



सूक्ष्म , लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL & MEDIUM ENTERPRISES



महाराष्ट्र शासन



MSME



उद्योग, उद्यम, उद्योग
सुधन, शम्भु एवं जयम मंत्रालय
महाराष्ट्र शासन



THE
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INDIA
SME
FORUM



REVERSE BUYER SELLER MEET 2025

Four Points by Sheraton Hotel, Pune, Maharashtra

6th & 7th November 2025

under RAMP - Maharashtra





Maharashtra has one of India's most robust MSME ecosystems, with strong capabilities across manufacturing, engineering, textiles, food processing, pharmaceuticals, and emerging technology sectors. Despite this depth and diversity, a large proportion of MSMEs remain disconnected from global markets due to limited exposure to international buyers, lack of market intelligence, compliance and certification challenges, and high costs associated with overseas outreach. Bridging this gap through structured global linkages and buyer access platforms is critical to unlocking Maharashtra's full export potential.

How a Reverse Buyer-Seller Meet Helps?

1. High-Quality Buyer Access

2. Lower Cost for Sellers
(MSMEs)

3. Higher Conversion Potential

4. Real-Time Product Evaluation

5. Export Capability Assessment



6. Market Intelligence & Buyer Insights

7. Strengthens Regional & Sectoral
Ecosystems

8. Government & Institutional Credibility

9. Inclusive Export Promotion

10. Long-Term Trade Relationships

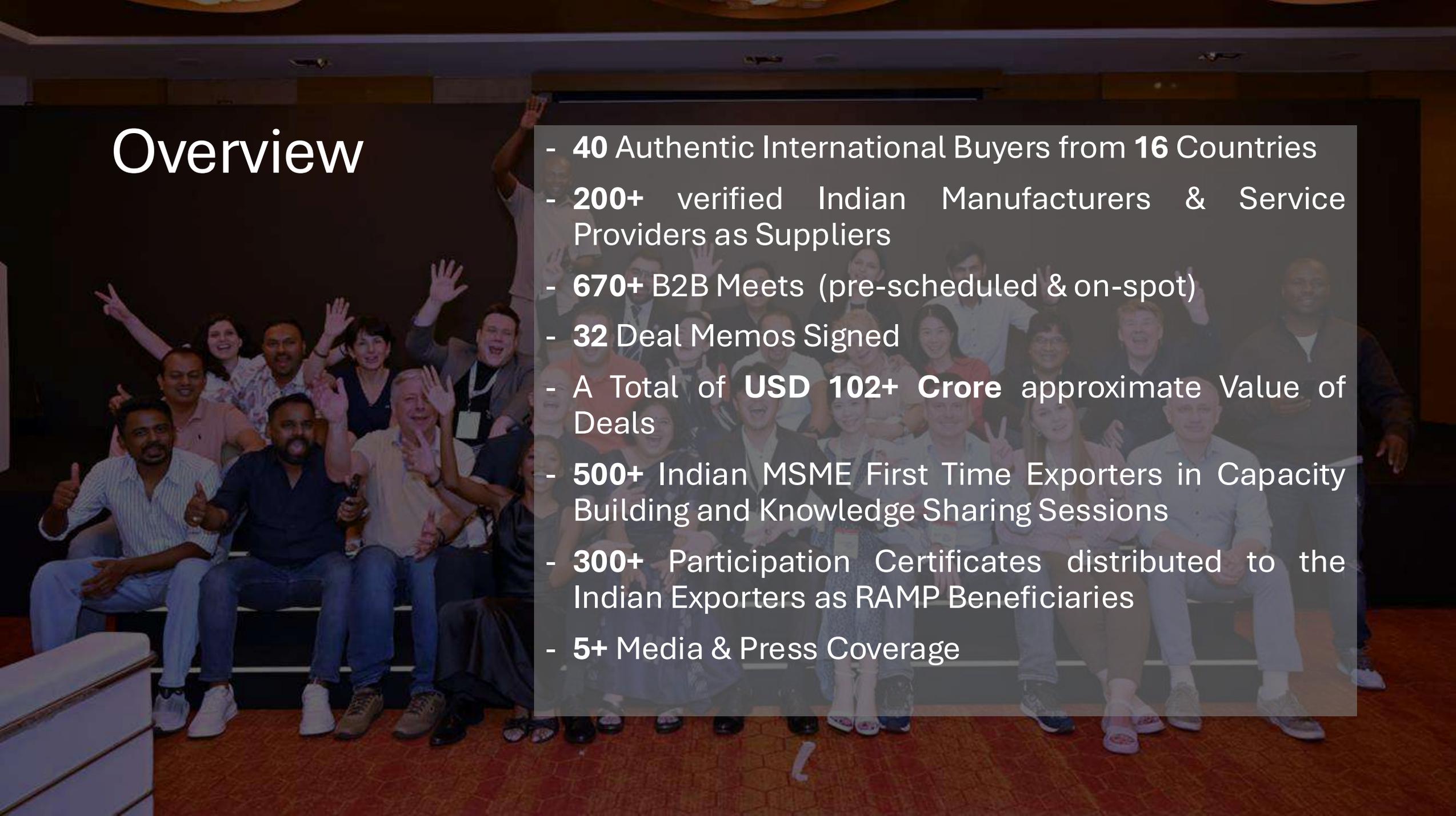


Reverse Buyer-Seller Meet, Pune, Maharashtra

- A 2-day Event on 6th & 7th November 2025
- At "Four Points by Sheraton" Hotel



Overview



- **40** Authentic International Buyers from **16** Countries
- **200+** verified Indian Manufacturers & Service Providers as Suppliers
- **670+** B2B Meets (pre-scheduled & on-spot)
- **32** Deal Memos Signed
- A Total of **USD 102+ Crore** approximate Value of Deals
- **500+** Indian MSME First Time Exporters in Capacity Building and Knowledge Sharing Sessions
- **300+** Participation Certificates distributed to the Indian Exporters as RAMP Beneficiaries
- **5+** Media & Press Coverage

Participating Countries

Bahrain	Hungary	New Zealand	Togo
Costa Rica	Japan	Russia	Uganda
Egypt	Kenya	Sri Lanka	United Kingdom
Ghana	Nepal	Tanzania	Zimbabwe



Focus Sectors

1. Engineering Goods
2. Electronics & Electrical Components
3. Drugs & Pharmaceuticals
4. Textiles & Apparel
5. Automobiles & Auto Components
6. Agro & Food Processing
7. Chemical and Chemical Products
8. Marine Product

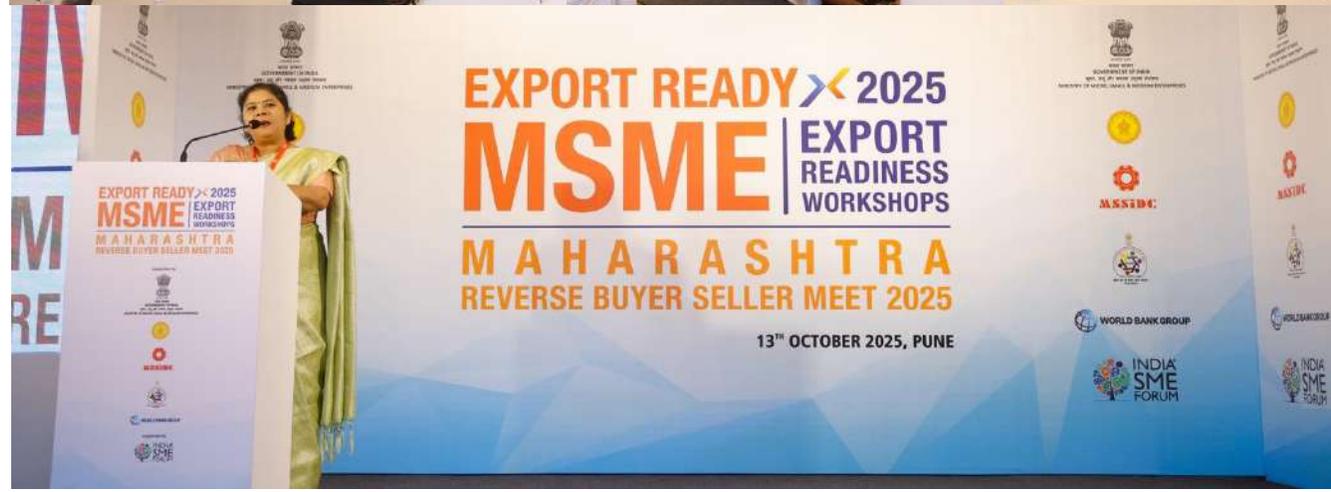


Value Addition & Facilitation

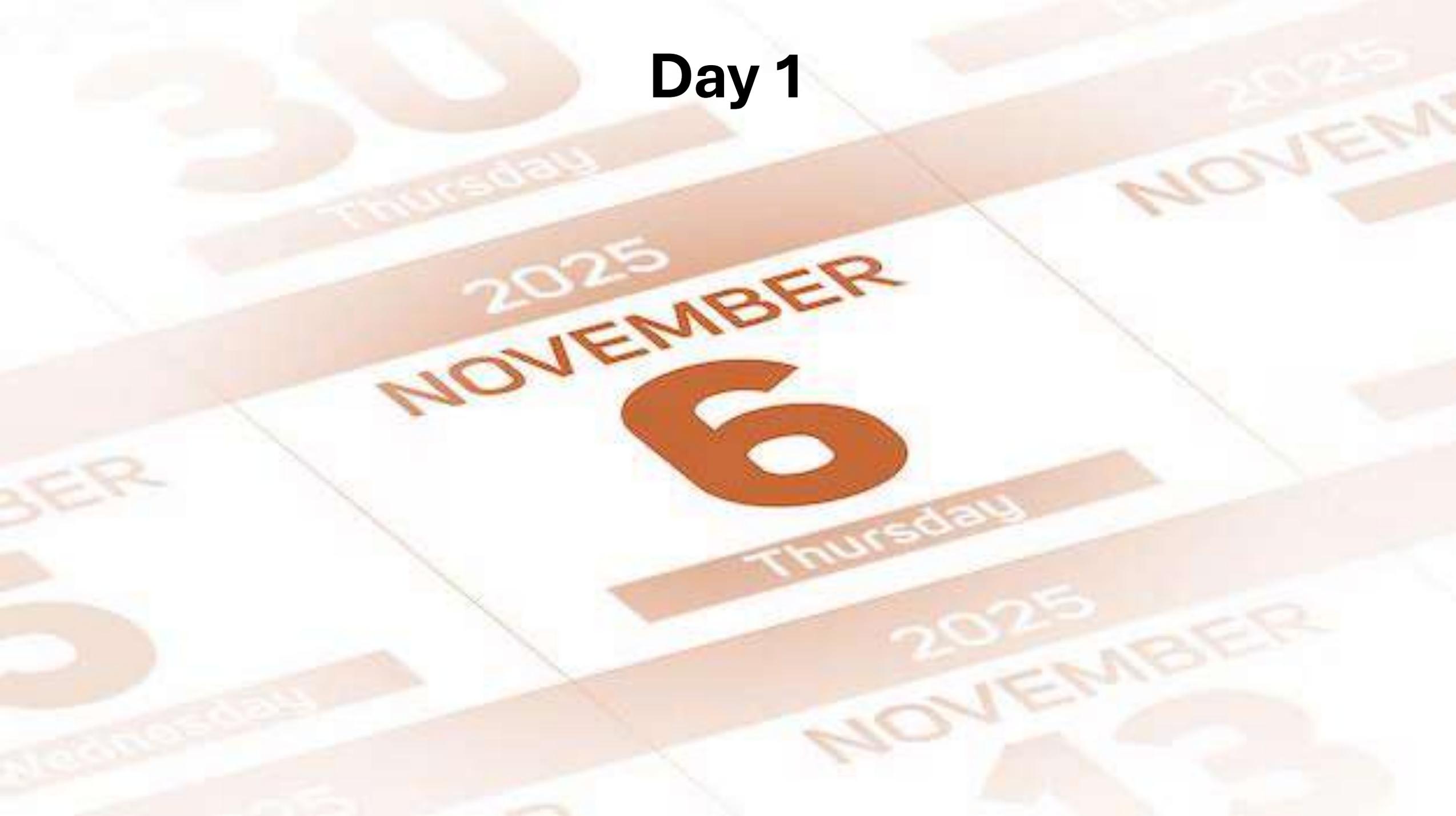
Pre-RBSM Export Readiness Workshop

13th Oct 2025 | Sheraton Grand, Pune

- Enabled 150+ MSMEs to innovate and identify export opportunities, including buyer markets in non-traditional regions
- Built MSME capacity for international market access through IP branding, quality standards, packaging, pricing, shipping, insurance, and financing best practices
- Trained MSMEs to effectively communicate, discuss, and negotiate with international buyers



Day 1





Registration Desk

Inauguration

In gracious presence of:

- Mr. Vikas Pansare, IAS, Managing Director, MSSIDC
- Ms. Prashali Dighavkar, Joint MD, MSSIDC
- Mr. Vinod Kumar, President, India SME Forum
- Ms. Sushma Morthania, Director general, India SME Forum



Felicitation of the International Guests



Panel Discussion 1: Empowering Exports from Maharashtra: Policy Imperatives

Speakers:

- Shri Sameer Vijay Mahajan, Sr. Superintendent of Posts
- Shri Santosh Kumar Mehta, DGM-SME, State Bank of India
- Shri Haroon Bilal, Deputy DGFT, Pune
- Shri D Anil, Commissioner (Customs)

Moderator: Shri Vinod Kumar, President, India SME Forum



Panel Discussion 2

Boosting Exports from Maharashtra

Speakers:

- Mr. Yash J Munot, CEO, Varsha Forgings Pvt Ltd
- Mr. Ritesh Mahindrakar, Founder and Managing Director, Into Wellness Pvt Ltd
- Mr. Karan Korke, Founder, Healthy Binge
- Mr. Pranay Shah, Executive Vice President & Head - SME Tata AIG General Insurance Co.
- Ms. Anjana Singh, Manager Account Sales, Sales and Solutions, UPS
- Ms. Chitra Raste, General Manager, Exim Bank

Moderator: Ms. Sushma Morthania , Director General, India SME Forum



Buyers Pitch Presentation

- To help the Indian Exporters understand the requirements of each buyer before a 1-1 meeting, the 2 Pitch Zones were set up based on the FOCUS SECTORS, and buyers were grouped accordingly to present directly in front of the relevant sellers.
- The International Buyers were allotted Pitch slots of 15 minutes each, where they presented their market opportunities, company profile, business requirements, and specific needs such as certifications or licenses for export to their country.

Pitch Zone 1

FOCUS SECTOR
ELECTRONICS & ELECTRICAL COMPONENTS
IT AND ITES
AUTOMOBILES AND AUTO COMPONENTS
CONSTRUCTION
SANITARY WARE & TILES

Pitch Zone 2

FOCUS SECTOR
CHEMICALS
PHARMACEUTICALS AND MEDICINAL DEVICES
PM BEAUTY PRODUCTS
PM FOOD & BEVERAGES
PM AGRO PRODUCTS AND MACHINERY
PM TEXTILES AND APPARELS
COUNTRY/REGION SPECIFIC



Buyers Pitch Presentation

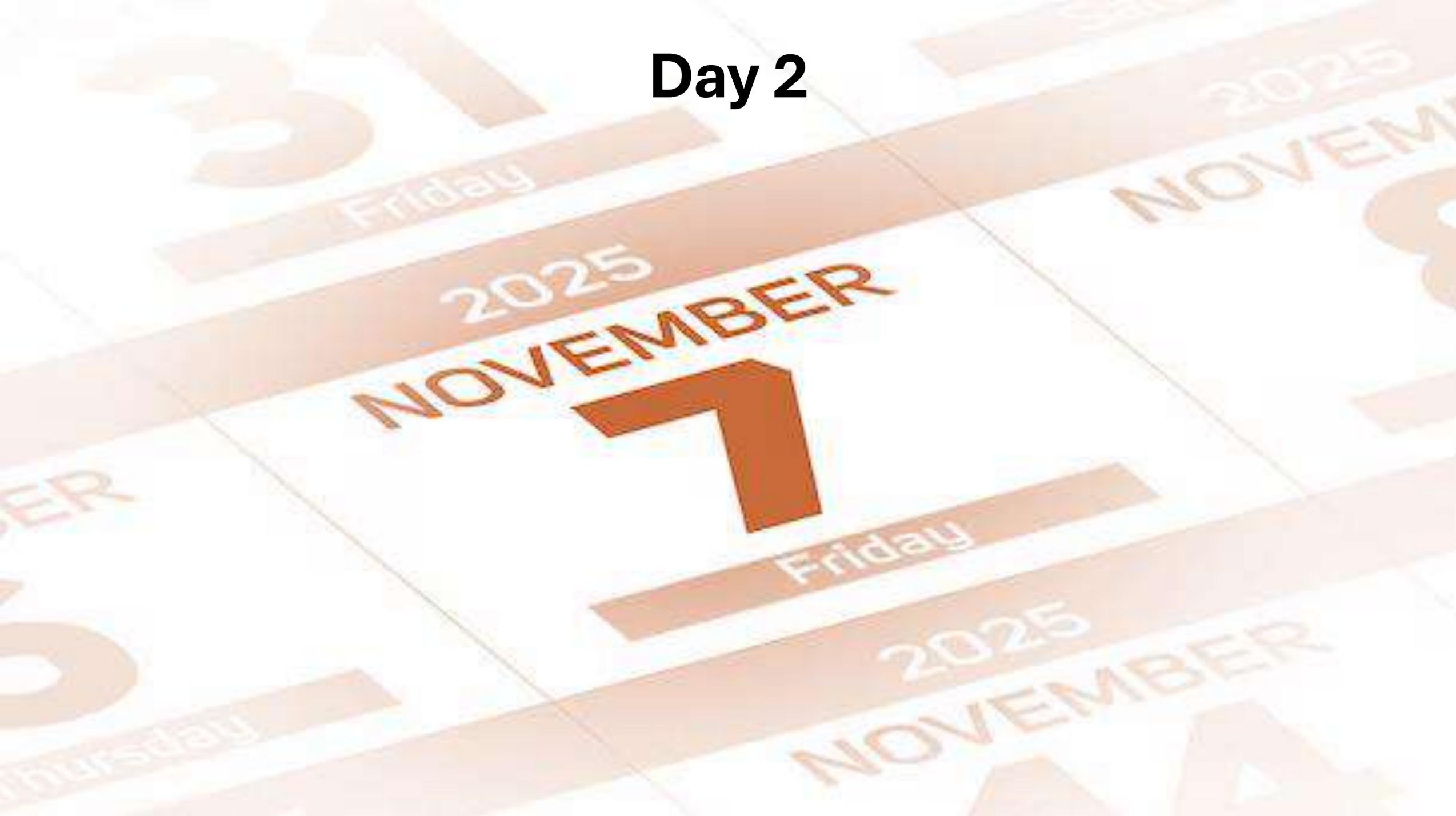




On-Spot B2B Meetings

- In addition to the pre-scheduled meetings, exporters who were interested in any buyer's presentation could request a one-on-one meeting with that buyer at the International Trade Desk located outside each Pitch Zone.
- These on-the-spot meetings were scheduled immediately after the buyer's last pre-scheduled meeting.
- The report of each Meeting was recorded on an "Appointment Card" by the Buyer.

Day 2



B2B Meetings

- One-on-One B2B meetings
- 40 Buyers, 40 Tables
- Slots of 15 minutes for each B2B meet
- Business Discussions and products sample showcasing by Indian Exporters
- Signing Deal Memos

- Total pre-scheduled B2B meetings : 344
- Total on-spot scheduled B2B meetings: 350+
- Total meetings conducted : 677
- Minimum meetings per International Buyer: 10 – 15
- Additional spontaneous meetings: 100+



B2B Meeting Room 1

Table No. 01 to 22



B2B Meeting Room 2

Table No. 23 to 40





WELCOME TO

DEAL MEMO

DEAL MEMO



WELCOME TO



32 Deal Memos Signed!

DEAL MEMO



Valedictory



Sample of Deal Memo

DEAL MEMO

Date : _____ Place : _____

International Enterprise : FIRST PARTY

Legal Name _____

Full Address _____

City _____ State _____

Represented by Name _____

Representative Designation _____

Indian Enterprise : SECOND PARTY

Legal Name _____

Full Address _____

Registration Number (ROC/ROF/UDYAM) _____

City _____ State of Registration _____

Represented by Name _____

Representative Designation _____

Purpose and Scope of Understanding

Potential Deal Value in US \$

Next Steps to be Outlined

Signature (FIRST PARTY) _____

Signature (FIRST PARTY) _____

Sample of B2B Appointment Card

MEETING INVITATION & B2B APPOINTMENT CARD

Meeting Scheduled / Assigned by:

ITD Rep Name: _____ Intl Invitee: _____

Signature: _____ Intl Company: _____

Attendees:

Intl Company: _____ Ind Company: _____

Rep Name: _____ Rep Name: _____

Country: _____ State: _____

City: _____ City: _____

Business Sector: _____ Business Sector: _____

Particulars:

Date of Meeting: _____ No. of Meeting slots fixed: _____

Signature: _____ Intl Company: _____

Meeting Feedback & Outcome:
(please score within - 0 as very low and 10 as very high)

- Rate the Indian Invitee Pitch and Presentation:
- Rate the Indian Invitee Products in terms of suitability for International Market:
- Rate the Indian Invitee Products for Quality / Conformity / Certification:
- Rate the Indian Invitee Products for Labeling / Packaging:
- Possibility of entering a Deal MEMO today:
(please ask for DEAL MEMO from the ITD DESK)
- Possibility of Entering into a Deal in the next 3 months:

Recommendations / Suggestions for Improvements, for the Indian Invitee for Export Markets:

Signature of the International Invitee _____

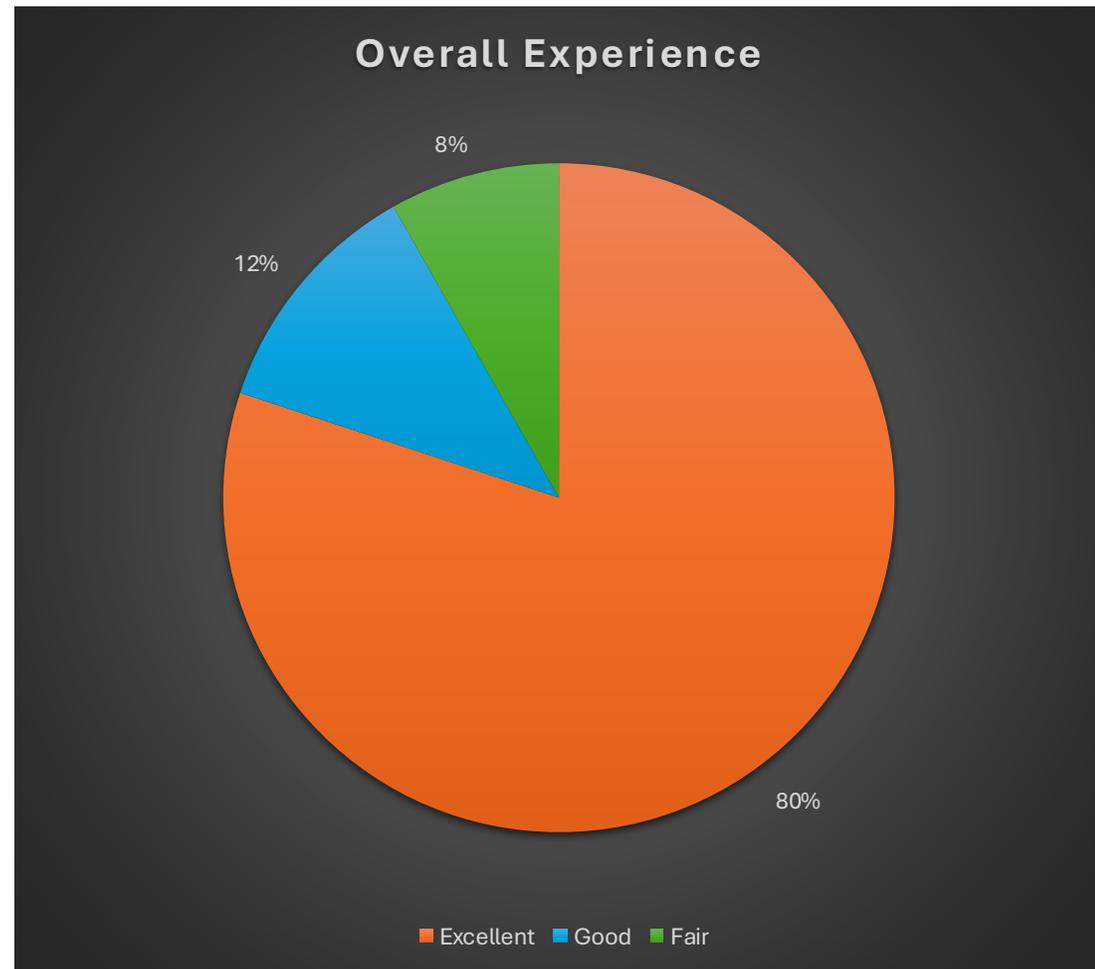
(Please hand over to the ITD DESK or ITD representative only after the Meeting)

Feedback & Satisfaction Analysis: Sellers

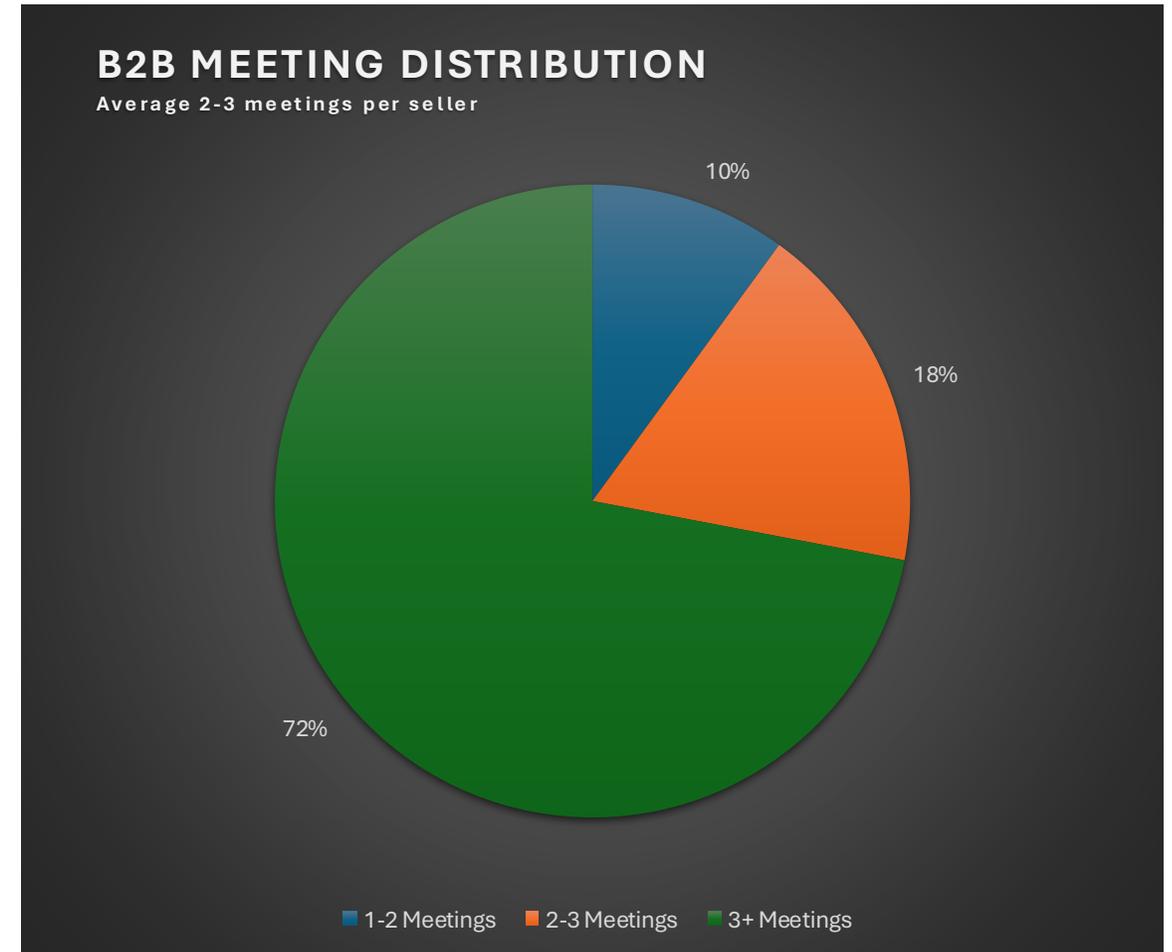
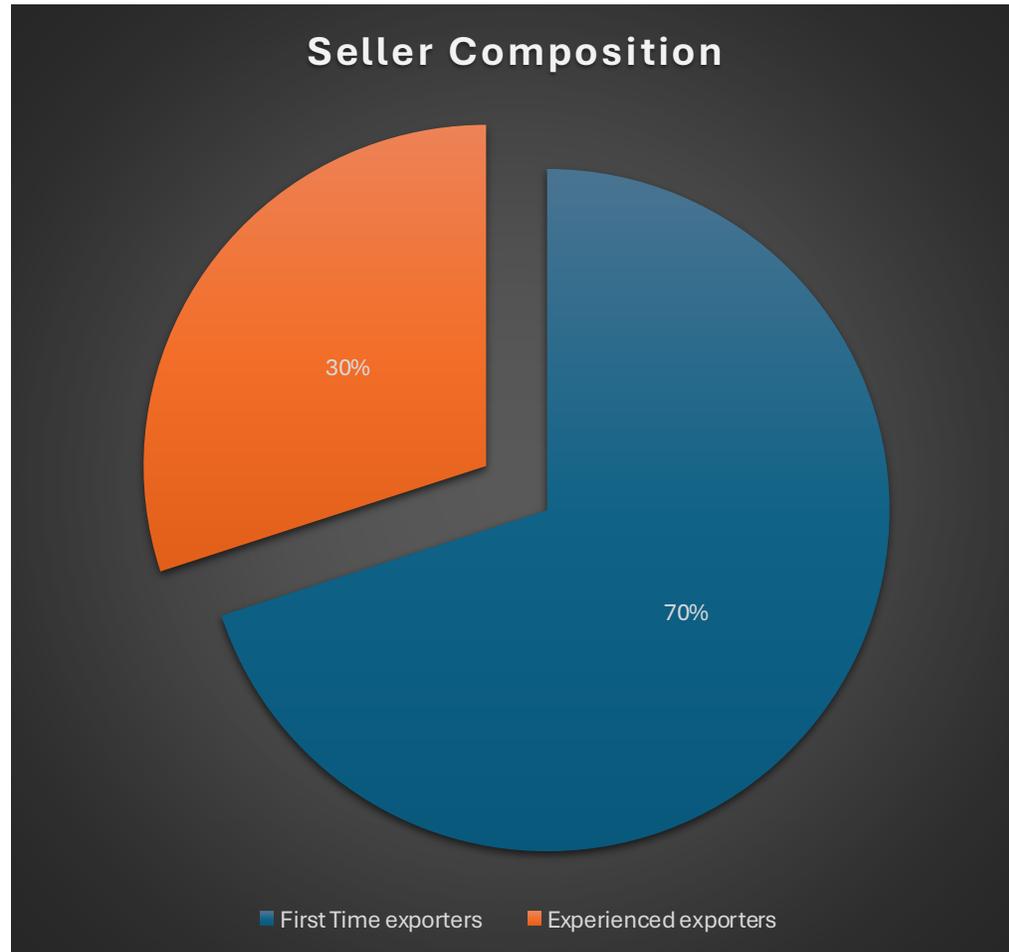
- Total Number of Feedback forms received: 256
- Ratings on Parameters such as: arrangements, matchmaking quality, venue, communication, etc.

Key suggestions received:

Increase the duration of one-on-one meetings to allow better presentation of capabilities and discussion on pricing, volumes, and compliance requirements.

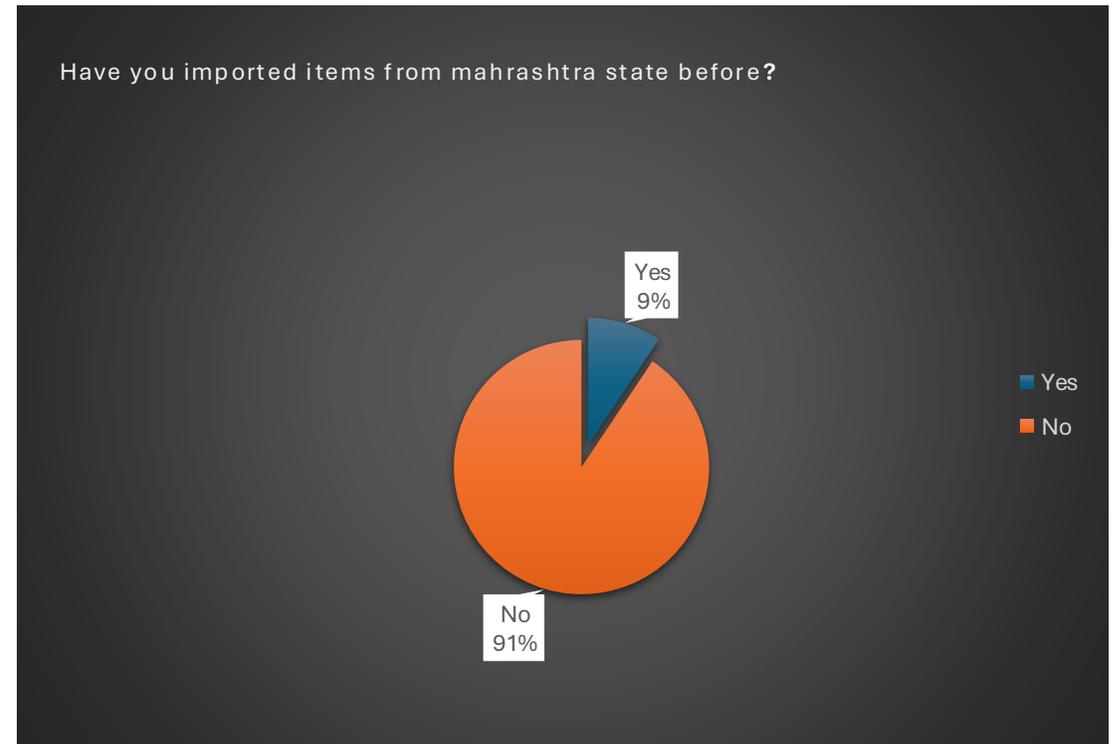
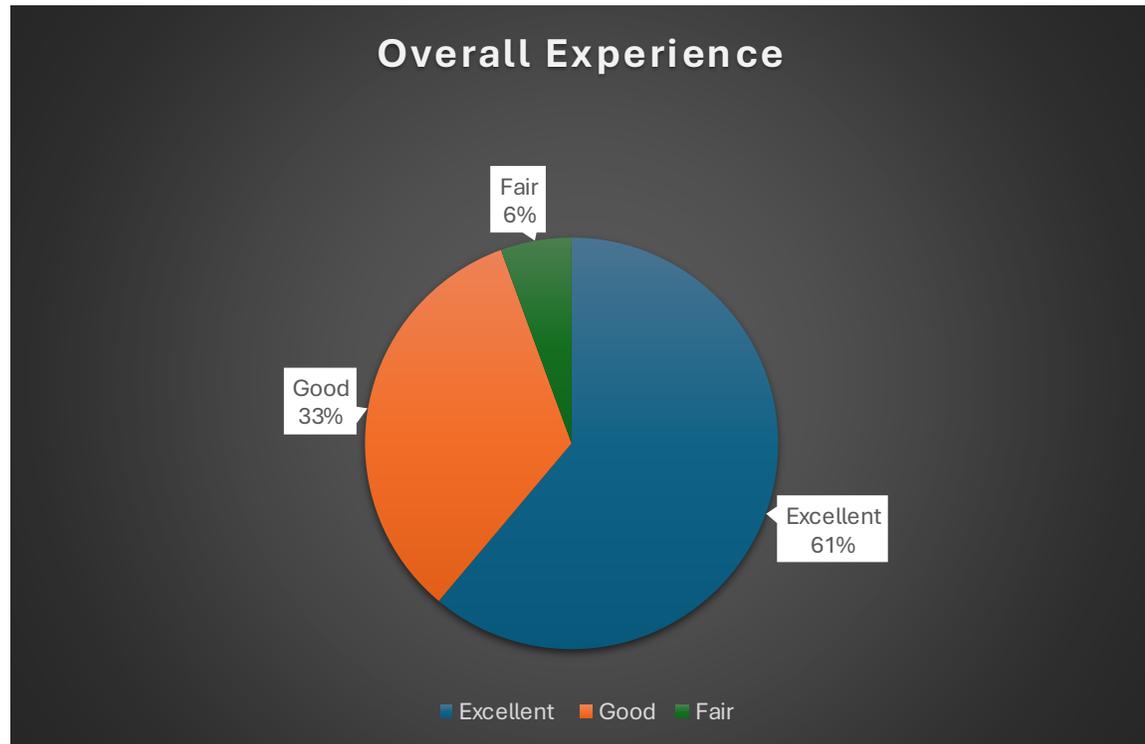


Feedback & Satisfaction Analysis: Sellers

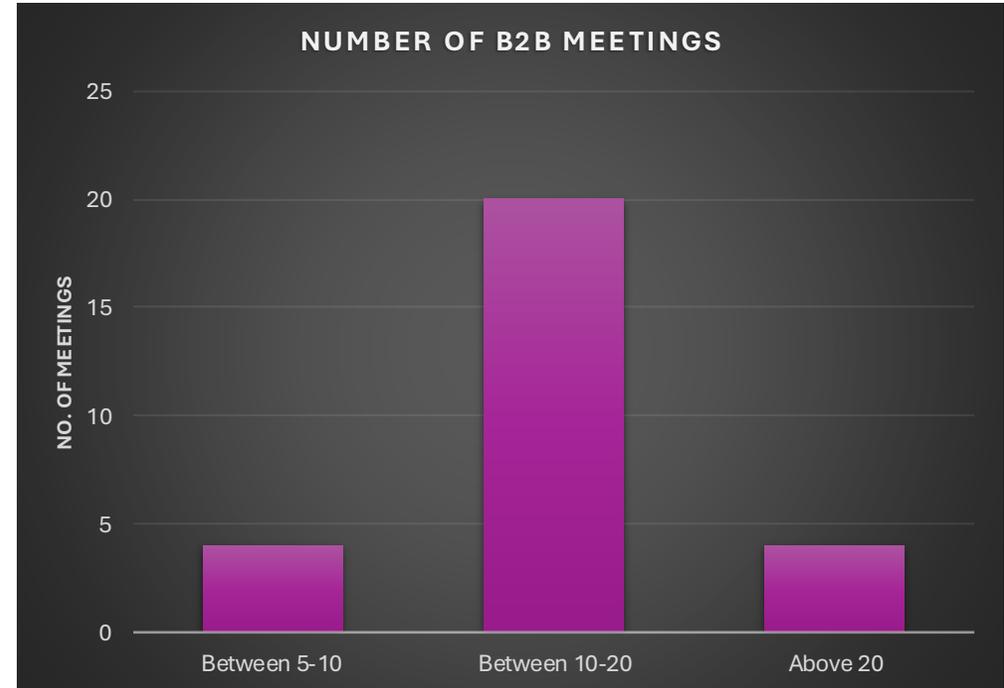
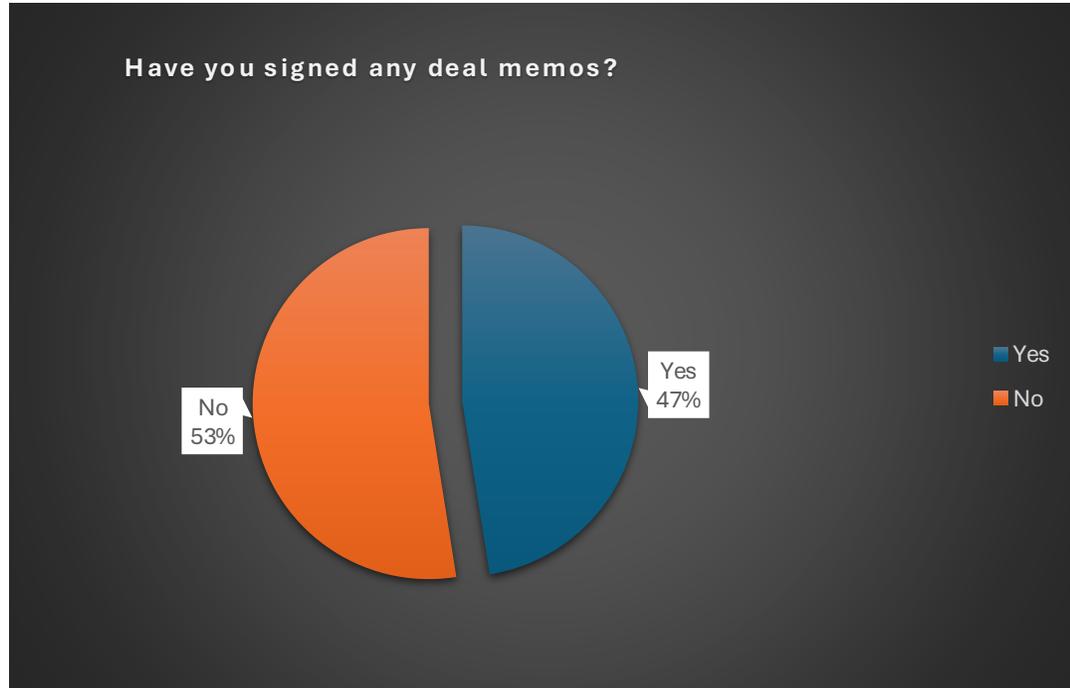


Feedback & Satisfaction Analysis: Buyers

- Total Number of Feedback forms received: 32
- Ratings Parameters such as: arrangements, matchmaking quality, venue, communication, etc.



Feedback & Satisfaction Analysis: Buyers



Key suggestions received:

Share detailed seller profiles and product catalogues in advance to enable more focused and efficient meetings.

Overall Impact on Maharashtra MSME Exporters

The RBSM at Pune, Maharashtra 2025 facilitated a vibrant platform for engagement, drawing over 500 existing and aspiring exporters from Maharashtra to the event. The RBSM had a significant positive impact on local MSMEs, offering them:

- **Direct Access to International Market:** The meet enabled MSMEs to interact with international buyers and showcase their products on a global stage.
- **Enhanced networking opportunities:** MSMEs engaged with large-scale distributors and buyers, opening avenues that might have been otherwise difficult to access.
- **Platform to highlight innovations:** MSMEs displayed their technological advancements and unique products, garnering interest from a diverse range of international stakeholders.



International Buyers Directory



INTERNATIONAL BUYER

Name of the Company - A.HAKEEM AL SHERERI TRADING W.L.L.

A. Hakeem Al Shemeri Trading W.L.L, established in 2019, is a Bahrain-based trading enterprise engaged in the import and export of raw materials and the distribution of products from leading Gulf and international brands. The company operates under the umbrella of the Al Shemery Group, a diversified business group with strong experience across multiple sectors, including food & beverages, mechanical and electrical works, manpower supply, and logistics. With a focus on quality and reliability, A. Hakeem Al Shemeri Trading W.L.L. serves as a trusted link between regional and global markets, promoting international trade partnerships and cross-border collaboration.

Mohamed Abdulhakeem Ebrahim Mohd Al Shemeri
Director Trading & Trade Markets

Name of the Company - TOBIRA INC

TOBIRA Inc., headquartered in Hiroshima, Japan, is a globally oriented enterprise specializing in real estate investment, infrastructure repair solutions, and sustainable development. The company focuses on high-value property investments and asset management, offering end-to-end services ranging from acquisition and development to hospitality operations. TOBIRA has extensive expertise in concrete repair materials and advanced infrastructure rehabilitation technologies, contributing to the long-term durability and safety of urban projects. In addition, the company plays an active role in tourism and hospitality development, including hotel projects, serviced apartments, and rental property management, designed to enhance the business ecosystem. With a strong international network and a forward-looking approach, TOBIRA Inc. bridges investment opportunities between Japan and global partners, fostering innovation in real estate and infrastructure while promoting sustainable economic growth.

Yasuaki Okamoto
CEO

www.indosmforum.org | **INTERNATIONAL TRADE DIVISION** | Maharashtra BUYER SELLER MEET 2025

INTERNATIONAL BUYER

Name of the Company - GABBY'S HEALTH FOODS

Gabby's Health Foods is a Malawi-based food manufacturing company specializing in vegetarian and plant-based products. With operations across Malawi, Zambia, Zimbabwe, Botswana, Kenya, and Tanzania, the company is committed to promoting healthy living through natural, ethically produced foods. Its product range includes vegetarian sausages, burgers, steaks, strips, schnitzels, tefu, mince, and snack items such as samosas and pies - all made under strict Food Manufacturing Practices. Gabby's Health Foods emphasizes sustainability, employing 75% women in its factories, using biodegradable packaging materials, and maintaining close collaboration with local and national food standard bodies. The company actively supports environmental initiatives by distributing over 100,000 trees to justice cooperatives, helping organic digesters to rural communities, and training farmers in sustainable agricultural practices like organic farming, manure use, and water harvesting. With a strong focus on both health and the environment, Gabby's Health Foods stands as a leading advocate for ethical food production and eco-conscious growth in Africa.

Tinoonga Mashanyare
Operations Manager

Name of the Company - RAMLYN INVESTMENTS

Ramlyn Investments is a fast-growing Harare-based distribution company specializing in intellectual, hardware, toilet and plumbing materials. The firm imports quality products for resale to a broad client base that includes government departments, mining companies, schools, corporate buyers and retail customers across Zimbabwe. Operating as a national distributor, Ramlyn Investments focuses on sourcing reliable, cost-effective stock and maintaining strong supply-chain relationships to ensure timely delivery and after sales support. The company emphasizes product quality and compliance, supplying brands and components suited to both heavy industrial applications and everyday domestic needs. With distribution networks that target institutional procurement and retail channels, Ramlyn positions itself as a one-stop supplier for electrical and plumbing project requirements, offering technical advice, bulk procurement solutions and competitive pricing. This growth trajectory is driven by an expanding product range and strengthened partnerships with overseas manufacturers and local contractors.

Admire Joseph Makonyira
Director

www.indosmforum.org | **INTERNATIONAL TRADE DIVISION** | Maharashtra BUYER SELLER MEET 2025



International Buyers Giveaways

Maharashtra
महाराष्ट्र

**REVERSE
BUYER SELLER
MEET 2025**

- Ministry of Micro, Small & Medium Enterprises
- MSME
- ANSIDC
- ASSOCHAM
- THE WORLD BANK
- INDIA SME FORUM

MISSIDC
Maharashtra, India

Indian Exporters Giveaways



Sample of Participation Certificate to Indian Exporters



Social Media Promotion & Publicity

by India SME Forum

India SME Forum's post

India SME Forum
24 October at 18:37

Empowering Maharashtra's MSMEs to Go Global!
Join us at the Maharashtra Reverse Buyer Seller Meet 2025 — an exclusive platform connecting verified Indian sellers with international buyers, trade experts, and policymakers.

Pune, Maharashtra
6th & 7th November 2025

Key Highlights:

- B2B Meetings with Global Buyers
- Networking & Expert Export Sessions
- Sector-specific Opportunities in Pharma, Agro, Engineering, Textiles, IT & more

Register yourself at <https://indiasmeforum.org/itd/rbsm-pune-2025>
Last date to register as a seller: 28th October 2025

#IndiaSMEForum #MSSDC #WorldBank #MSMEIndia #ExportIndia #RBSM #MaharashtraExports #GlobalTrade #SME




Are You Export Ready for Maharashtra RBSM 2025?

Before you step in, here's your Export Readiness Guide — a 3 step checklist to help you make the most of your B2B meetings.

LET'S GET EXPORT READY! SWIPE

more information: 7710000944 / 954 | itd@indiasmeforum.org

Indiasmeforum

Indiasmeforum Are you Export Ready for Maharashtra RBSM 2025?

With just a few days to go, here's your quick Export Readiness Guide to help you make the most of your B2B meetings at the Maharashtra Reverse Buyer Seller Meet 2025!

From paperwork to pitching — this checklist ensures you're ready to showcase your business to global buyers with confidence and impact!

Get ready, gear up & give your best — see you at Maharashtra RBSM 2025, happening on 6th and 7th of November!

Click the link in our bio if you haven't registered yet, and start your first step towards global exports!

#MaharBSM2025 #IndiaSMEForum #MSSDC #RBSM2025 #MSMEs #ExportReady #GlobalMarkets #TradeMeet #B2BMeetings #MaharashtraMSMEs #ExportGrowth #BusinessNetworking

2 comments from Facebook

21 likes
November 2

Add a comment...

India SME Forum @SMEForumIndia · Nov 7

A packed venue at RBSM 2025 – Pune!

Entrepreneurs and exporters gather with international buyers for high-energy B2B meetings, driving cross-border partnerships and trade opportunities.

@mssdc
#RBSM2025 #IndiaSMEForum #B2BMeetings #GlobalTrade #MakeInIndia #ExportOpportunities
Show more



1 2 4 56

India SME Forum @SMEForumIndia · Nov 6

Shri Vikas Pansare, IAS, MD – MSSDC, Government of Maharashtra, extends a warm welcome and felicitates our international guests, celebrating the spirit of global collaboration at RBSM 2025 – Pune.

@mssdc
#RBSM2025 #IndiaSMEForum #GlobalTrade #MakeInIndia #PuneEvents
Show more



2 2 47

Testimonials by International Buyers

Joseph Gunda
to sushma, International, me, bhumika, najma

Tue, Nov 11, 9:59 PM

Dear Sushma,

In responds to your message on the Hosted Buyer WhatsApp Group, it was indeed a great pleasure too meeting you at this most successful SME Forum. On behalf of TEAM ZIMBABWE, I would also want to convey our heartfelt gratitude for the reception, hospitality and professional way you handled and took care of us. We really felt welcome, we felt at home and we learnt a lot from this convention. You made us believe that India is our second home!

Confederation of Zimbabwe industries (CZI) to which I am Vice President, prides itself as the premier industry BMO group in Zimbabwe representing large corporates as well as MSME's. As such, going forward I would be interested to stand as your Ambassador for Zimbabwe. I will link you up with our offices as we progress.

I the meantime, I am still in India following up some of the engagements we had at India MSME Forum and will be in touch for further information on due diligence on some of the suppliers and indicate the need for samples where needed.

Regards,

From: Prasanna Madawala <prassannam01@gmail.com>
Subject: Ambassadorship
Date: 12 November 2025 at 4:24:58 PM IST
To: "sushma@indiasmeforum.org" <sushma@indiasmeforum.org>

Dear Madam Sushama,

It was truly a privilege to attend your recent event. The programme was exceptionally well-organised and thoughtfully designed, particularly in its focus on import and export opportunities. It stands out as one of the best events I have attended so far. Please accept my sincere appreciation and congratulations to you and your team for an outstanding effort.

As the CEO and Consultant for two cooperative societies in Sri Lanka, alongside managing my own business, I see great potential for us to strengthen our partnership further. I believe this collaboration can grow into a lasting relationship if I am given the opportunity —much like the strong bonds we continue to build with our international colleagues and friends.

Once I return home, I will provide a more detailed response regarding the international venture you suggested.

Warm regards,
Prasanna

Oliver Knoll

Yesterday

Dear Sushma,

It was unfortunate we couldn't say goodbye in person, but please know how grateful we are for the past two weeks. As the Hungarian delegation, we felt truly welcomed and inspired. It was a beautiful journey, and we met so many kind and engaging people along the way.

Let's reconnect once everyone's back home and rested—we'd love to speak more about the Indo-European Organisation with Michele Orzan.

Thank you again for everything. Wishing you a joyful and successful week!

All the best

23:09

Naoko Wada

read, listen to, or share them. [Learn more](#)

Naoko is a contact.

Sushma san ✨
Thank you so much for everything on this trip! 🥰
I had an incredibly wonderful time in India — now I truly love this country and its people. 💕

Also, thank you very much for all your kind support and coordination throughout the program. I deeply appreciate your professionalism, warmth, and dedication.

I'm now flying to Melbourne ✈️
The photo below was taken earlier today — Mount Fuji as I was traveling from Hiroshima to Tokyo. 🌄 ✨

Thank you again for everything, and I look forward to meeting you again in Tokyo soon. 🌍 ✨



Sadhana Singh · 3rd+
Co-Founder of Mavecomm Connectivity LLP| Professional Image Buildin...
3d · 🌐

India SME Convention at pune was engaging event conducted by India SME forum.

our Mavecomm team participated in it where we got the chance to interact with international delegates for discussion on various business aspects.

I personally want to thank **India SME Forum** for putting efforts and Creating opportunities for Indian business industries.

#ReverseBuyerSeller Meet Maharashtra
#Mavecomm



Anjana Singh · 3rd+
Specialist- Sales & Solutions
3d · 🌐

I was incredibly honored and grateful to represent UPS on the panel, "Boosting E-commerce Exports from Maharashtra," at the Reverse Buyer Seller Meet (RBSM) in Pune.

This event, organized by the India SME Forum and MSSIDC under the RAMP Scheme, was a powerful demonstration of Centre-State collaboration. It successfully connected 200+ local MSMEs with 45 international buyers, identifying export opportunities worth over ₹200 crore!

Our panel focused on how logistics and digital platforms are the ultimate accelerators for small businesses going global. I'm proud of UPS for providing the seamless, cross-border network that makes this growth possible.



Anandita Chaudhary · 3rd+
Founder Ecoserve/TEDX Speaker/National Advisory G100 Fashion and Te...
1d · 🌐

A reverse buyer seller meet organised by **#indiasmeforum** was a brilliant opportunity to meet and directly listen to the pitches of buyers from all over the world.

The two day interactive event with an interactive session with international delegates looking for Indian products made this event a true success. interacted with uk delegates and also delegates from Japan on a one to one session. Also interacted with some wonderful entrepreneurs from Mumbai and Pune. looking forward for many such international level events which help to showcase the innovative and sustainable range of products from **Eco Serve-India** .

Women's India Chamber of Commerce and India Elementary Education
Sherin Ali
Amrita Vishwa Vidyapeetham
Sonali Dutta
G100: Mission Million
WICCI - Women's Indian Chamber of Commerce and Industry
India SME Forum

Thank you to the organizers and my fellow panelists for a dynamic and insightful discussion!

#UPS #IndiaSMEForum #RAMPScheme #MaharashtraExports #Ecommerce #Logistics



Pallavi Sharma · 2nd
Co-Founder & CEO, Nutramore Health Foods
4d · ...

Privileged to be part of the Reverse Buyer Seller Meet (RBSM) 2025 in Pune. Sincere thanks to the **India SME Forum** for the opportunity to engage with international buyers, exchange ideas, and be a part of this transformative initiative.

Like · 🌐 1 | Reply

Social Media Mentions by Indian Exporters

Post RBSM Follow-up Actions

1. Consolidation of Meetings & Leads (Within 3–5 Days)

- Compile a consolidated list of all buyer–seller meetings held, including key discussion points and potential areas of cooperation.
- Categorize leads as **High / Medium / Exploratory** based on buyer interest.

2. Sharing of Contact Details & Profiles (Within 1 Week)

- Share verified contact details of buyers and sellers with mutual consent.
- Circulate updated buyer requirements and seller capability profiles for reference.

3. Facilitated Follow-Up Communication (Within 2 Weeks)

- Support exporters in sending formal follow-up emails, quotations, product catalogs, and compliance documents to interested buyers.
- Where required, arrange **virtual follow-up meetings** to clarify technical, commercial, or regulatory queries.

4. Technical & Compliance Support (Ongoing)

- Provide guidance to sellers on buyer-specific standards, certifications, packaging, labeling, and logistics requirements.
- Connect sellers with relevant institutions or consultants for quality and compliance readiness.

5. Monitoring & Progress Tracking (Monthly)

- Track progress of leads generated, including samples requested, negotiations underway, and orders finalized.
- Maintain a follow-up tracker to record outcomes and challenges faced by both buyers and sellers.

6. Outcome Reporting & Feedback (After 2–3 Months)

- Prepare an outcome report highlighting business leads generated, orders confirmed, and potential long-term partnerships.
- Collect post-event feedback from buyers and sellers to improve future RBSMs.

7. Continued Engagement & Future Opportunities

- Keep participants informed about upcoming trade events, buyer visits, and export promotion opportunities.
- Identify high-potential sellers for inclusion in future international delegations or focused buyer interactions.

More Photos on:

<https://www.indiasmeforum.org/itd/pune-nov-2025#gallery>



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सरयमेव जयते



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MSME



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