



PURVEXA™

Turning MSMEs into Decision-Grade,
Capital-Ready Businesses

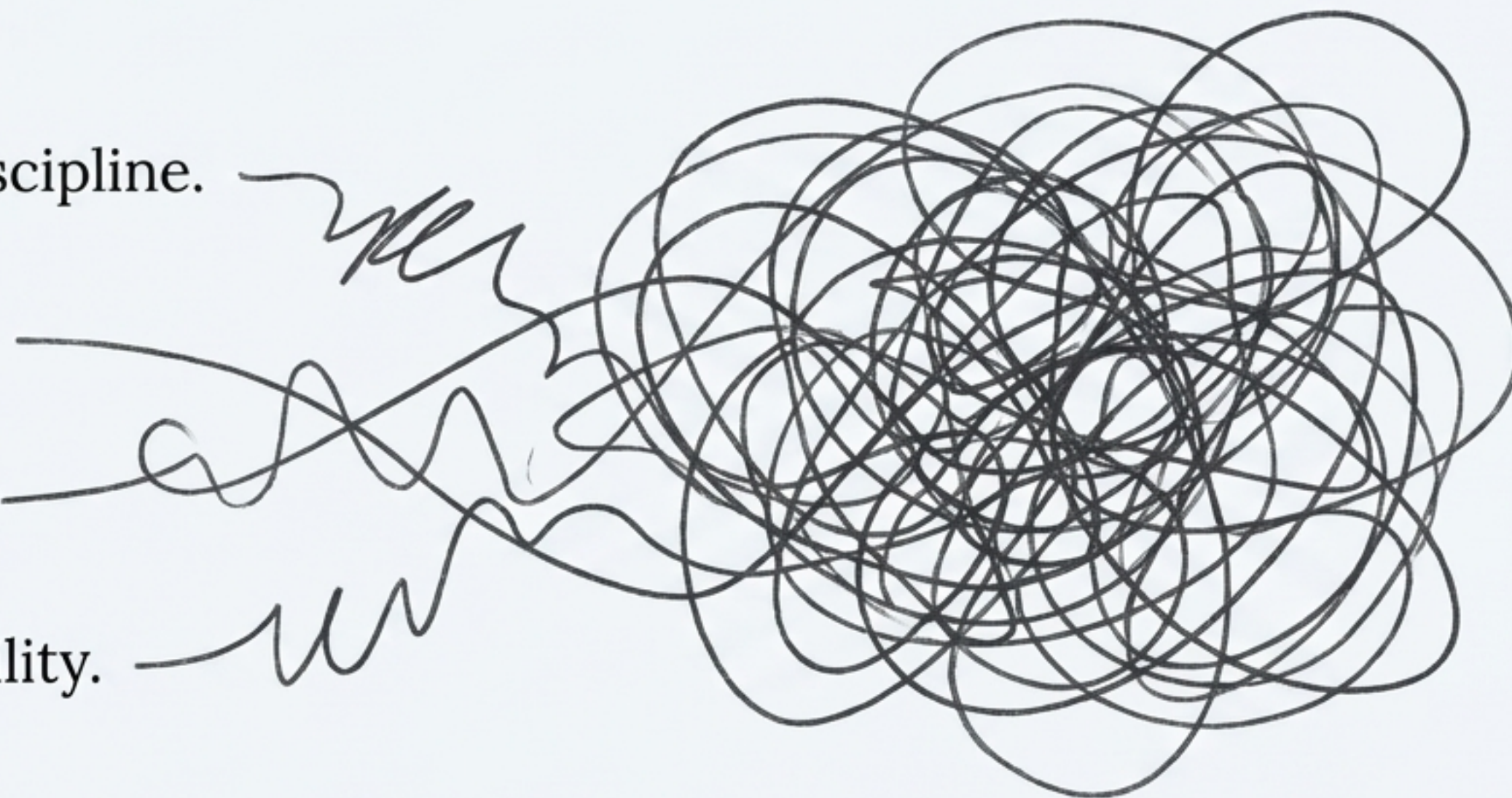
Purvexa platform is an ecosystem developed for MSME Sustainable Growth by Purple People International Pvt Ltd

**Most MSMEs don't fail because
of a lack of effort.**

They fail because **decisions are
taken in the dark.**

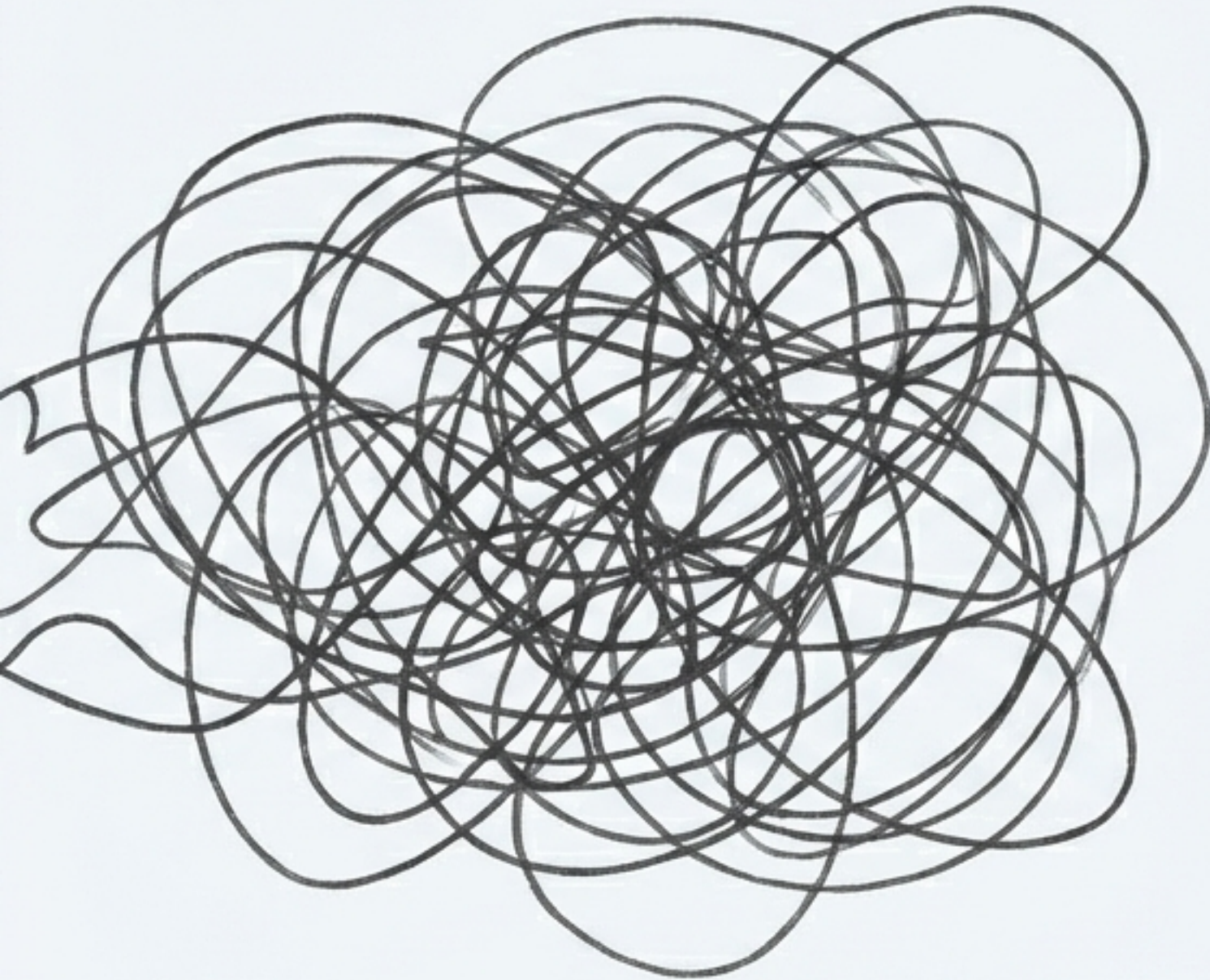
This is the chaos that blocks growth.

- Growth without cashflow discipline.
- Expansion without systems.
- Funding without readiness.
- Advisors without accountability.



PURVEXA exists to end this chaos.

This chaos creates a wall of doubt.



Banks see **RISK.**



Investors see
UNCERTAINTY.



Promoters feel
PRESSURE.

The solution isn't more advice. It's a new system.

PURVEXA is ~~not consulting~~.

**PURVEXA 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.

We provide what MSMEs have never had before:

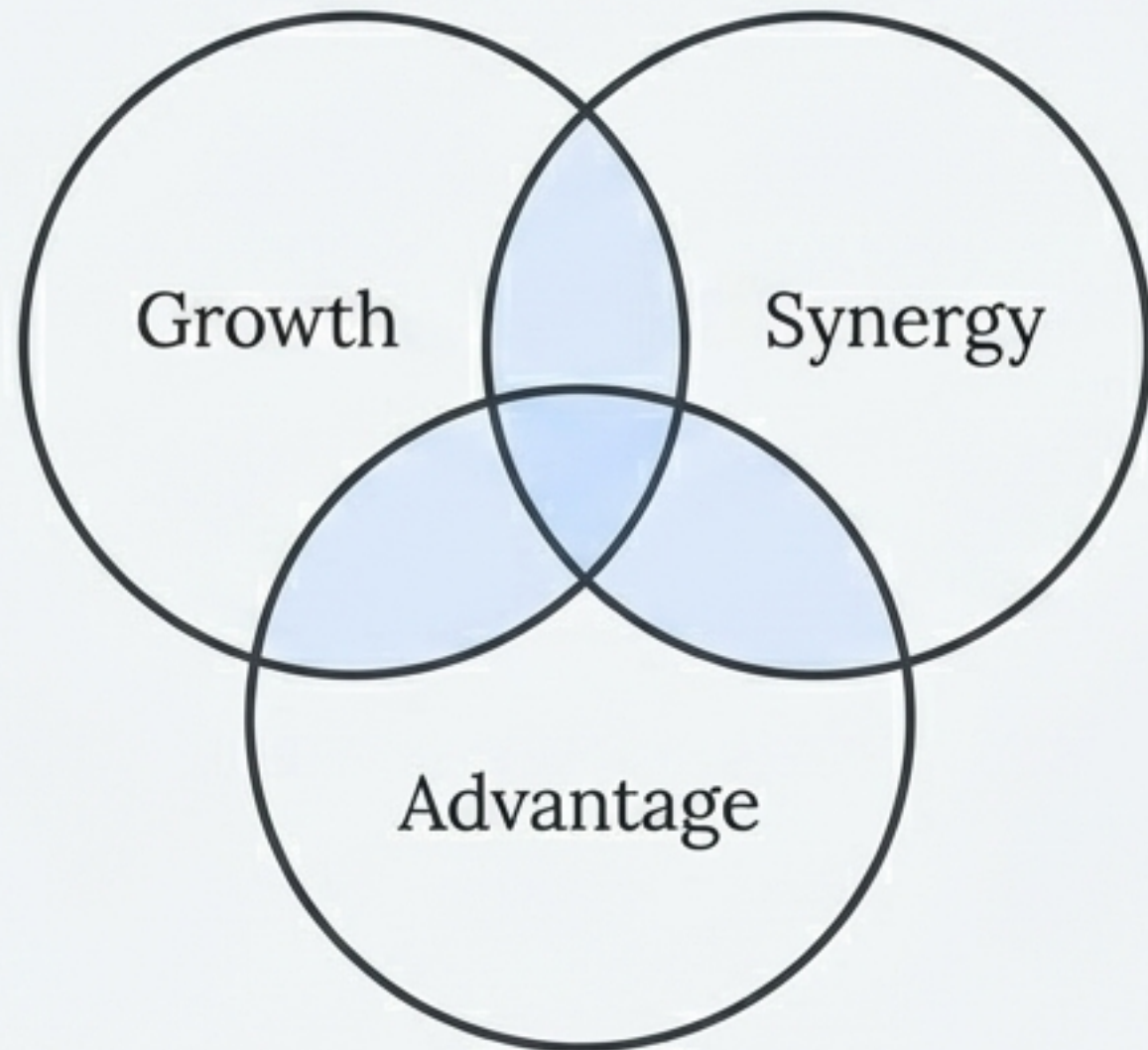
Clarity before capital.

Control before scale.

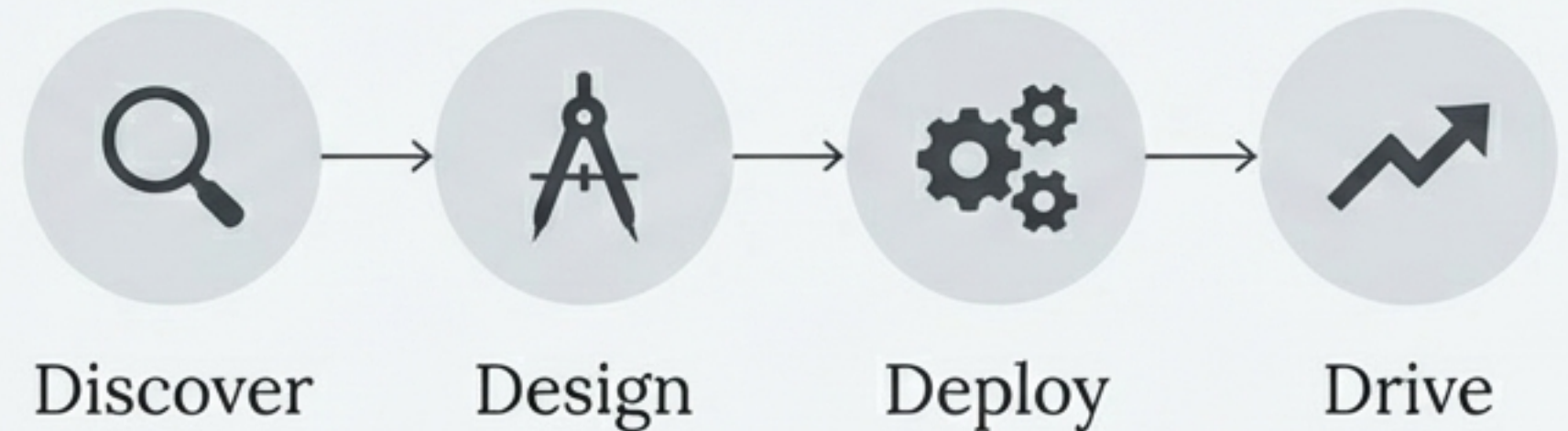
Confidence before decisions.

Our system is built on discipline and diagnosis.

The Guiding Philosophy: The GSA Framework™



The Execution Method: The 4D Model™



1 Decision-Grade Diagnostics (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.

Deliverables:

- 📊 A **100-point Growth & Risk Score**
- 🚩 Clear cashflow, governance & scalability flags
- 📄 A promoter-friendly, banker-ready report
- 📅 A **30-60-90 day action plan**




> No guesswork. No opinions. Only decision clarity.

2 Execution, Not Advice (After the Diagnosis)

PURVEXA Growth Desk™

Most advisors stop at reports. PURVEXA moves to execution.

Services:





-  Virtual CFO oversight
-  Monthly cashflow and risk control
-  Governance & compliance confidence
-  Strategic decision support

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

3 Capital & Growth Enablement (When You're Ready)

Once your business becomes **decision-grade**,
PURVEXA unlocks:

Outcomes:

-  Bank & NBFC confidence
-  Investor & PE readiness
-  Strategic alliances & JVs
-  Turnaround, scale-up or exit pathways

> Capital flows to clarity. PURVEXA creates that clarity.



PURVEXA is built for a specific type of leader.

- ✓ MSME promoters who want **control, not chaos**
- ✓ Businesses preparing for **growth, funding, export or acquisition**
- ✓ Founders tired of firefighting
- ✓ Companies that want **respect from banks and investors**

If you want shortcuts or cosmetic consulting — **PURVEXA is not for you.**

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

Why PURVEXA 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.

Start the Journey to Decision Clarity

1



2



3

Begin with **PURVEXA
MSME Growth & Risk
Score™**

Execute through
**PURVEXA Growth
Desk™**

Scale, fund or exit
with confidence

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.