	62▲	61▲	52	Accelerating
 Tourism and Hospitality	60▲	56▲	55	Accelerating
 Healthcare and Social work	60▲	56▲	56	Accelerating
 Logistics	60▲	55▼	60	Gaining Momentum
 Energy And Utilities	60▲	55▼	56	Gaining Momentum
 Manufacturing	60▲	57▼	60	Gaining Momentum
 Telecom (equipment manufacturers)	56▲	55▼	56	Gaining Momentum
 Professional Services	53▲	41▼	55	Gaining Momentum
 IT & ITeS	62=	63	59	Holding Steady
 Media Entertainment	59=	59	60	Holding Steady
 Mining	58=	58	59	Holding Steady
 Construction	57▼	61	58	Gradual
 Agriculture	54▼	59	56	Gradual
 Education	52▼	56	55	Gradual

The IT and media sectors, already digitally advanced, are now focusing on incremental improvements and Optimisation rather than wholesale transformation. Meanwhile, construction and agriculture are experiencing gradual digital adoption, hampered by occupational and Behavioural challenges unique to these fields.

In education, the sector is witnessing a shift back to physical classrooms after a period of rapid online adoption during the pandemic, reflecting changing preferences and the enduring value of in-person learning.

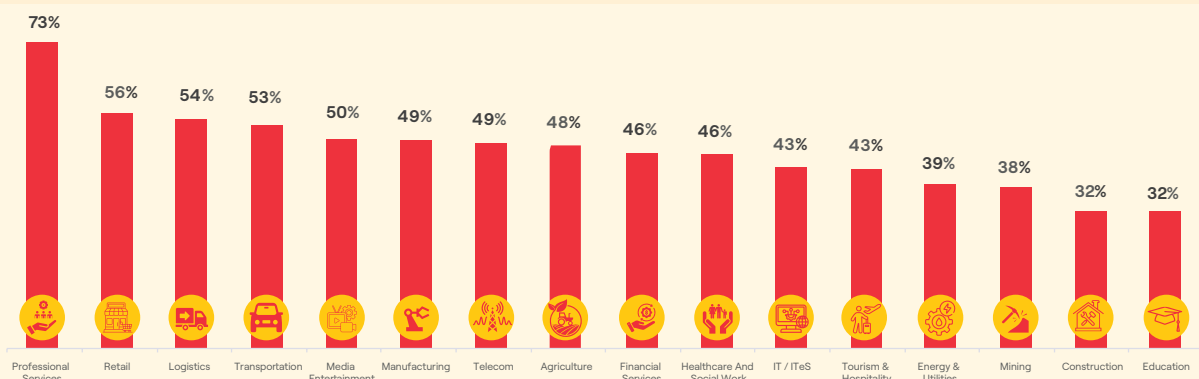
Overall, digital transformation across MSMEs and sectors is shaped by a blend of operational priorities, sector demands, regulatory pressures, and evolving customer expectations, resulting in varied levels of digital maturity and adoption.

Strategic Priorities for FY2026: MSMEs are prioritizing digital transformation to drive growth and resilience. 54% of MSMEs plan to use digital tools to enhance operational efficiency and expand their market reach. Additionally, 52% aim to strengthen customer engagement by leveraging digital channels, while 40% are focused on upgrading their technical infrastructure. These priorities reflect a growing recognition among MSMEs of the critical role digital capabilities play in staying competitive and future ready.

Strategic Priorities for FY2026



Sectors Increasing Digital Transformation Budget This Year



Current State of Digital Adoption across Sectors

Digital adoption is now a strategic imperative for businesses across sectors, driven by the pursuit of operational efficiency, deeper customer engagement, and competitive edge.

Key sectors—including Professional Services, Retail, Logistics, Transportation, Media & Entertainment, Manufacturing, Telecom, Agriculture, Financial Services, and Healthcare & Social Work—are leading this transformation. Notably, over 45% of MSMEs within these sectors plan to increase their digital adoption budgets this year, underscoring a firm commitment to achieving digital maturity and fostering innovation.

Digital Maturity Index (DMI) scores reveal the pace of transformation across sectors:

FINANCIAL SERVICES

DMI Score: 65.7

Key Drivers for Digital Adoption:

- Rapid digital payment adoption
- Strong regulatory support
- Sustained digital infrastructure investment

DMI	
2023	52.5
2024	62.3
2025	65.7



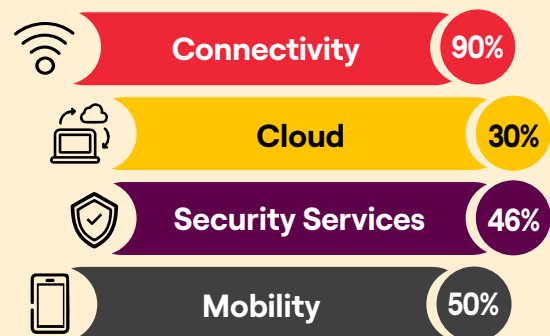
TRANSPORTATION

DMI Score: 62.4

Key Drivers for Digital Adoption:

- E-commerce logistics boom
- Real time tracking demands

DMI	
2023	58.0
2024	61.4
2025	62.4



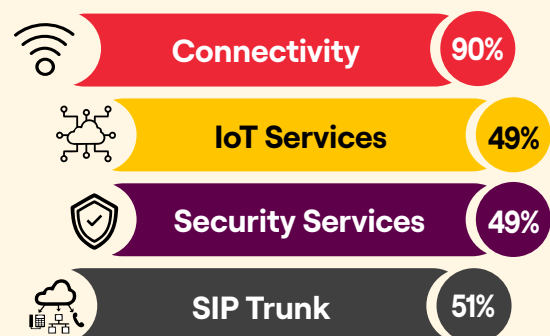
RETAIL

DMI Score: 62.1

Key Drivers for Digital Adoption:

- Omnichannel shopping expectations
- UPI dominance
- Personalised marketing

DMI	
2023	51.6
2024	61.0
2025	62.1



Percentages Represents Current Digital Adoption

**IT AND ITES****DMI Score:** 61.8**Key Drivers for Digital Adoption:**

- Remote work needs
- Client security requirements
- Automation race

DMI	
2023	59.0
2024	63.3
2025	62.0

**Connectivity****95%****IoT Services****41%****Security Services****47%****Workforce Collaboration****42%****TOURISM AND HOSPITALITY****DMI Score:** 60.3**Key Drivers for Digital Adoption:**

- Contactless guest experiences
- Dynamic pricing needs
- Post-pandemic recovery demand

DMI	
2023	54.9
2024	56.2
2025	60.3

**Connectivity****91%****IoT Services****58%****Security Services****48%****Mobility****49%****LOGISTICS****DMI Score:** 60.1**Key Drivers for Digital Adoption:**

- E-commerce Fulfilment demands
- Real time shipment visibility
- Warehouse automation needs

DMI	
2023	60.1
2024	55.2
2025	60.1

**Connectivity****94%****Marketing Services****46%****Workforce Collaboration****45%****ENERGY AND UTILITIES****DMI Score:** 59.9**Key Drivers for Digital Adoption:**

- Smart grid modernization
- Predictive maintenance needs
- Renewable energy integration

DMI	
2023	55.8
2024	55.5
2025	59.9

**Connectivity****95%****IoT Services****38%****Security Services****39%**

Percentages Represents Current Digital Adoption

**HEALTHCARE AND
SOCIAL WORK****DMI Score:** 59.8**Key Drivers for Digital Adoption:**

- Telemedicine expansion
- EHR Digitisation mandates
- Patient portal adoption

DMI	
2023	55.7
2024	55.8
2025	59.8

**Connectivity****93%****Marketing Services****51%****Security Services****46%****Workforce
Collaboration****50%****MANUFACTURING****DMI Score:** 59.6**Key Drivers for Digital Adoption:**

- Smart factory transitions
- Predictive maintenance
- Supply chain Digitisation

DMI	
2023	59.8
2024	56.6
2025	59.6

**Connectivity****94%****IoT Services****47%****Security Services****49%****Mobility****46%****MEDIA AND
ENTERTAINMENT****DMI Score:** 59.0**Key Drivers for Digital Adoption:**

- OTT platform growth
- UGC platforms
- Immersive content creation

DMI	
2023	60.3
2024	59.4
2025	59.0

**Connectivity****87%****IoT Services****45%****Security Services****46%****Mobility****40%****MINING****DMI Score:** 57.8**Key Drivers for Digital Adoption:**

- Remote equipment monitoring
- Safety compliance automation
- Mineral tracking

DMI	
2023	58.6
2024	58.5
2025	57.8

**Connectivity****89%****IoT Services****44%****Marketing Services****54%****Mobility****46%**

Percentages Represents Current Digital Adoption

**CONSTRUCTION****DMI Score:** 57.2**Key Drivers for Digital Adoption:**

- Project timeline optimisation
- Safety monitoring
- Material tracking

DMI	
2023	57.7
2024	61.4
2025	57.2

**Connectivity****93%****IoT Services****29%****Security Services****33%****Marketing Services****35%****TELECOM****DMI Score:** 55.9**Key Drivers for Digital Adoption:**

- 5G rollout demands
- Network automation
- Customer service AI

DMI	
2023	56.0
2024	54.8
2025	55.9

**Connectivity****90%****IoT Services****44%****Marketing Services****46%****Mobility****45%****AGRICULTURE****DMI Score:** 54.3**Key Drivers for Digital Adoption:**

- Precision farming
- Weather risk mitigation
- Supply chain traceability

DMI	
2023	56.0
2024	59.5
2025	54.3

**Connectivity****92%****Cloud****43%****Security Services****30%****Marketing Services****31%****PROFESSIONAL SERVICES****DMI Score:** 53.4**Key Drivers for Digital Adoption:**

- Remote consulting
- Compliance automation
- Client portal demands

DMI	
2023	55.2
2024	40.8
2025	53.4

**Connectivity****93%****Cloud****54%****Security Services****42%****SIP Trunking****48%**

Percentages Represents Current Digital Adoption

**EDUCATION****DMI Score:** 52.2**Key Drivers for Digital Adoption:**

- Hybrid learning
- Administrative Digitisation
- Personalised education

DMI

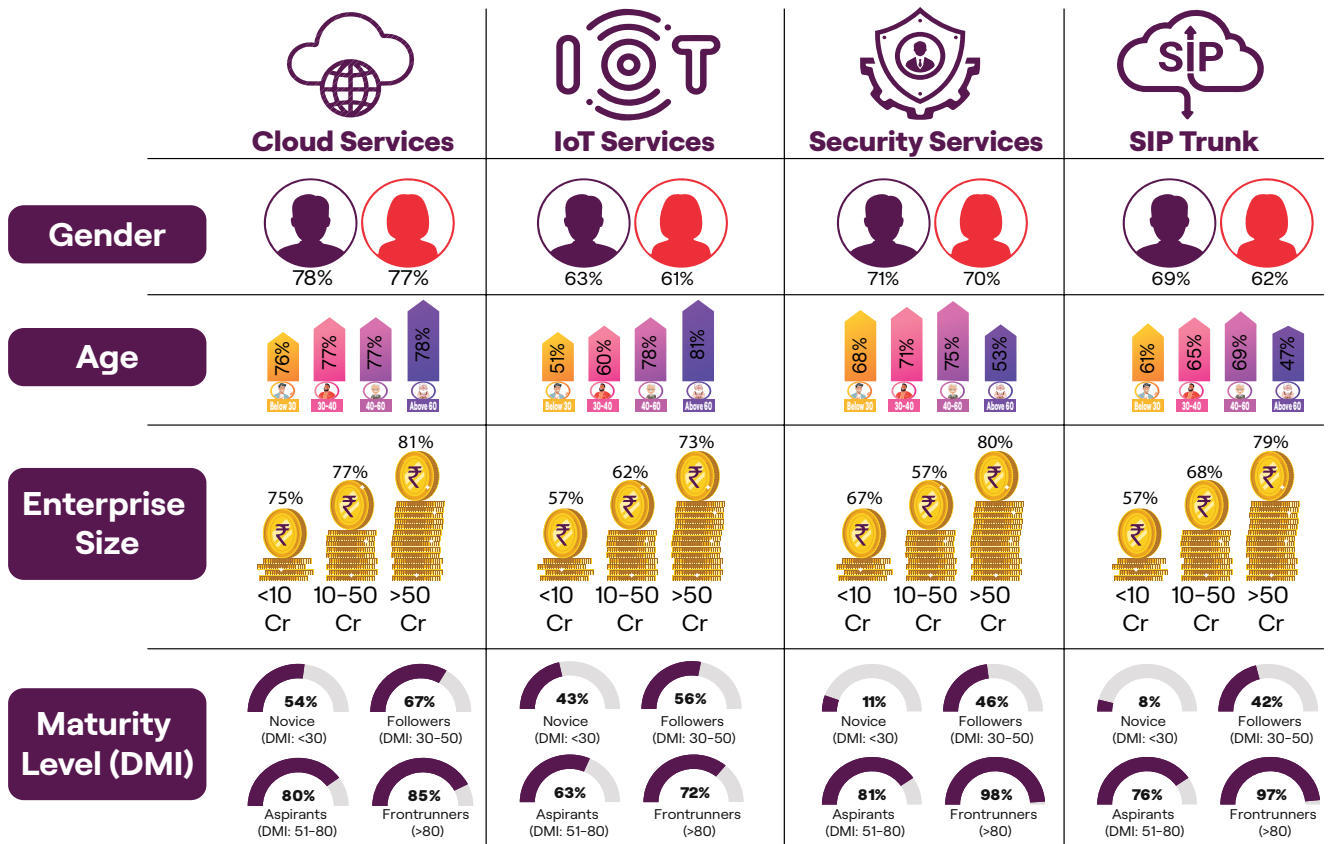
2023	54.7
2024	56.1
2025	52.2

**Connectivity****93%****Marketing Services****27%****Security Services****25%****Workforce Collaboration****25%***Percentages Represents Current Digital Adoption*

Digital workplace adoption has surged, evidenced by strong penetration in office connectivity solutions such as ILL, WiFi, and SDWAN (93%), as well as widespread use of office suites (73%) and device security solutions (72%).

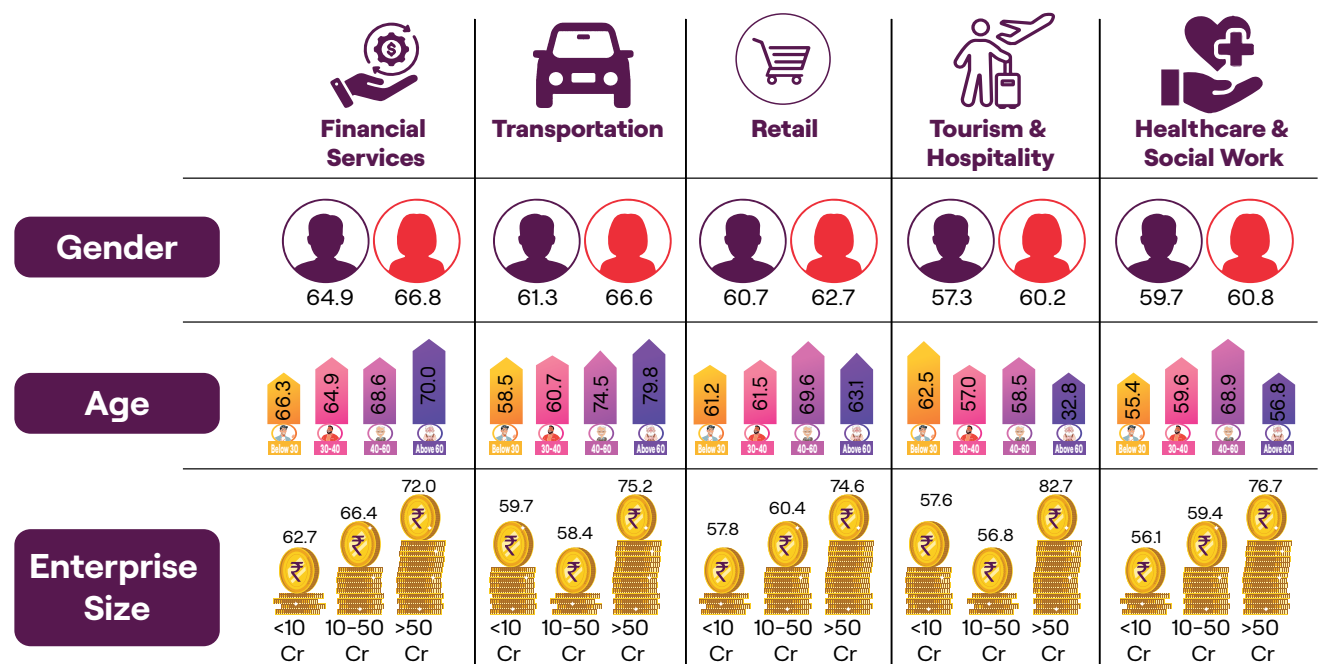
In contrast, digital customer scores have dipped, primarily due to lower adoption rates of SIP solutions (33%) and business communication tools (approximately 35%).

Key Digital Solution Adopted or being Implemented by Different Cohorts

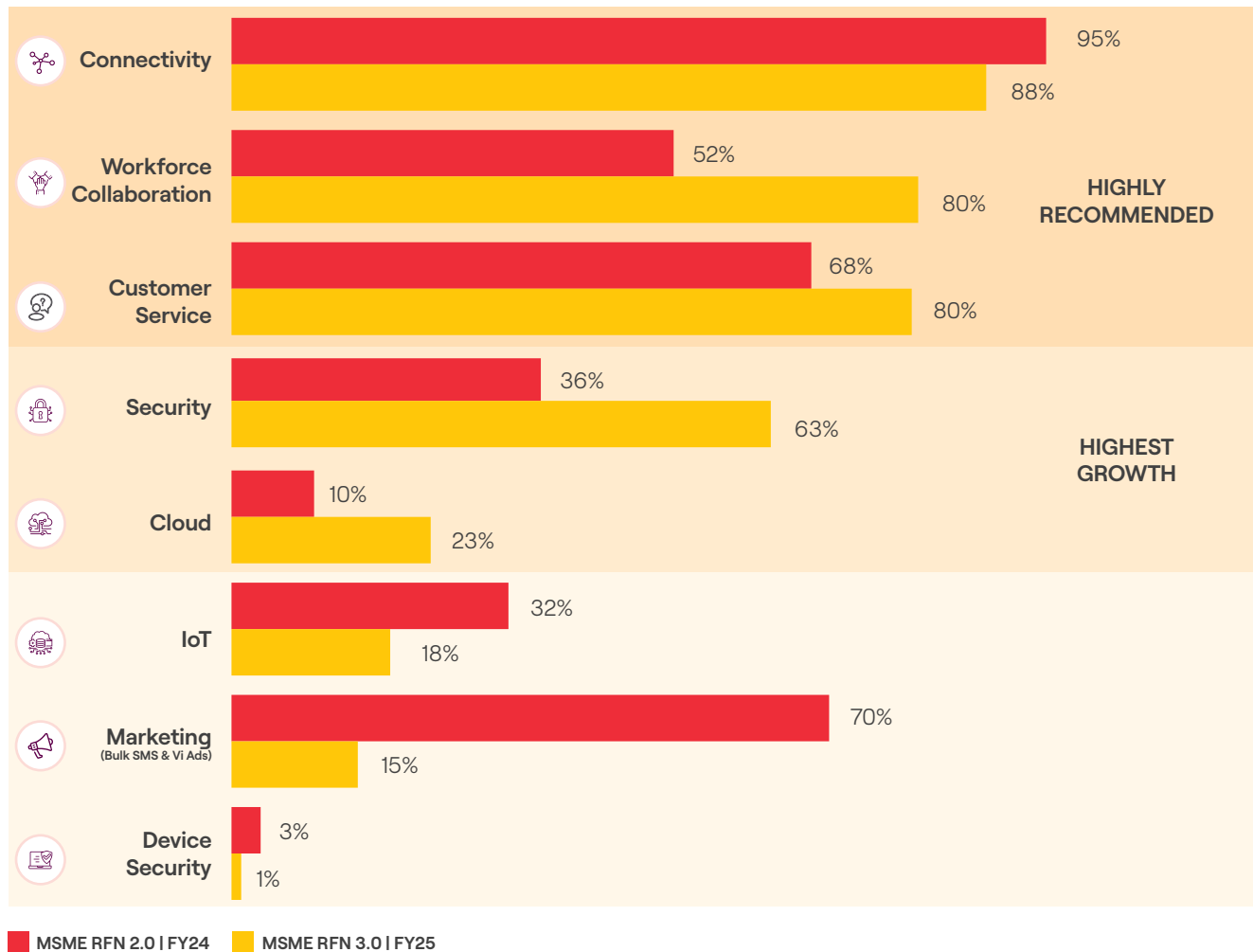


Percentages Represents Current Digital Adoption + Active Intent

Top 5 Digitally Mature Sectors



Product Recommendation Trend



Security and Cloud saw the largest increase in recommendations among MSMEs in FY25, nearly doubling from last year. Security jumped from 36% to 63%, while Cloud rose from 10% to 23%. Workforce collaboration tools also witnessed significant growth, rising from 52% to 80%, reflecting the growing need for hybrid work solutions. Customer service solutions such as CPaaS and SIP Trunking followed, increasing from 68% to 80%. While Connectivity remained the most recommended at 88%, it saw a slight dip from 95%. In contrast, areas like Marketing, IoT, and Device Security saw a decline in recommendations, indicating a shift in priorities.



Future of MSMEs

Trends & Recommendations

Digital-First MSMEs Will Dominate

By 2028, India's MSME landscape will be defined by digital-first enterprises. With over 90% of MSMEs already accepting digital payments and 81% planning to increase their cloud spending budget in 2025, the shift towards digital operations is unmistakable. The adoption of e-commerce and digital tools has already led to a 65% increase in turnover for digitally integrated MSMEs, and this trend is only set to accelerate as technology becomes more accessible and affordable.



81% Planning to increase their cloud spending budget in 2025



65% Increase in turnover for digitally integrated MSMEs

Cybersecurity – A Critical Concern

MSMEs have increasingly become targets for cyberattacks, with small businesses accounting for approximately 43% of all cyber incidents. As per CMR insights, 39% of MSMEs reported confirmed cyberattacks, yet more than half of those affected were unaware of the nature of the attack. This lack of awareness reflects limited cybersecurity preparedness and presents operational and financial risks that could undermine business continuity and stakeholder trust.

Addressing these multifaceted challenges requires a coordinated approach. Investments in digital infrastructure must prioritize reliable, affordable broadband access, especially in rural areas. Upskilling initiatives should focus on digital literacy and cybersecurity awareness tailored to MSMEs' needs. Simplifying regulatory compliance and providing access to technology-enabled financing solutions will be key to enabling MSMEs to scale and compete effectively. Finally, fostering integration between MSMEs and



43% of all cyberattacks target small businesses, making MSMEs a key focus for cybercriminals.



Around **39%** of MSMEs reported being sure they faced cyberattacks.



Alarming, **55%** of those MSMEs that faced cyberattacks were not even aware of the type of attack they encountered.



83% of MSMEs recognize cybersecurity as a critical technology focus for the next three years.

broader value chains—both domestic and international—can provide avenues for growth and resilience.

As MSMEs become more digital, cybersecurity is emerging as a top priority. An overwhelming 83% of MSMEs recognize cybersecurity as a critical technology focus for the next three years.

*Refer Bibliography 12,13,14

The Rise of AI in India's MSMEs

Micro, Small, and Medium Enterprises (MSMEs) in India are increasingly embracing artificial intelligence (AI) to boost productivity and growth. A recent Ministry of MSMEs survey shows that about 45% of Indian MSMEs have adopted some form of AI, though usage varies widely across sectors and regions. AI helps automate routine tasks, reduce errors, and lower costs, while

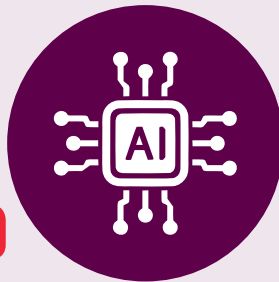
AI-powered analytics enable smarter decision-making and more targeted marketing. Tools like chatbots and Personalised marketing also improve customer engagement and loyalty. Additionally, AI helps MSMEs identify new market opportunities and innovate with new products and services.

Top 3 AI Use Cases in India among MSMEs

Customer service chatbots

Marketing campaign optimization

Content generation



Top 3 AI Concerns in India among MSMEs

Financial Constraints

Technology Complexity and Costs

Lack of Technical Expertise

However, challenges remain. High upfront costs, lack of technical expertise, and limited awareness of AI's practical applications hinder wider adoption. Many MSMEs also struggle with accessing quality data and finding affordable, tailored AI solutions. To unlock AI's full potential, MSMEs need more education, targeted support, and a stronger ecosystem that makes

advanced technology accessible and relevant to their unique needs. affordable AI solutions tailored to MSME needs compounds these difficulties.

For MSMEs to move beyond surface-level adoption and realize AI's full potential, greater clarity, education, and support are essential.

*Refer Bibliography 15




MSME

ReadyForNext Stories

MSME ReadyForNext Stories

Automotive Retail	Vi Business Solution Implemented: Corporate postpaid plans	DMI Score: 89
<p>The Beginning: For Shaman Group, communication is the backbone of sales, service, and operations. Leadership sought a reliable telecom partner to ensure seamless connectivity between teams and customers across locations.</p>		 https://www.groupshaman.com/
<p>Business Challenge: Shaman group faced key challenges in seamless employee communication and consistent customer engagement. Across departments—sales, service, and operations—there was a critical need for a reliable connectivity partner to enable regular customer interactions, efficient query resolution, and smooth vendor coordination.</p>		
<p>The Digital Shift: Using Vi Business Corporate Postpaid Plans Shaman Group streamlined internal coordination and enhanced customer engagement. Over two years, their digital maturity jumped to 89, revenues increased by 4X times, while mobile connections scaled up by 10X.</p>		
<p>Voice of Customer: “By enabling our ground force with Vi Business corporate postpaid plans, communication and tracking became seamless leading to enhanced productivity”</p>		

Electric Mobility	Vi Business Solutions Implemented: IoT eSIMs, CPaaS (IVR)	DMI Score: 82
<p>The Beginning: Switch E-Ride was born with a vision to offer electric scooter rentals to urban residents. Five years on, the Pune-based start-up has evolved into a trusted last-mile delivery partner for Maha Metro, Zomato, BigBasket, Swiggy, Blinkit, and Zepto. With a lean in-house team of 25 and a network of 150 delivery riders, Switch E-Ride remains committed to reducing carbon emissions through its fleet of smart e-bikes.</p>		 https://switcheride.com/
<p>Business Challenge: As the business scaled rapidly, it needed uninterrupted connectivity—for real-time rider and vehicle tracking, smooth communication with customers and partners, and robust support for the on-field team.</p>		
<p>The Digital Shift: Switch E-Ride undertook the Vi Business ReadyForNext Assessment, tailored for MSMEs. The insights led to the adoption of Vi Business IoT e-SIMs for remote battery monitoring, route optimisation, and rider tracking. Additionally, CPaaS (IVR) and corporate postpaid solutions were deployed to enhance rider and customer engagement—all without significant upfront investment.</p>		
<p>Voice of Customer: “If you’re a growing business, take the Vi Business ReadyForNext Assessment first. It gives you a clear digital snapshot and expert guidance to scale faster. With Vi Business, we’re truly #ReadyForNext.”</p>		

Financial Services	Vi Business Solutions Implemented: Dual MPLS, Hybrid SD-WAN	DMI Score: 51
<p>The Beginning: Sahayog Multi-State Credit Co-operative Society was established to bring inclusive banking to rural India—empowering women, farmers, and small businesses through specialised loan schemes and free insurance. Today, it operates across 400 branches with three data centres supporting its growing network.</p> <p>Business Challenge: As Sahayog rapidly expanded, it faced increasing pressure on its digital backbone—bandwidth limitations, rising security risks, and the lack of centralised control across its geographically dispersed branches.</p> <p>The Digital Shift: Sahayog undertook the ReadyForNext Digital Assessment and guided by the findings, they implemented a Vi Business hybrid SD-WAN architecture with dual MPLS and Internet links, last-mile 4G IoT, dynamic path selection, WAN optimisation, and encrypted firewalls. This transformation boosted network performance, accelerated new branch rollouts, and cut operating costs substantially.</p> <p>Voice of Customer: “Thanks to the RFN Digital Evaluation and its strategic recommendations, we’ve witnessed a significant transformation in our operations. Today, our systems are agile, scalable, and future-ready—well-positioned to serve the evolving needs of our customers.”</p>		



Energy & Utilities	Vi Business Solution Implemented: Corporate postpaid plans	DMI Score: 48
<p>The Beginning: Founded in 2021 and headquartered in Nagpur, Jaysis Green Energy Infra Pvt Ltd is on a mission to build a carbon-free ecosystem for future generations. Specialising in EPC and O&M services, project development, and rooftop solar solutions, the company operates across Maharashtra, Chhattisgarh, and Uttar Pradesh—working at the intersection of sustainability and infrastructure.</p> <p>Business Challenge: As a growing solar energy player with a dispersed field team, Jaysis needed reliable mobility solutions to track field activities, ensure proposal follow-ups, and support internal coordination. With sales and service executives operating largely offsite, the company required seamless voice, data, and app-based communication—while maintaining operational transparency and cost control.</p> <p>The Digital Shift: Jaysis Green Energy experienced a significant digital shift after undertaking the Vi Business ReadyForNext digital assessment, which offered a clear roadmap to enhance their digital maturity. Based on these insights, Vi Business deployed a tailored suite of solutions—including advanced postpaid mobility, field force governance tools like call recording and location tracking. This transformation enabled greater field visibility, strengthened internal collaboration, optimized operational costs, and reinforced brand identity.</p> <p>Voice of Customer: “The RFN digital assessment gave us the clarity and direction to strengthen our tech foundation. With Vi Business as our strategic partner, we’re now geared to scale, innovate, and lead with agility.”</p>		





About the MSME

Growth Insights Study

Study Approach & Methodology

Vi Business launched the #ReadyforNext MSME Digital Maturity Survey 2025 across India on MSME Day in 2024. The Digital Maturity Index (DMI) 2025 is based on responses collected between July 2024 and March 2025. This comprehensive study combines secondary research with primary qualitative interviews, enabling

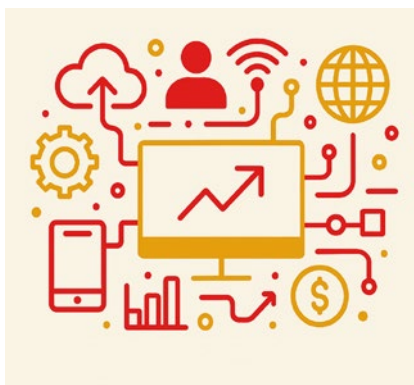
the capture of real success stories and entrepreneurial journeys from diverse MSME sectors. In addition to data-driven insights, the study highlights the personal experiences, challenges, and triumphs of business owners, bringing a human dimension to the digital transformation narrative.

Digital Customers



Engaging with customers or businesses mainly via digital channels, utilizing marketing solutions to improve customer targeting and facilitate cross-border interactions.

Digital Business



Adoption of digital solutions to enhance operational efficiency and expand market reach, encompassing lead management, remote monitoring, and the optimization of business processes.

Digital Workplace



Utilization of digital tools to enhance productivity and collaboration, featuring cloud-based applications, web conferencing, and collaborative platforms.

Respondents were segmented by sector, operating location, and enterprise size, revealing significant differences in digital proficiency across states, Sectors, business sizes, and operational scales. Each respondent assessed their adoption of digital and technological solutions using a four-point scale: "Already in use," "being implemented," "being planned," or "No Plan" in their Organisation's roadmap. The levels of adoption across various digital solutions were comprehensively analysed to calculate digital maturity indices, including sub-indices for digital customers, digital workplace, and digital operations.

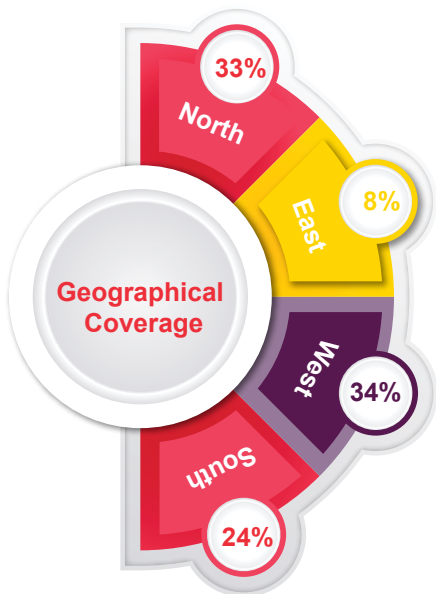
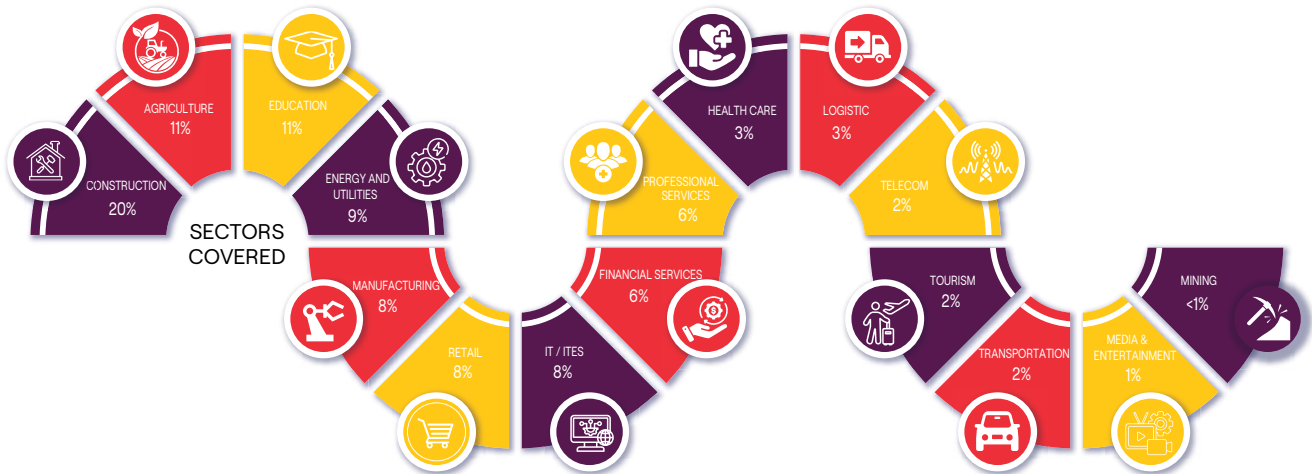
The survey also captured the prevailing digital culture within MSMEs, examining leadership's role in driving digital transformation and the tracking of digital Key Performance Indicators (KPIs). Data analysis was performed at both the sector level and during

product adoption phases, providing a comprehensive assessment of digital maturity within this report. Through detailed evaluation, key characteristics of digitally mature MSMEs were identified, offering actionable insights to further enhance digital capabilities across the MSME ecosystem.

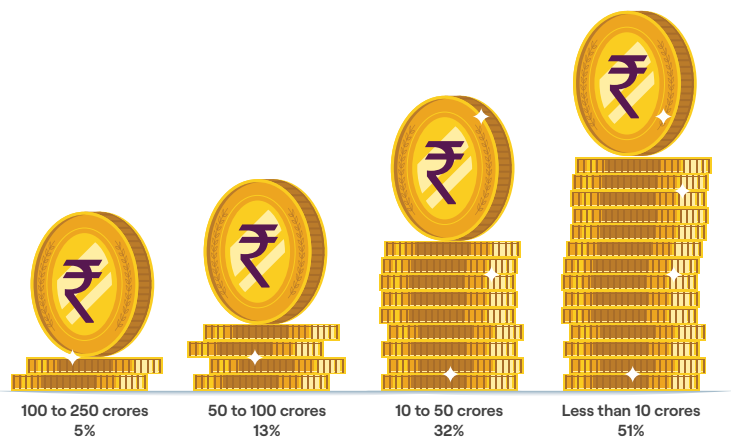
Each respondent received scores across various use-case criteria, including connectivity, digital security, IoT, cloud services, customer service, customer engagement, workforce collaboration, and device security. Upon completing the survey, participants were presented with their overall digital maturity index and scores based on three core pillars. Additionally, each respondent received recommendations for three specific products tailored to their use-case scores, aimed at boosting their digitalisation capabilities.

Sample Distribution & Demographics

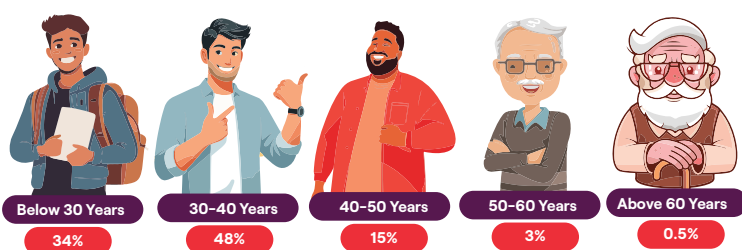
Sectors Covered



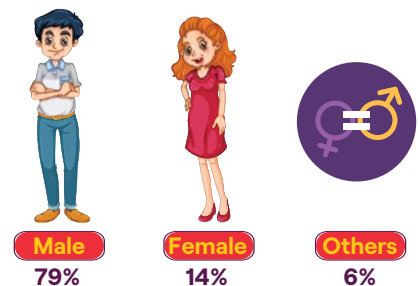
Annual Turnover Wise Coverage



Respondent's Age Wise Coverage

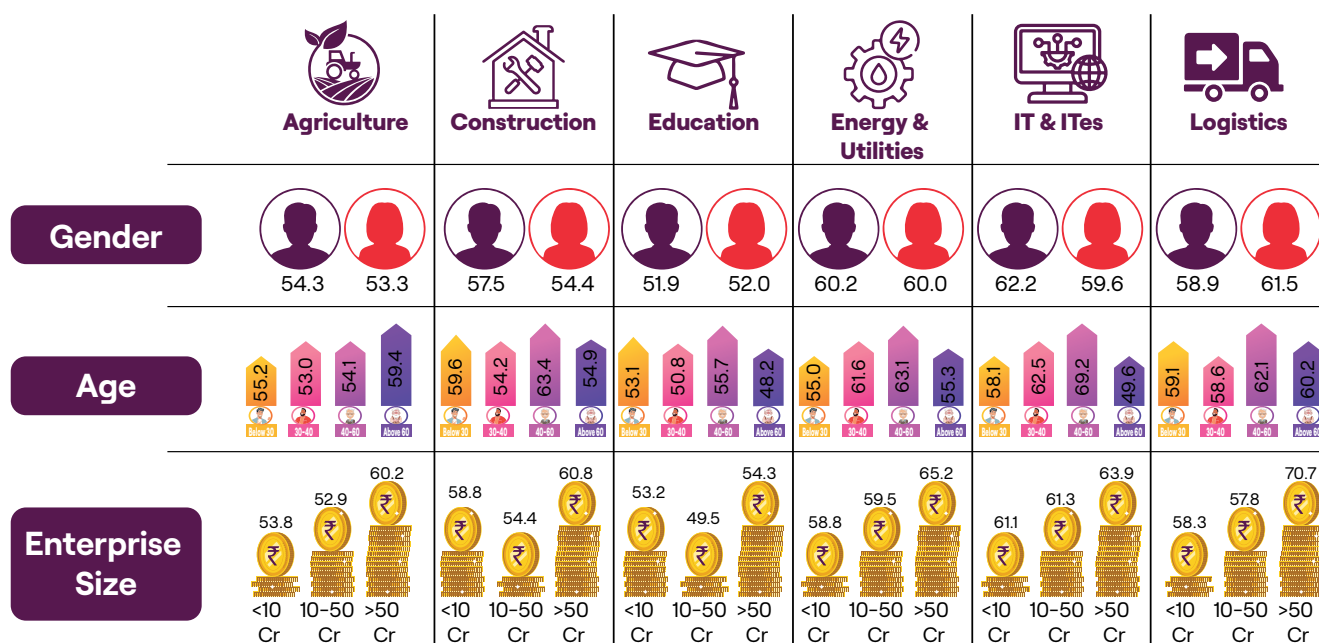


Respondent's Gender Wise Coverage

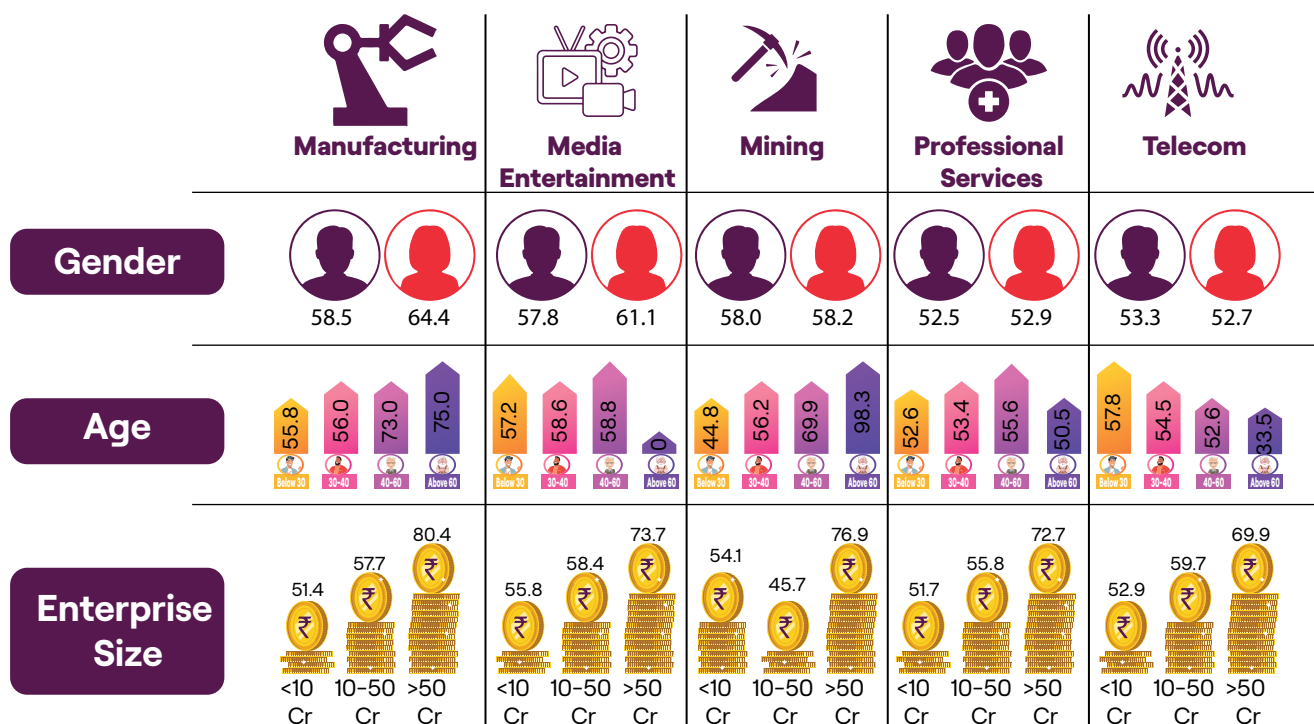


Annexure I: Sectoral Snapshot

Digital Maturity Among Sector Cohorts



Digital Maturity Among Sector Cohorts



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Vi Business, the enterprise arm of Vodafone Idea Limited, is committed to providing innovative Telecom solutions that empower businesses across India. With a focus on connectivity and security, Vi Business aims to be at the forefront of technological advancements that drive growth and efficiency.

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