

## PRESS RELEASE

### UGRO Capital Unveils #BharosaMSMEpar: A Nationwide Movement to Back India's MSMEs

*Evolving 'MSME Accha Hai!' into a call to action, this AI-led campaign reveals the MSME DNA behind every product we use and invites every Indian to show their support with a public pledge.*

**Mumbai, June 27, 2025:** [UGRO Capital Limited](#), a leading DataTech NBFC focused on MSME lending, launched [#BharosaMSMEpar](#), a purpose-driven movement that asks every Indian to stand behind the country's 6.3 crore micro, small and medium enterprises. Building on last year's 'MSME Accha Hai!' anthem, which encouraged businesses to formalise and reminded the nation of their vital role, #BharosaMSMEpar goes further by inviting Indians to pledge their belief in these enterprises publicly. From a quiet Kirana store in Varanasi to a thriving workshop in Surat, every lane and by-lane pulses with the ambition of the MSME sector. This MSME Day, we honor those dreams, whether it's a father-son tool shop, a modest uniform stitcher, or a group of young logistics entrepreneurs, by giving them the 'bharosa' they deserve.

At the heart of this year's campaign is an AI-generated [Manifesto Video](#) that opens with the stirring line: "Har gali, har sheher mein... ek sapna pal raha hai." Against vibrant footage of small businesses at work, the narration builds to a powerful crescendo: "Yeh sirf ek pledge ya petition nahi... yeh bharosa hai, MSME par. Humko hai #BharosaMSMEpar."



Every element of the campaign, from its poetic script and visual palette to its immersive sound design was crafted using generative AI, reflecting UGRO's data-driven DNA. Viewers are directed to a dedicated microsite where they can read the full manifesto, enter their name to take the pledge, and instantly download a personalised e-certificate, perfectly framed for LinkedIn, Instagram, and Facebook. To deepen the emotional connection, a companion series of '[Main MSME Hoon](#)' videos let machines, workshops, and factory floors narrate their own journeys, showcasing the resilience of local entrepreneurs and the reasons why every Indian should back them.

The campaign officially kicked off on [The Simple Hai Show](#), where UGRO Capital's Founder & Managing Director, **Mr. Shachindra Nath**, joined by Vivek Law, Editor in Chief and Co Founder, Simple Hai! to unveil the movement's vision and share insights from UGRO's latest Social Impact Report. With over 30 years of

## UGRO CAPITAL LIMITED

**Registered Office Address:** Equinox Business Park, Tower 3, 4th Floor, LBS Road, Kurla (West), Mumbai - 400070

**CIN:** L67120MH1993PLC070739

**Telephone:** +91 22 41821600 | **E-mail:** [info@ugrocapital.com](mailto:info@ugrocapital.com) | **Website:** [www.ugrocapital.com](http://www.ugrocapital.com)

championing financial literacy across print, TV, and radio, Vivek immediately embraced the manifesto's spirit and lent his distinctive voice to the AI-powered film, elevating its impact. UGRO has ensured that the manifesto video reaches every corner of its ecosystem—from investors and banking partners to employees, paving the way for a year-long rollout at MSME forums nationwide. Branded pledge booths and screenings will travel to events both large and small, including the **ICAI Varanasi MSME Mahotsav**, where over 1,000 chartered accountants will add their #BharosaMSMEpar to this national movement on the MSME Day.

In the run-up to 27<sup>th</sup> June, UGRO Capital aims to reach over a million Indians with the #BharosaMSMEpar manifesto, inspiring thousands of digital pledges by World MSME Day. Sustained social, digital, PR, and on-ground activations will keep the momentum going well beyond June, driving customers to neighbourhood enterprises, supercharging e-commerce for small manufacturers, and cementing lasting loyalty to Made-in-India brands. Every pledge turns the rallying cry 'MSME Accha Hai' into collective action, strengthening local economies and fueling the spirit of Aatmanirbhar Bharat.

**Ankit Chothani, Head – Marketing & Corporate Communications, UGRO Capital**, said, *"With #BharosaMSMEpar, we are turning belief into behaviour. 'MSME Accha Hai' gave India the emotion, today we invite every citizen to act on it. When you pledge, you stand with your neighbourhood shopkeeper, your local manufacturer, your community's dreamer. You are not just clicking a button; you are supporting the vision of Aatmanirbhar Bharat."*

#### Links:

**YouTube:** [#BharosaMSMEpar | India Takes a Pledge to Support #msmes #makeinindia & #atmanirbharbharat](#)

**Instagram:** <https://www.instagram.com/reel/DLKCu7mtXWS/> | <https://www.instagram.com/reel/DLMac3clddc/>

**LinkedIn:** <https://www.linkedin.com/feed/update/urn:li:activity:7342076412247322624>

**About UGRO Capital Ltd** (NSE: UGROCAP | BSE: 511742)

UGRO Capital Limited is a DataTech Lending platform, listed on NSE and BSE, pursuing its mission of "Solving the Unsolved" for the small business credit gap in India, on the back of its formidable distribution reach and its Data-tech approach.

The Company's prowess in Data Analytics and strong Technology architecture allows for customized sourcing platforms for each sourcing channel. GRO Plus module which has uberized intermediated sourcing, GRO Chain, a

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supply chain financing platform with automated end-to-end approval and flow of invoices, GRO Xstream platform for co-lending, an upstream and downstream integration with fintechs and liability providers, and GRO X application to deliver embedded financing option to MSMEs.

The credit scoring model GRO Score (3.0) a statistical framework using AI / ML driven statistical model to risk rank customers is revolutionizing the MSME credit by providing on-tap financing like consumer financing in India.

UGRO has executed Co-lending model in India which is prevalent in the West through Co-Lending relationships with total of 17 Banks and NBFCs and built a sizeable off-balance sheet asset of 42% of its AUM through its Co-lending and Co-originating partners and GRO Xstream platform. The Company is backed by marquee institutional investors (raised INR 900+ Cr of equity capital in 2018, INR ~340 Cr in 2023 and INR ~1,265 Cr in 2024) and aims to capture 1% market share over the next three years. For more information, please visit: <http://www.ugrocapital.com/>

#### Contact Details

<b>UGRO Capital</b> Ankit Chothani E: <a href="mailto:ankit.chothani@ugrocapital.com">ankit.chothani@ugrocapital.com</a> M: +91 9833370569	<b>Concept PR</b> Archana Pradhan <a href="mailto:archana.p@conceptpr.com">archana.p@conceptpr.com</a> M: +91 9820330505
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