



The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)



ICAI MSME & STARTUP CONCLAVE 2025



26-27 JUNE 2025



**HOTEL SAHARA STAR,
Mumbai**

MSME Clinics | Knowledge Dissemination | Real time handholding | Grievance Redressal

Sponsorship Proposal

Link: <https://tinyurl.com/MSME-FATHOM>



Scan QR or visit link to register

12

CPE Hours

Organized by:
**Committee on
MSME & Start-up, ICAI**
Hosted by: **WIRC of ICAI**

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For any query, contact us at:  msconclavesponsor@icai.in  011-30110569



About the Event



India's MSMEs are the backbone of the nation's economy, yet they face persistent challenges in finance, compliance, digital transformation, and capacity building. MSME FATHOM is an innovative initiative by the Committee on MSME & Start-up of The Institute of Chartered Accountants of India, created to tackle these challenges head-on.

This event serves as a national platform offering insights, guidance, and actionable support to MSMEs through a structured and interactive format.

What is FATHOM?

FATHOM is an acronym representing the six key pillars of MSME success:

F – Finance: Access to funding, credit ratings, investment, and financial planning.

A – Accounting: Compliance, audit-readiness, bookkeeping, and accounting software.

T – Tech Support: Automation, cybersecurity, digital tools, and e-commerce.

H – Human Resource: Skilling, recruitment, and HR best practices.

O – Operations: Efficiency, quality control, supply chain management.

M – Marketing: Branding, customer acquisition, digital and export marketing.

FATHOM = Depth. Clarity. Action.

Together, these dimensions form the backbone of MSME FATHOM, symbolizing deep insights, real-time support, and strategic empowerment for micro, small, and medium enterprises.





Purpose & Vision

MSME FATHOM aims to:

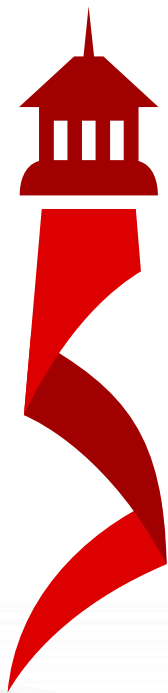
- Disseminate **practical knowledge** and **best practices**
- Provide **real-time handholding** and **mentorship**
- Facilitate **grievance redressal** through MSME clinics

The ultimate vision is to empower Indian MSMEs with the tools, networks, and insights needed to scale sustainably and thrive in a competitive global economy.





Why Sponsor MSME FATHOM?



- Direct engagement with **2000+ MSMEs** from various sectors
- Association with **ICAI** – a statutory body under the Ministry of Corporate Affairs.
- **Brand Visibility** in an influential and targeted audience
- Commitment to supporting India's **Economic Backbone**
- Opportunities for **Lead Generation**, product display and thought leadership.





Key Features of the Event



Expert-Led Panel Discussions:

Focused dialogues with policymakers, industry leaders, chartered accountants, and domain experts on current challenges and future opportunities in each FATHOM pillar.



MSME Clinics:

Personalized one-on-one sessions for MSMEs to seek advice, resolve grievances, and receive practical guidance from experienced professionals and consultants.



Exhibition Zone:

A curated platform for service providers, technology firms, banks, consultants, and enablers to showcase offerings to MSMEs.



Networking Lounge:

A space for meaningful B2B and B2G interactions, promoting collaboration and partnership opportunities across sectors.





Sponsorship Categories

SPONSOR Deliverables	Platinum ₹7,50,000/-	Diamond ₹5,00,000/-	Gold ₹3,00,000/-	Silver ₹1,50,000/-
Stall at Entrance Lobby	5m x 5m	4m x 4m	3m x 3m	2m x 2m
Speaking Opportunity	20 minutes	10 minutes	-	-
Full Page Advertisement in Coffee Table Book / Report	Back Inside Cover	Back Inside Cover	Regular Page	-
Promotion on Social Media & Email Campaigns	✓	✓	✓	✓
Announcements During the Programme	4 times	3 times	2 times	1 time
Company Logo on Stage Side Panel	1/3 space	1/4 space	1/6 space	1/6 space
Standeers at the Venue	4	3	2	1
Marketing Material in Delegate Kit	✓	✓	✓	-
Advertisement in WIRC E-Newsletter	2 Half-Page Ads	1 Half-Page Ad	-	-
Delegate Passes	7	5	3	2

Contact us for Sponsorship



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📞 Reach us at: **CA. Leena Khanvilkar**
+91 93213 39897

📞 **CA. Amita Kavle**
+91 86574 09338

✉️ **msconclavesponsor@icai.in**
msconclave@icai.in