

# PURVEXA™

## The MSME Growth Ecosystem.

A decision-grade ecosystem built on the GSA Framework (Growth · Synergy · Advantage)  
and the 4D Approach (Discover · Design · Deploy · Drive).

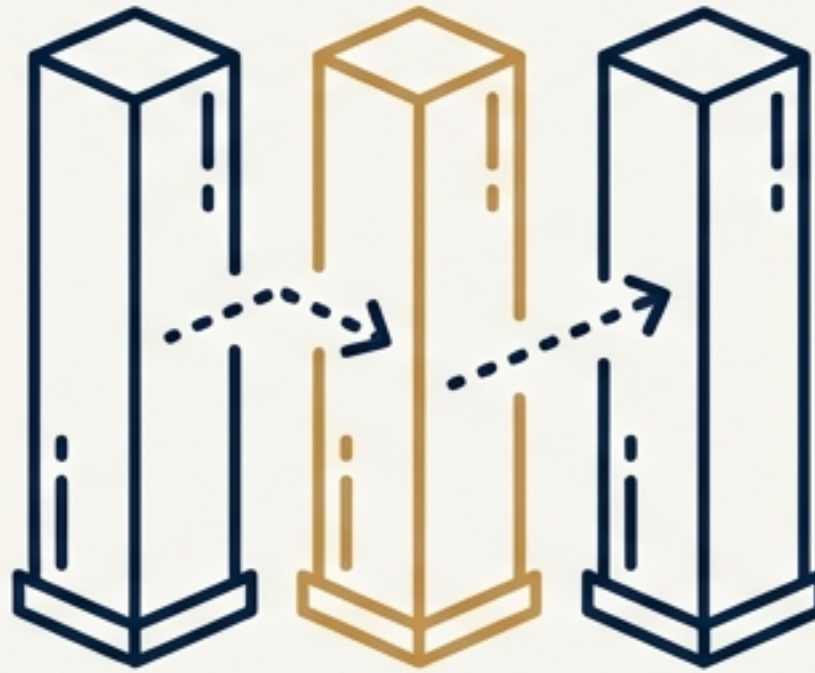


# The MSME Paradox: Trapped Between Potential and Complexity.

MSMEs are the engine of our economy, yet most face a common set of barriers that cap their growth. They operate in a fragmented landscape, struggling to find the right expertise, capital, and strategic partners at the right time. The result is often stalled growth, inefficient operations, and unrealised exit value.



Scaling Plateaus



Siloed Expertise

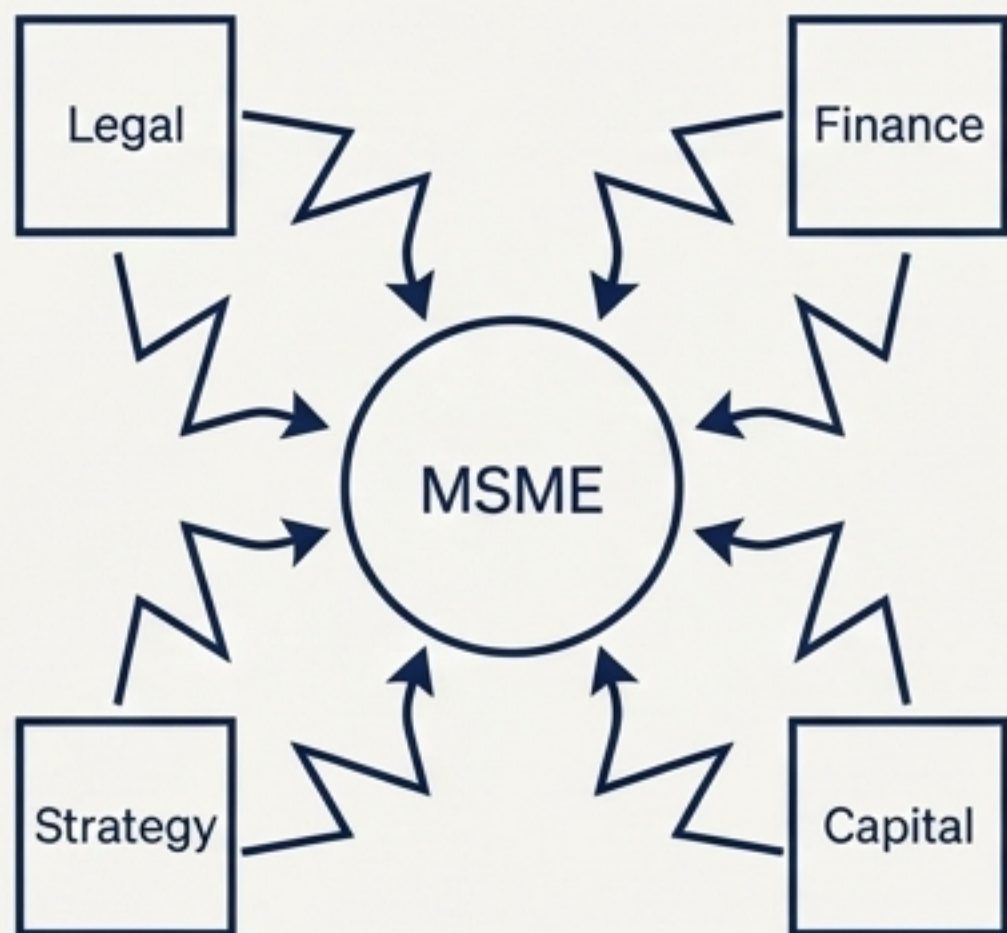


Access to Finance

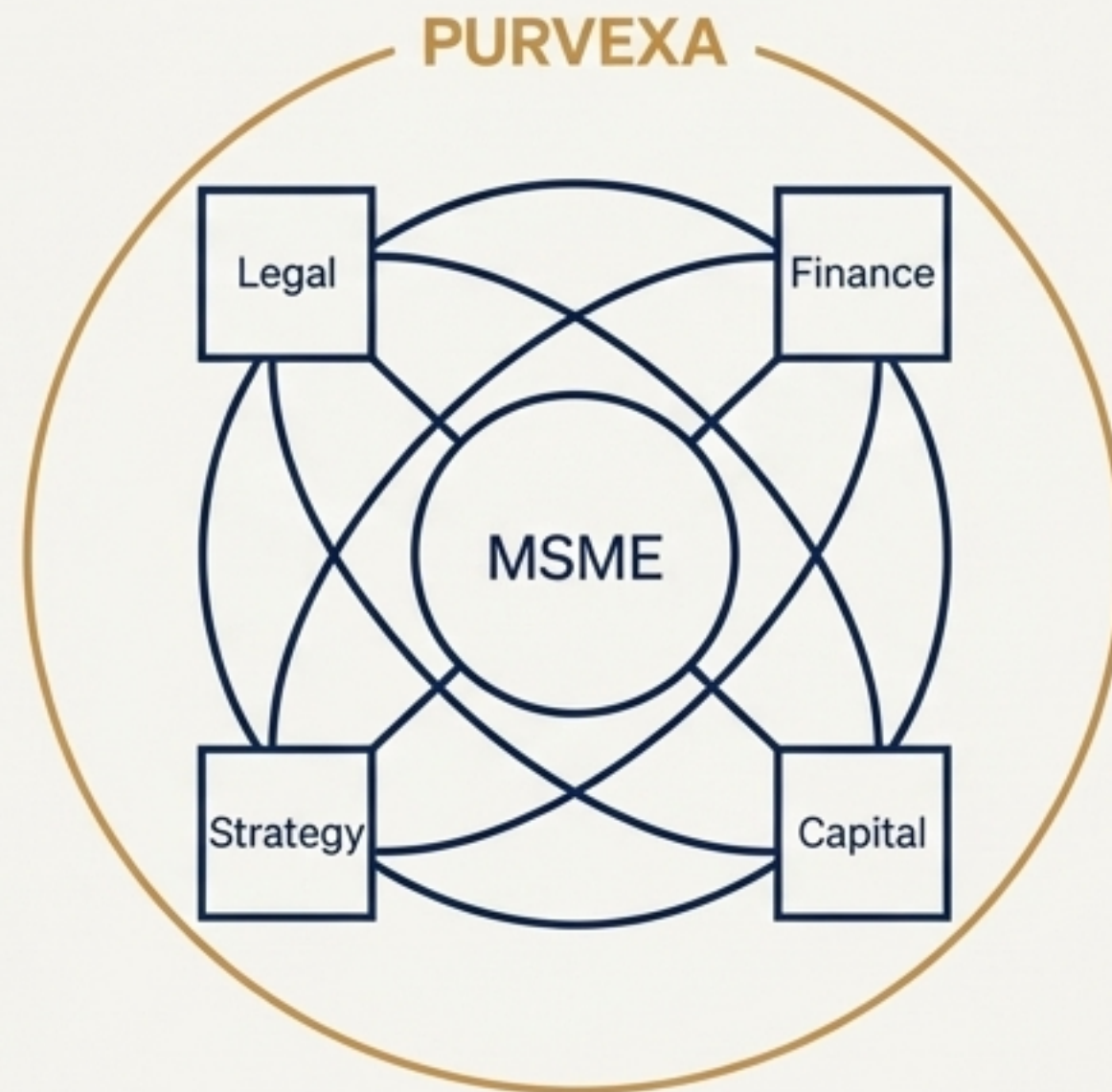


# Moving Beyond Silos. Building an Ecosystem for Growth.

## The Fragmented Approach



## The Ecosystem Approach

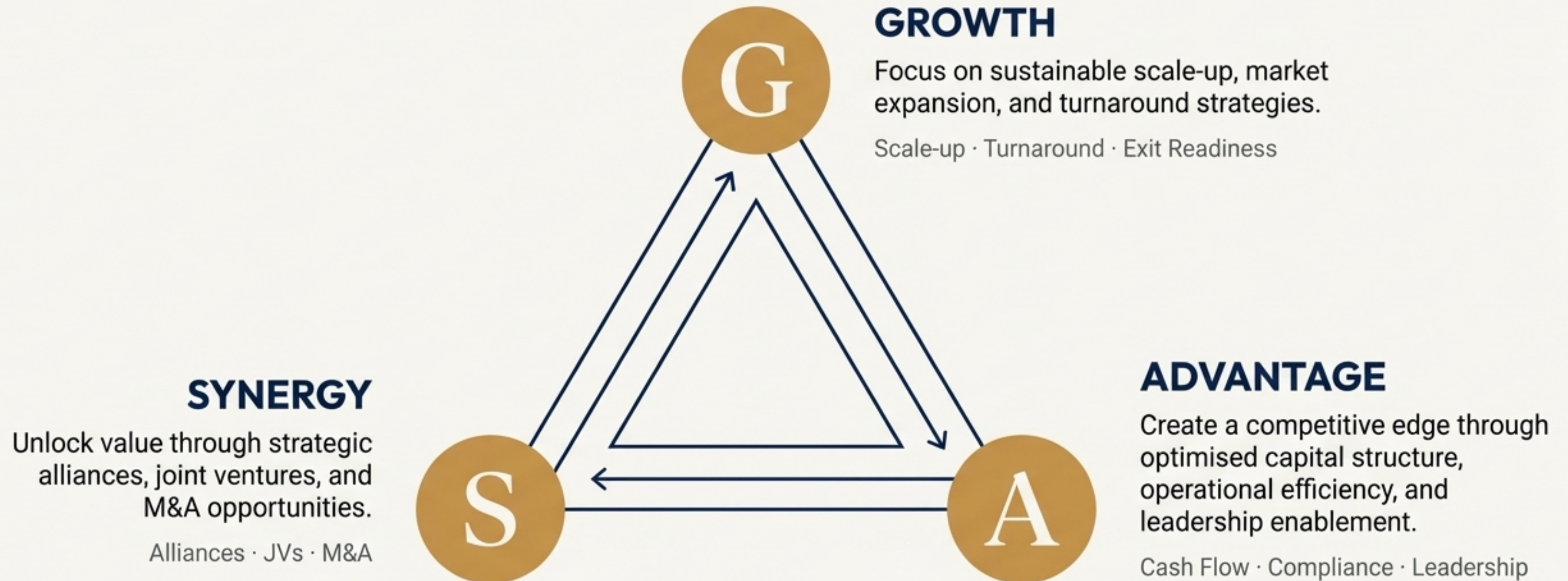


The answer isn't another isolated advisor. The answer is an integrated ecosystem that connects strategy, finance, technology, and execution. We built **PURVEXA** to be that ecosystem.



# Our Foundation: The GSA Framework.

Every action within the PURVEXA ecosystem is guided by our proprietary GSA Framework, ensuring every strategy is decision-grade.





# Your Journey with Us: The 4D Approach

We guide your transformation through a structured, four-phase process designed for clarity, execution, and measurable results.



## **Discover** —————> **Design** —————> **Deploy** —————> **Drive**

We begin with a deep diagnostic to understand your business health, challenges, and opportunities, culminating in an AI-powered Health & Growth Score.

We co-create a bespoke growth and synergy strategy, including business modelling, capital structuring, and a clear execution roadmap.

We actively support the execution of the plan, managing M&A processes, securing alliances, and structuring financial solutions.

We ensure sustainable success through ongoing governance, performance tracking, and continuous advisory from dedicated growth experts.



# The Ecosystem in Action: Strategic Growth & Transformation

We architect and execute strategies for every stage of your business lifecycle.



## Turnaround, Scale-up & Exit Readiness

Preparing your business for its next major value inflection point.



## M&A Discovery, Valuation & Execution Support

Providing end-to-end support for identifying targets, valuing assets, and closing deals.



## Alliance, JV & Ecosystem Matchmaking

Forging strategic partnerships that create synergistic value and market access.



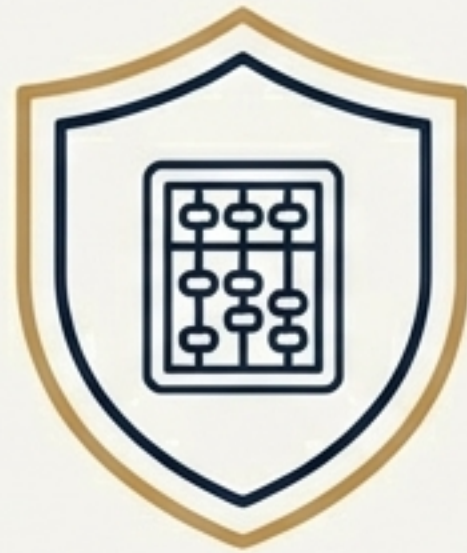
# The Ecosystem in Action: Financial Optimisation & Capital Access.

Strengthening your financial core to fuel sustainable growth.



## Cash Flow & Working Capital Solutions

Designing and implementing strategies to unlock trapped cash and improve liquidity.



## Shared CFO, Compliance & Advisory Services

Providing expert financial leadership and ensuring robust governance without the full-time overhead.



## Capital Structuring & Finance Advisory

Connecting you with our network of Banks, NBFCs, and investors to secure the right capital.



# The Ecosystem in Action: Intelligence & Leadership Enablement.

Empowering your organisation with data-driven insights and stronger leadership.



## AI-powered MSME Health & Growth Score

Our proprietary diagnostic tool that benchmarks your performance and identifies key growth levers.



## Growth Academy & Leadership Enablement

Programmes designed to upskill your leadership team and align them for strategic execution.



## Performance Dashboards & Reviews

Continuous tracking and reporting to ensure strategies stay on course and deliver results.



# The Engine Behind Your Growth

Our ecosystem is powered by a unique combination of proprietary technology, dedicated human expertise, and a curated network.



## Technology & Analytics Platform

Our digital platform provides the AI-powered diagnostics, performance dashboards, and data models that drive insight.



## Dedicated Expert Teams

You are supported by a dedicated Growth Advisor and specialist Deal Managers for M&A and alliances, ensuring expert guidance at every step.



## Curated Partner & Investor Ecosystem

We provide direct access to our vetted network of capital providers, legal experts, and strategic partners.



# Who We Empower.

## For MSMEs & Leaders



- Founders, Promoters, CEOs & CFOs seeking to break growth barriers.
- Export-oriented and scaling firms aiming for the next level.
- Distressed or underperforming companies in need of a clear turnaround plan.

## For Partners & Investors



- Investors, PE Firms & Family Offices looking for a trusted source of vetted opportunities.
- Banks & NBFCs seeking to build a higher-quality lending and investment portfolio.



# Our Partnership Model

We offer flexible engagement models designed to align with your needs and create mutual success



## Membership (Free / Pro / Enterprise)

Access to our digital platform, diagnostics, and community.



## Advisory Retainers

For ongoing strategic guidance, including shared CFO and compliance services.



## Success-Based Fees

For M&A and alliance transactions, ensuring our incentives are aligned with your outcomes.



## Project-Based Services

For specific needs like valuation, due diligence, and training programmes.



# Begin Your Growth Journey

The first step in our 4D Approach is **Discover**. Let's start with a complimentary Growth Diagnostic to map your current position and identify your greatest opportunities.

## Book a Growth Diagnostic

Receive your AI-powered MSME Health & Growth Score and a foundational strategic review.

[website@purplepeople.in?subject=PURVEXA%20Enquiry](mailto:website@purplepeople.in?subject=PURVEXA%20Enquiry)

## Schedule a Strategy Call

For a deeper conversation with our CEO about your specific challenges or ecosystem needs.

[ceo@purplepeople.in?subject=PURVEXA%20Strategy%20Discussion](mailto:ceo@purplepeople.in?subject=PURVEXA%20Strategy%20Discussion)





Let's Connect.



Email: [welcome@purplepeople.in](mailto:welcome@purplepeople.in)



Phone / WhatsApp: +91 82853 63960



Website: [www.purplepeople.in](http://www.purplepeople.in)