



Mr. Jayaraman V.
Exec. Vice-President
Business Head

“Worldwide, MSMEs has been accepted as the engine of economic growth. In India too, the MSMEs play a pivotal role in the overall industrial economy of the country.

We believe that the development of this sector is on the priority list of the Government which was evident through the ‘Make in India’ programme and the launch of MUDRA Bank.

We at Vistaar, believe that by supporting and creating new economic opportunities for deserving small business women and men, lives can be enriched and communities can be transformed. The company focuses on the missing middle segment, which is not effectively served by the formal financial system. The objective is to make finance available at a reasonable cost and deliver in a transparent manner.”

“Quote
Unquote”

“..from the perspective of the economy, from the perspective of spreading opportunities across the country and perspective of spreading social equality, MSME is a critical sector in the economy”

- Mr. Raghuram Rajan, RBI Governor

“The sector has sustained an annual growth rate of over 10 per cent for the past few years. The significance of MSMEs is attributable to their caliber for employment generation, low capital and technology requirement, promotion of industrial development in rural areas, use of traditional or inherited skill, use of local resources, mobilization of resources and exportability of products”

- Mr. Kalraj Mishra, Minister of MSME

MSME sector in India continues to demonstrate remarkable resilience in the face of trialing global and domestic economic circumstances. The sector has sustained an annual growth rate of over 10% for the past few years. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive economic shocks, even of the gravest nature. The significance of MSMEs is attributable to their caliber for employment generation, low capital and technology requirement, promotion of industrial development in rural areas, use of traditional or inherited skill, use of local resources, mobilization of resources and exportability of products.

According to the estimates of the Ministry of MSME, Government of India, the sector generates around 100 million jobs through over 46 million units situated throughout the geographical expanse of the country. With 38% contribution to the nation’s GDP and 40% and 45% share of the overall exports and manufacturing output, respectively, it is easy to comprehend the salience of the role they play in social and economic restructuring of India. Besides the wide range of services provided by the sector, the sector is engaged in the manufacturing of over 6,000 products ranging from traditional to hi-tech items.

The Indian MSME sector provides maximum opportunities for both self-employment and wage-employment outside the agricultural sector and contributes in building an inclusive and sustainable society in innumerable ways through creation of non-farm livelihood at low cost, balanced regional development, gender and social balance, environmentally sustainable development, etc.

VISTAAR’s vision is to be a catalyst to the underserved so that they can achieve greater economic and social well-being. Vistaar studies the customer’s enterprise in depth and draws out the assessment peculiarities of that trade. The income, ability, intention, business sustainability and credit behaviour are verified through non-traditional income documents and reference checks as well as from traditional income documents and various kinds of credit bureau checks.

This unique business model enabled us to disburse more than 1.25 Lakh no. of loans aggregating to ~Rs. 1,250 Crores which has helped to strengthen and grow our customers’ businesses. We generated 2,000 plus direct employment opportunities in rural geographies and over 50,000 indirect employment through our credit support and created an impact on over 2.50 Lakh lives.

Vistaar entered into Uttarakhand, its
11th State

Snapshot

Branches (#)	189
States (#)	11
Customers (#)	74,531
Portfolio (Rs. Crs.)	757
Disbursements (YTD) (Rs. Crs.)	459
Employees (#)	2,003

Empowering Rural Customers



97% Rural Customers

Empowering Women



79% Women Customers