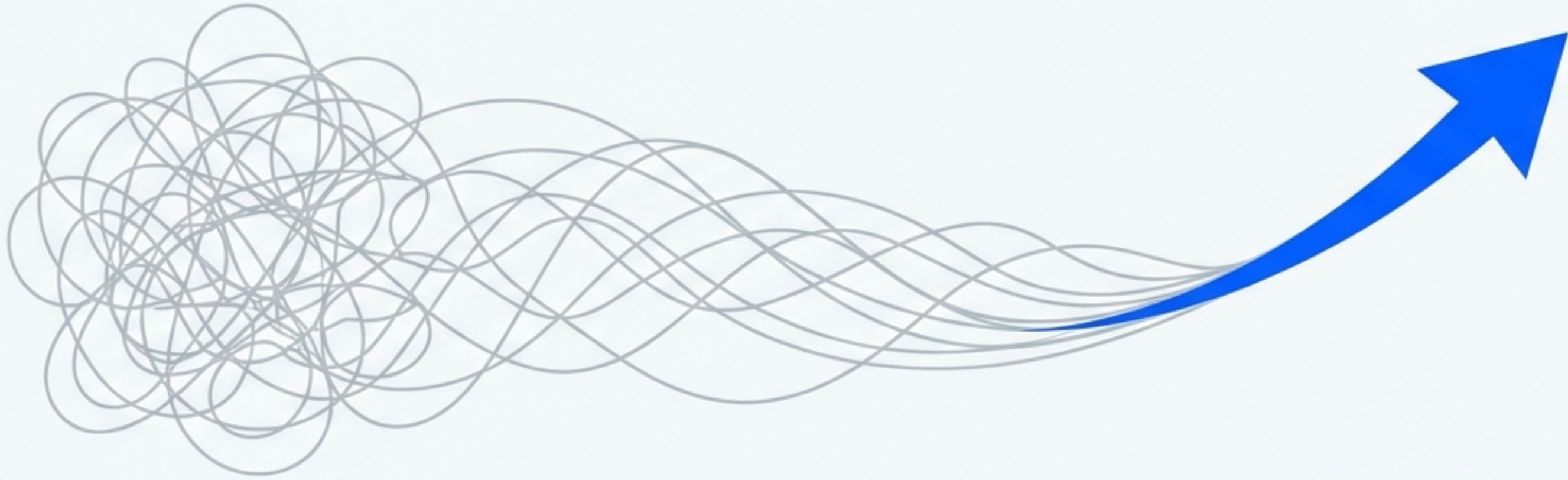


PURVEXA™

# Turning MSMEs into Decision-Grade, Capital-Ready Businesses



Decision Intelligence for MSME Growth and Risk.





**Most MSMEs don't fail for lack of effort. They fail because decisions are taken in the dark.**

Growth without cashflow discipline.

Funding without readiness.







Expansion without systems.

Advisors without accountability.



# This Chaos Creates Pressure, Uncertainty, and Risk

## The Symptoms

-  Fragmented advice (CA here, banker there, consultant elsewhere)
-  Cashflow shocks masked by accounting profits
-  Growth that outpaces systems
-  Loans taken without true readiness
-  Valuations without credibility
-  Founder-dependent decision making

## The Perceptions

Promoters feel:

**Pressure**

Banks see:

**Risk**

Investors see:

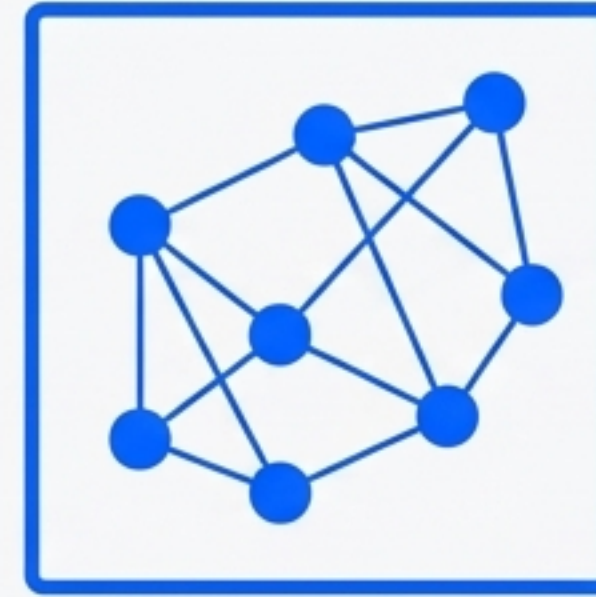
**Uncertainty**



# Traditional Consulting is a Symptom, Not the Cure. We Built a New Standard.



Consulting &  
Fragmented Advice



Decision Intelligence

**PURVEXA is **not consulting**. It is **decision intelligence** for MSMEs.**

It is a diagnostic-led growth and risk ecosystem that transforms promoter-led businesses into banker-, investor-, and scale-ready organisations.



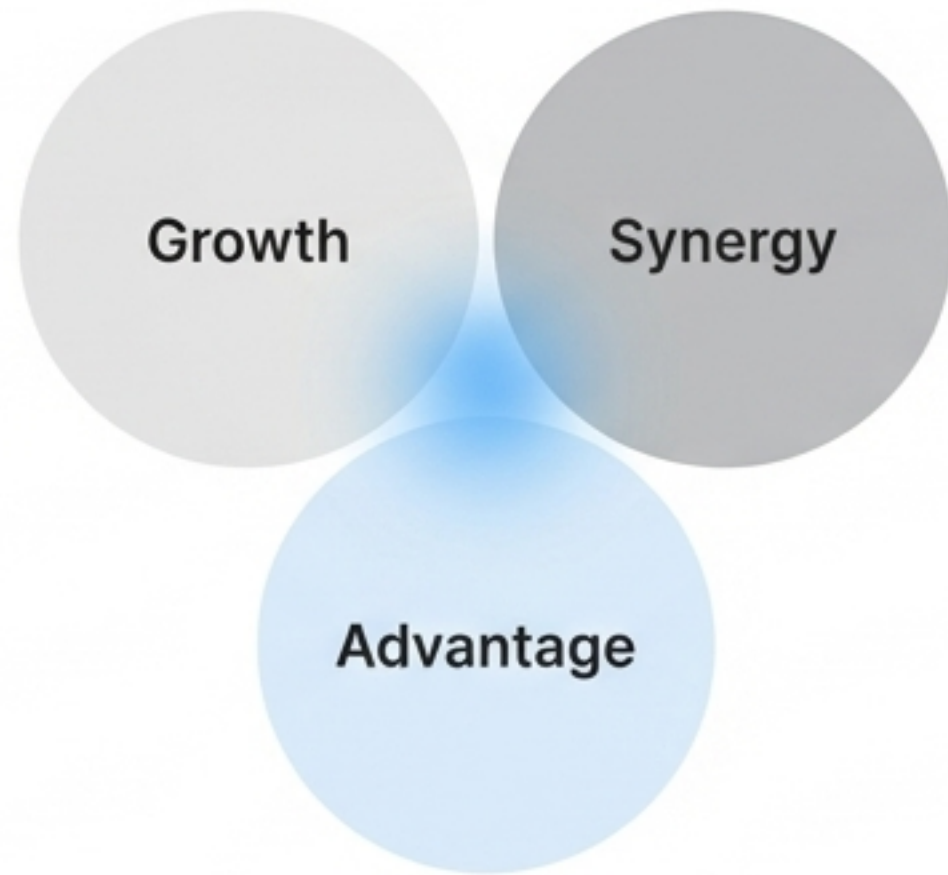
**Clarity before capital.**

**Control before scale.**

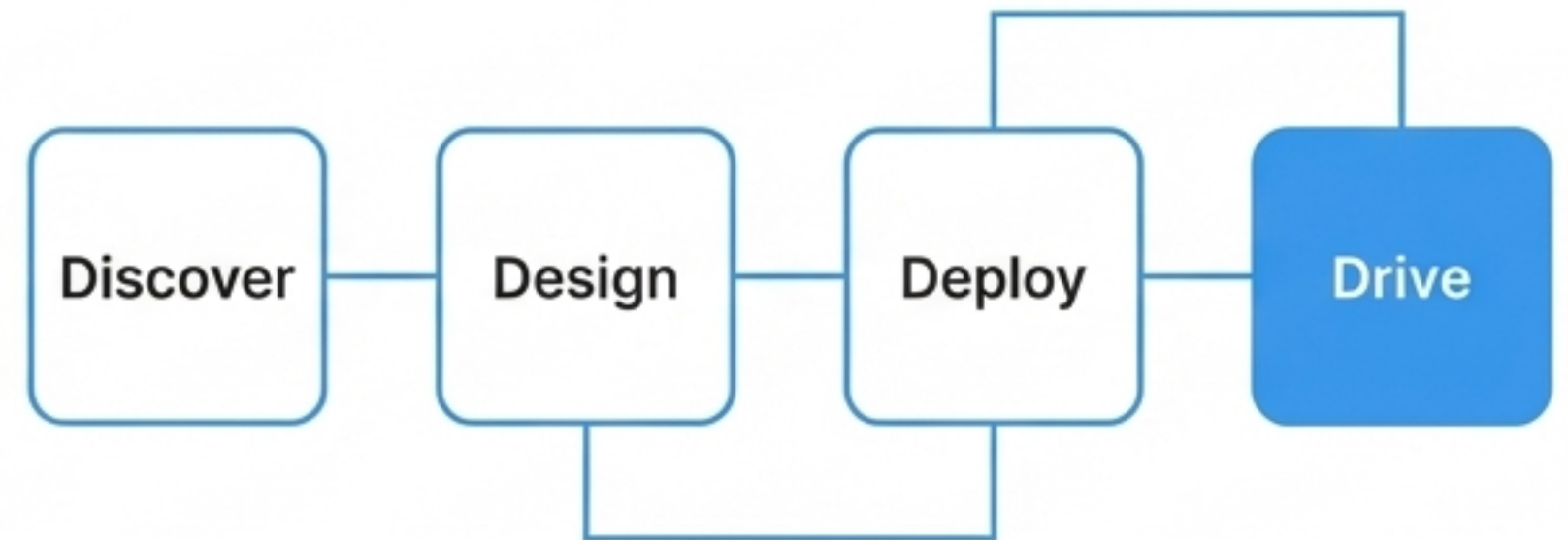
**Confidence before decisions.**



# Our System is Built on a Disciplined, Proprietary Framework



**The GSA Framework™**  
Inter Bold



**The 4D Model™**  
Inter Bold

This ecosystem provides the structure to move from chaos to clarity.


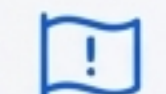
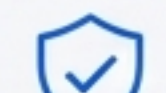
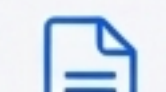
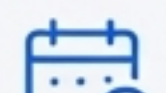
Inter Regular



# Step 1: We Begin with a Decision-Grade Diagnostic, Before You Act

## PURVEXA MSME Growth & Risk Score™

Your business is evaluated like a banker or PE fund would evaluate it — but **before** you go to them.

-  A 100-point Growth & Risk Score
-  Clear cashflow, governance & scalability flags
-  A comprehensive capital readiness assessment
-  A promoter-friendly, banker-ready report
-  A 30–60–90 day action plan



> No guesswork. No opinions. Only decision clarity.



# Step 2: We Move from Diagnosis to Disciplined Execution

## PURVEXA Growth Desk™

Most advisors stop at reports. We provide the operational horsepower to **implement the plan, acting as your strategic partner.**



Virtual CFO oversight



Monthly cashflow and risk control



Governance & compliance confidence



Ongoing growth and funding readiness



Strategic decision support



STATIC REPORT



ACTIVE SYSTEM

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**> You don't just know what to fix  
— you actually fix it.**



## Step 3: We Enable Capital and Growth When You Are Ready

Once your business becomes **decision-grade**, a world of **strategic options** opens up.



> **Capital flows to clarity. PURVEXA creates that clarity.**



# PURVEXA is Built for a Specific Type of Business Leader

## This is for you if you want:

- ✓ Control, not chaos
- ✓ System-driven, not effort-driven, growth
- ✓ To prepare for funding, export, or acquisition
- ✓ To earn respect from banks and investors

## This is not for you if you want:

- ✗ Shortcuts or easy answers
- ✗ Cosmetic consulting

If you want **serious, sustainable business mastery** — it is built for you.



# Why the PURVEXA System Wins

- ✓ Banker-language, promoter-friendly
- ✓ Diagnostic before prescription
- ✓ Growth + Risk addressed together
- ✓ Structured execution, not dependency
- ✓ Scalable, repeatable, institutional

**This is why PURVEXA is trusted by:**



MSME Promoters



Banks & NBFCs



Investors & PE Funds



Ecosystem Partners



# The PURVEXA Promise

**You will always know:**

**Where your business stands**

**What is blocking growth**

**What capital you deserve**

**What to fix, scale, fund or stop**

**That is **business power**.**



# Your Journey to Clarity and Control Starts Here





# Take the First Step Now

Get your business evaluated  
like a banker or investor would.



Email: **ceo@purplepeople.in**



Call / WhatsApp: **+91 82853 63960**

**PURVEXA™**



**Diagnose. De-risk.  
Decide with confidence.**

**Because great businesses are not built  
on hope — they are built on clarity.**