

“Mr. Ramakrishna Nishtala Represents Vistaar on CNBC-TV18”

Mr. Ramakrishna Nishtala, MD & CEO and Co-founder was invited for a special panel discussion for ‘MSME Leadership Series – Season 2’ which was jointly hosted by **CNBC-TV18** and **Union Bank of India**. Theme for the panel discussion was ‘Re-Imagining The MSME Economy: Ideas, Incentives & Investments’.

The MSME Leadership Series acknowledges the contributions of the MSMEs to the national agenda for economic growth, exports and employment through transformative programmes like ‘Make in India’ and ‘Start Up India’. The Series brings together the thought leaders, industry experts and MSME leaders to explore new ideas, incentives and investments needed to accelerate the growth of the MSME ecosystem.

With demonetisation all set to unleash the next wave of economic transformation, the MSMEs are expected to be the prime movers and drivers of this revolution. But at the same time, it’s important to ensure that the MSMEs stay at the winning side of this disruption. Also, with the new GST regime rolling-out from July, 2017 and ushering in more transparency, disclosures and competitiveness, it is imperative to reach out to the MSMEs, put spotlight on their key concerns and find answers to their need for business ideas, growth and investments.

Here below is the verbatim of the statements by Mr. Nishtala:



On idea & opportunity of lending to MSMEs:

“I was working in a financial services company (in 2009) and I was travelling to a small place called Annur (Tamil Nadu) which I guess many people may not recognise on the Indian map and I met a person who was a classic micro-enterprise entrepreneur who had grown his business from two to 30 power-looms over a period of 15 years. He wanted to take this number from 30 to about 45 because of huge demand. He thought to apply for a loan and had been to a Bank. And over a five months period and about 23 visits later, the Bank said no to him. This was a moment of epiphany that if you have an entrepreneur who has grown like this from being a power-loom labourer to owner of two looms and later to 30 looms, and he wants to further expand his business but there was no space for him to get a loan. That is when I said let me look at starting a company which is not focused on the ‘SME’ part of the ‘MSME’ which actually gets focused in any way, but for the ‘M’ part- i.e., ‘Micro-enterprises’.”

Suggestion to boost the MSME sector:

“I think the MSME industry should open 2,000 MSME-Kendras (centres) across the country with an appropriate district distribution and they must be tasked with only one activity of getting more and more of the micro-enterprises to move from un-organised to organised stream and explain them clearly about the benefits.”

Stream into the entire episode on our YouTube channel by [Clicking Here](#)

Two New Branches Rolled-out

Virudhachalam (Tamil Nadu)



Yamuna Nagar (Haryana)

Snapshot - April, 2017

Branches	203
Districts	138
Customers	77,956
Employees	2,317
Disbursements (₹ Crs.)	55*
Portfolio (₹ Crs.)	1,143

* YTD

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