

BUSINESS[®] JATRA 2027

Entrepreneurs United... Opportunities Unlimited!



Home Decor Partner



Wealth Partner



Energy Partner



Outdoor Media Partner



Organiser

Co-organiser

EXHIBITION | CONFERENCE | OPPORTUNITIES



SATURDAY CLUB
GLOBAL TRUST



EXHIBITION | CONFERENCE | OPPORTUNITIES

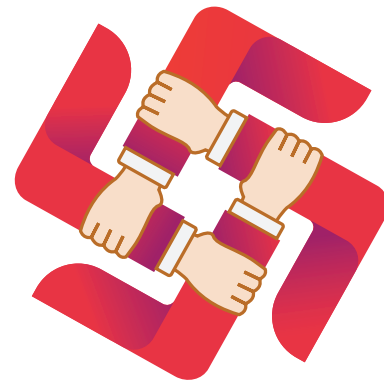
BUSINESS JATRA 2027

8 & 9

JANUARY
2027

Tip Top Plaza, Thane

COME - CONNECT - CREATE - CAPITALISE



BUSINESS[®] जत्रा २०२०

उद्योजकांची एकजूट... संधींची लयलूट!

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GLOBAL TRUST

GLOBAL ECONOMY & INDIA: THE PRESENT DAY REALITY

The global economy today faces an evolving set of challenges, from high inflation to geopolitical shifts, which have impacted growth. With rapid technological advancements reshaping industries, businesses are continuously adapting to remain competitive. In India, however, there is a strong momentum, led by a robust digital economy, supportive government policies, and a vibrant entrepreneurial ecosystem.

Despite global uncertainties, India's goal of a \$5 trillion economy remains achievable. MSMEs play a crucial role in this vision, driving employment, exports, and innovation across sectors.



MSME: GAME CHANGERS OF THE INDIAN ECONOMY

MSMEs are critical to India's economic development. With over 6 crore MSMEs operating across the country, this sector generates more than 45% of employment. MSMEs account for more than 40% of total exports and 37% of the nation's GDP.

In terms of MSMEs, Maharashtra State ranks 3rd in India. Lakshyavedh Institute strongly believes that MSMEs must be empowered to fast-track India's upward mobility and progress.





MSME HURDLES AND NUMEROUS ROADBLOCKS

MSMEs have numerous opportunities for growth. However, there are numerous roadblocks as well. In this ever-changing dynamic world, effectively presenting products and services, searching for the right opportunity, and growing the business is a major challenge for any MSME. Despite the fact that MSMEs' products and services are of high quality, they struggle to find the ideal market opportunities. MSMEs are held back by a lack of marketing and sales techniques.

Small businesses are unable to advertise on a large scale due to a lack of financial capital. In such a scenario, there is a need for the right platform for MSMEs, where all types of entrepreneurs can come together and present their products and services to a large number of potential customers while investing as little as possible. By providing an unparalleled growth platform, we hope to effect change and transform the MSME world.



EMPOWERING MSME.. POWERING NATION

There is a direct link between MSMEs empowerment and increased national GDP. Streamlined and upward mobility in this sector has a direct impact on employment, the export industry, and the value of the Indian rupee on a global scale.

Furthermore, MSME growth benefits other micro and small-scale industries, thereby creating and strengthening the overall business ecosystem. Simply put, when a small business thrives, it automatically benefits our society. The success of one entrepreneur inspires many others.



Celebration of Entrepreneurship



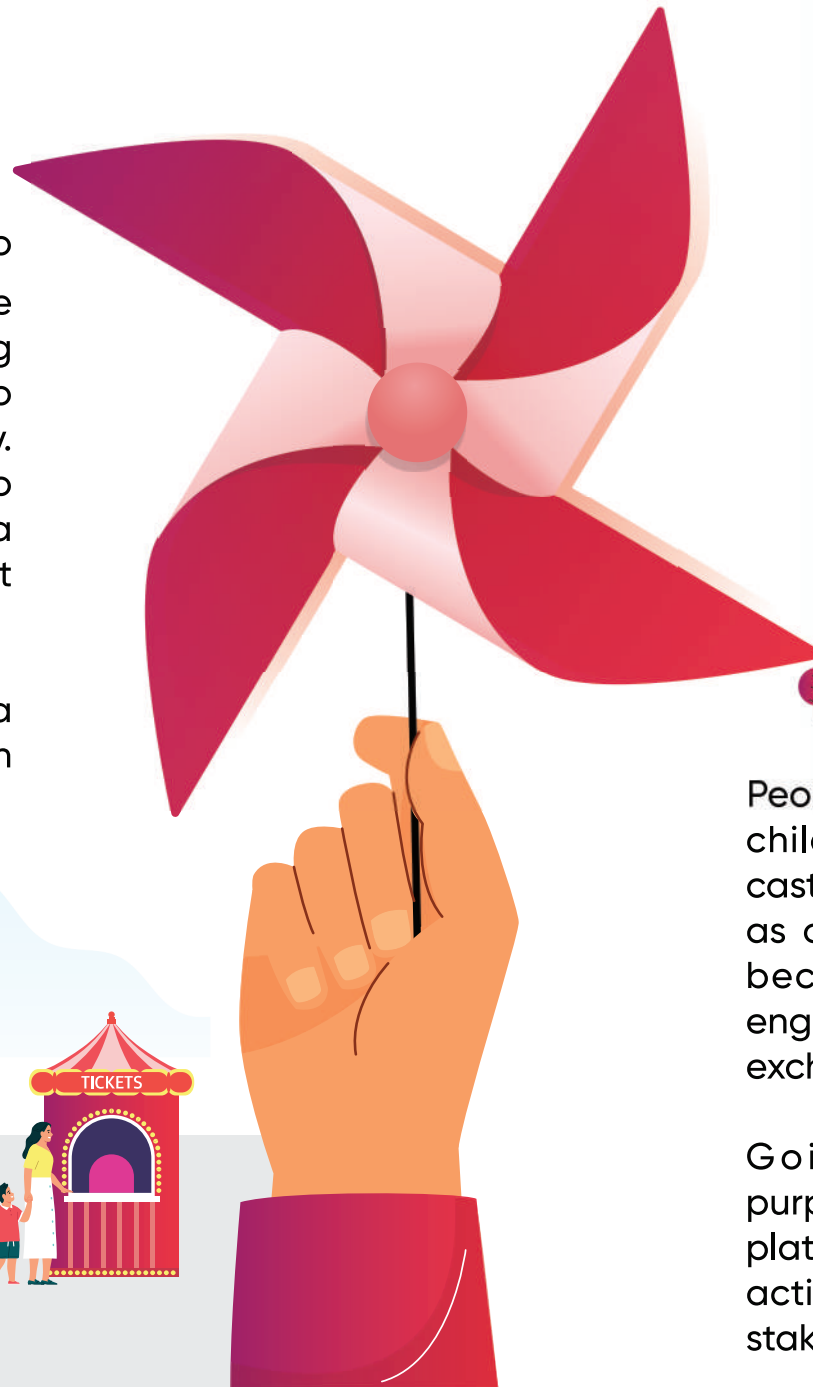
Festival of Maharashtrian MSMEs



JATRA

'Jatra' (जत्रा) or village fairs refers to the community event where people of a 'Panchakroshi' (neighbouring villages) come together to celebrate a festival or village deity. The main goal of the 'Jatra' is to bring people together. This is a practice that can be found in almost every village in Maharashtra.

From learned perspective, Jatra is a popular public relations strategy in Maharashtra's rural areas.



People from all walks of life, from children to the elderly, from all castes and religions, come together as one. As a result, the Jatra has become a powerful medium of engagement, communication, and exchange.

Going beyond the religious purpose, Jatra has evolved as a platform for economic and business activities, benefiting each of the stakeholder.





Entrepreneurs United... Opportunities Unlimited!

Knowledge
Sessions

10+

Expert
Speakers

25+

Exhibitors

125+

Visitors

15K+

Is a one-of-a-kind activity that will provide a unique platform for all levels of entrepreneurs, professionals, experts, customers, suppliers, financial institutions, and various international business associations. All of these people will have a shared platform to meet face to face and gain an in-depth insight into each other's products and services, while simultaneously providing them with a plethora of opportunities for business growth.

Similar to that of the traditional village fairs which increased visibility for entrepreneurs and facilitated economic transactions in the communities, Business Jatra is a platform for micro, small and medium scale businesses to **come** together with a shared goal to **connect** with each other, **create** new opportunities and **capitalise** on growth.



MAJOR ATTRACTIONS:



Over 125 Businesses Exhibiting

Entrepreneurs from different sectors and levels will exhibit and demonstrate their products and services at Business Jatra



Presence of Large Corporations

Renowned companies will also take part in Business Jatra, enabling small-scale entrepreneurs to connect with them.



Financial Assistance By Banks

Banks and other financial institutions will also participate in Business Jatra to improve financial assistance opportunities for small entrepreneurs.



Involvement Of Various Trade Associations

International Trade Associations will also join the business Jatra and assist entrepreneurs in taking advantage of industrial opportunities outside of India.



Franchise Opportunity

Business Jatra will offer a common platform for both, brands looking for business partners for expansion and investors, entrepreneurs looking to start new ventures.



Interaction with Seasoned Business Owners

Successful entrepreneurs from Maharashtra will participate in Business Jatra, where they will interact with other entrepreneurs and share their success stories.



Expert Consultation

At Business Jatra, top-tier experts from various industries will be on hand to provide guidance.



Product Unveiling and Launch

Entrepreneurs will be able to unveil and launch their products in the presence of special guests at the Business Jatra, facilitating product visibility and endorsement.



Motivating Positive Energy

Business Jatra will be held in an atmosphere brimming with the enthusiasm, an essential force for business success.



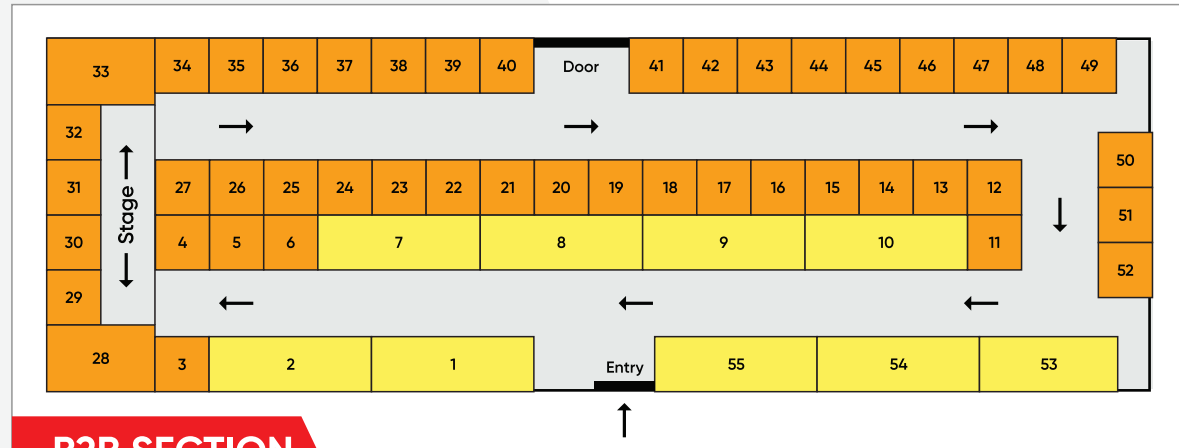
Govt Schemes For MSME

The facilitation system that coordinates between the government, entrepreneurs, and financial institutions will be made available in Business Jatra to get the benefits of various government schemes directly to entrepreneurs.



HARBOUR HALL (Ground Floor)

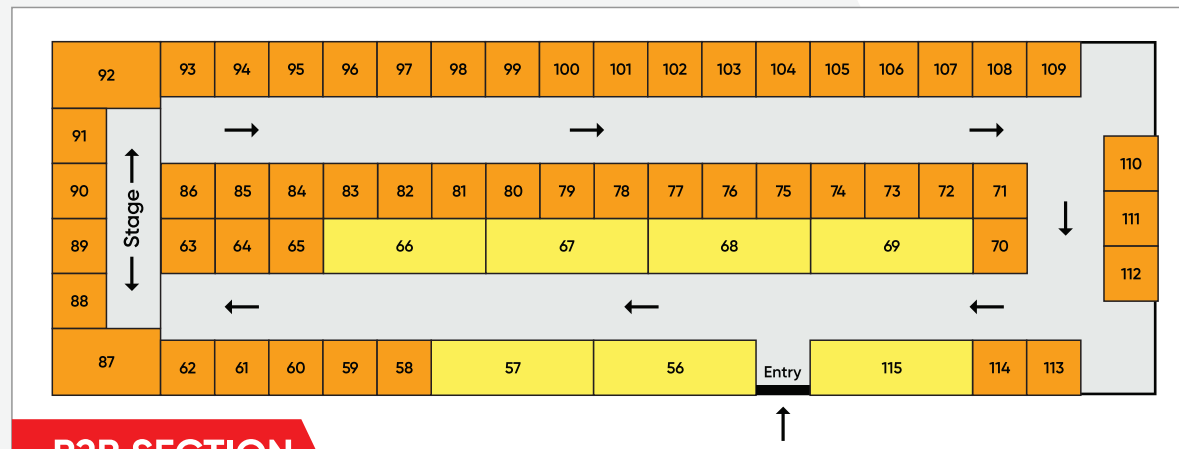
Stall Sizes



B2B SECTION

CRYSTAL HALL (1st Floor)

Stall Sizes



B2B SECTION

STALL LAYOUT

STALL INCLUDES

Basic Stand Construction, 2 chairs, Spot Light,
1 System Table, Synthetic Carpet, Dustbin,
Electric Connection, Company Fascia Name

For blocking a preferred stall location
& other details kindly contact

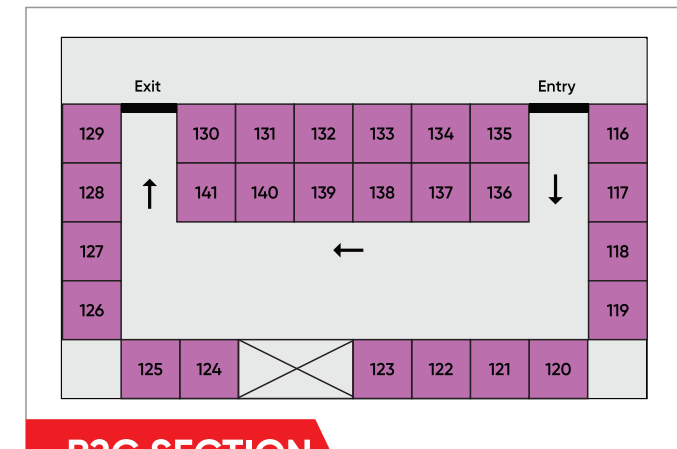
84336 11667

83699 98787

81693 27040

CRYSTAL HALL (1st Floor Non-AC)

Stall Sizes



B2C SECTION



Visitor's Profile:

- VIPs
- Top Business Leaders
- Entrepreneurs
- Professionals
- Corporate Executives
- Micro, Small & Medium Enterprise Owners
- Government Officials
- Bankers
- Investors
- Established Business Enterprises
- Aspiring Youth



Exhibitor's Profile:

- Retail Sector
- Travel & Tourism
- Health & Wellness
- Manufacturing Industry
- Real Estate
- Agriculture
- Advertising, Media & Entertainment
- Various Types of Contractors
- Hospitality Industry
- Service Industry
- IT Sector
- Professional Services
- Consultants
- Others



WHY YOU SHOULD EXHIBIT?



Showcasing your products & services in front of prospective clients



Meeting with fellow entrepreneurs and creating business growth opportunities



Building healthy relationships with like-minded people



Connecting with prospective channel partners & business associates



Spreading awareness about your business in the right set of people



Positioning & Strengthening your Brand Identity



Capitalizing on business expansion opportunities in the new segment



GLIMPSES OF PREVIOUS BUSINESS JATRA





EXHIBITION | CONFERENCE | OPPORTUNITIES

PREVIOUS BUSINESS JATRA STATISTICAL OVERVIEW

250K +

Contacts Exchanged

50K +

Business Enquiries Shared

₹ 200 CR+

Worth Opportunities Generated

₹1 CR+

Sales at B2C Exhibition



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