



Press Note

Andhra Pradesh, 23rd July 2026

Vi Business signs MoU with Andhra Pradesh Government to accelerate digital transformation of MSMEs through ReadyForNext

- **Partnership to digitally empower over 1 lakh MSMEs through ReadyForNext programme**
- **Initiative to promote digital enablement among women-led enterprises, start-ups, rural enterprises and manufacturing MSMEs across Andhra Pradesh**

Vi Business, the enterprise arm of leading telecom operator Vi, signed an MoU with **Andhra Pradesh Micro, Small and Medium Enterprises Development Corporation (APMSMEDC)** to launch a significant digital enablement initiative for MSMEs in the state, with the aim of digitally empowering over 1 lakh enterprises through the ReadyForNext programme.

The partnership aligns with the Andhra Pradesh Government's vision of building a digitally empowered and globally competitive MSME ecosystem. Through this initiative, Vi Business will promote digital enablement among women-led enterprises, start-ups, rural enterprises and manufacturing MSMEs by providing access to its ReadyForNext digital assessment platform, educational resources, workshops and awareness programmes. The programme will also build awareness around enterprise mobility, cloud services, cybersecurity, connectivity, IOT and business productivity solutions, enabling enterprises to assess their digital maturity, strengthen their digital capabilities and unlock new opportunities for growth.

Contributing nearly 31% to the country's GDP, MSMEs are a key pillar of India's economy. According to the Ministry of Micro, Small and Medium Enterprises, India is home to over 7.47 crore MSMEs, with Andhra Pradesh emerging as one of the country's leading MSME hubs, home to more than 42.1 lakh enterprises. As enterprises increasingly adopt digital technologies to remain competitive, initiatives that strengthen digital readiness and technology adoption have become critical to unlocking the sector's next phase of growth.

The partnership comes at a time when Andhra Pradesh is witnessing encouraging progress in technology adoption. According to the **Vi Business ReadyForNext MSME Growth Insights Study 2026**—the state has, for the first time, entered the **Top 10 states on the Digital Maturity Index (DMI)** with a score of **61.1**, reflecting growing digital adoption and ecosystem readiness among MSMEs.

Launched in 2022, **Vi Business ReadyForNext** is India's largest digital advisory for MSMEs, designed to help enterprises assess their digital maturity and accelerate their digital transformation journey. Since its inception, the programme has engaged nearly **2.5 lakh MSMEs** across **16 sectors** and **20+ states & UTs** across India.

Commenting on the association with Andhra Pradesh Government, M P Sunil Kumar, Chief Enterprise Business Officer, Vi said "MSMEs are the growth engine of India's economy, contributing nearly 31% to the country's GDP. Home to one of the country's largest MSME ecosystems, Andhra Pradesh plays a significant role in powering India's entrepreneurial and economic growth. At Vi Business, we are committed to strengthening this growth engine by enabling MSMEs to harness the power of digital technologies. Our partnership with APMSMEDC through the ReadyForNext programme marks an important step in that journey. Together, we aim to digitally empower over one lakh MSMEs across Andhra Pradesh by equipping them with the knowledge, tools and digital capabilities needed to become more productive, competitive and future-ready while contributing to the state's and the nation's growth story."



Vi Business has also joined forces with India SME Forum to drive outreach and awareness creation activities. The initiative will be implemented through a district level outreach campaign by coordinating with District Industries Centres (DICs) and industry associations, MSME cluster engagement programs, workshops, webinars, and assessment camps across Andhra Pradesh.

To read more Download the ReadyForNext MSME growth Insights Study 2026: <https://www.myvi.in/content/dam/vodafoneideadigital/business/msme/RFN5.0-Vi.pdf>

To Take the ReadyForNext assessment please click here: <https://www.myvi.in/business/enterprise-segments/smb/msme-readyfor-next-digital-assessment>

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles. The Company provides Voice and Data services across 2G, 4G and 5G platforms and is expanding 5G services across 17 circles. To support the growing demand for data and voice, the Company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company's equity shares are listed on National Stock Exchange (NSE) and the BSE in India. For more information, please visit: www.MyVi.in

About Vi Business:

Vi Business, the enterprise arm of Vodafone Idea Limited, is committed to providing enterprise-grade, innovative Telecom solutions that empower businesses across India. With a focus on AI, connectivity and security, Vi Business aims to be at the forefront of technological advancements that drive growth and efficiency. For more information, please visit: www.myvi.in/business