Dear \_\_\_\_\_\_\_

Small businesses face countless obstacles every day **include financial challenges,** which are more threatening and dominate all other challenge. A good financial situation can keep a business running, while too many financial hardships can cause even the most pristine machine to sputter and stall out. Unfortunately, most of MSMEs continue to remain as Micro enterprises and have always found it challenging to grow for various reasons. One important reason is **the difficulty to raise financial resources from banks.**

Considering the significance of the issue, we are organizing **a meet for SMEs and MSMEs with Banks.** The objective of this meet is to fulfill the gap between financial requirements of MSMEs and products offered by the banks. During the meet, you will be able to come to know the detailed criteria of the banks for availing the loan for your business needs and different financial products available for MSMEs.

We have taken this initiative to provide MSMEs **on the spot connect with Banks.** MSME Banking meet is a must-attend event that also focuses on the challenges faced by MSMEs in the evolving financial services. The event will provide the perfect platform for **MSMEs to have one-on-one meeting with experts from Ujjivan Small Finance Bank and HDFC Bank.**

**Event details:**

Day and Date: Thursday, October 24, 2019

Time: 3.00 p.m. to 6.00 p.m.

Venue: Walchand Hirachand Hall (4th Floor), IMC Building, Churchgate

**We also request you to disseminate the event’s information amongst your Associates, Affiliates and other important stakeholders who wish to benefit from this informative event.**

**Kindly note there is NO PARTICIPATION FEE**. However, **registration is mandatory**.

To register kindly send us the following information as given below:

Name:

Organisation:

Designation:

Email ID:

Mobile / Phone Number:

We will appreciate a line in confirmation of your attendance to Mr. Anup Misal, Assistant Director on [anup.misal@imcnet.org](mailto:anup.misal@imcnet.org) or Tel no: 022-71226678 at the earliest.

We do hope you will be able to seize this opportunity and participate in this meet.

With regards,

**Ajit Mangrulkar**

**Director General**

**IMC Chamber of Commerce and Industry**