



Connecting SMEs Globally



Initiated by



SME CHAMBER OF INDIA



ABOUT SME CONNECT - MAGAZINE

“SME CONNECT”, the bi-monthly Magazine publishes the various information and developments in SME sector as well as Branding & Promotion of support services & various activities of SME Chamber of India, which is useful for SMEs for their better business growth.

“SME CONNECT” Magazine & Portal are providing unique opportunity to Entrepreneurs, SMEs, Start-ups and Young & Women Entrepreneurs to project and promote new business concepts, ideas, marketing of products & services, success stories, interviews, debates, round table meetings, interaction with policy makers as well as branding and promotion of their achievements and their businesses.

“SME CONNECT” Magazine highlights information related to manufacturing, banking, finance, advanced technology, marketing, IT enables services, international trade, new government schemes & incentives, Human Resource Development, quality consciousness, business and financial management ecosystem, new projects, new policies of various regulatory bodies as well as interviews of thought leaders, policy makers, experts, Industrial tycoons, SME heads, Senior Executives from Banks, Fls, MNCs & Embassies.

HIGHLIGHTS OF THE SME CONNECT - MAGAZINE

- Mouthpiece of SME Chamber of India
- Bi-Monthly Magazine
- Circulation of 25,000 print copies
- Circulation of 2,00,000 soft copies amongst members and non-members, SMEs
- Readership from Governments, Banks, Fls, MNCs, Start-ups and Corporates
- Publishes various activities of SME Chamber of India
- Current affairs related to SME sector & other Stake holders
- Guidance and information to SMEs, Start-ups and Young Entrepreneurs
- Interviews of Policy Makers, Business Tycoons, Thought Leaders, Bankers & Fls etc.
- Interviews of the Successful Entrepreneurs, SMEs and Industrialists
- Information on emerging Business, Exports & Investment opportunities
- Introduction and Launch of New Products and Services
- Articles related to Finance, Marketing, Materials, Quality, Exports, Imports, HR etc.
- Technology Upgradation, Industrial Automation, Innovation and Logistics
- Govt. Schemes, Incentives, Important circulars from Regulating Agencies, Case Studies and Project Profiles
- Forthcoming Conferences, Exhibitions, Seminars and Training Programs in India
- Various issues of the Magazine is available on the website.

PARTNERS





LAUNCHING OF SME CONNECT - Magazine



Dr. Sam Pitroda – Advisor to Prime Minister, Public Information, Infrastructure and Innovation, India launching the concept “SME CONNECT – MAGAZINE”

Mr. Montek Singh Ahluwalia – Deputy Chairman, Planning Commission of India releasing the “SME CONNECT” - Magazine issue and Activity Report of Small & Medium Business Development Chamber of India for the year 2013-14

ADVERTISEMENT TARIFF / TECHNICAL DATA

Advertisement Tariff for Members of SME Chamber of India

Positions	Size (W X H)cm	Micro & Small Enterprises	Medium Enterprises
Full Page	19 X 27 cm – Trim Size 19.5 X 27.5 cm – Bleed Size	₹ 25,000/-	₹ 40,000/-

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Magazine Issue Sponsor	1 Full page AD + Branding on every page + article of the company	₹ 3,50,000/-

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* Acceptable Artwork Formats: CDR, AI, JPG, TIFF, PDF

* All Fonts Should be CONVERT TO CURVES (CTC)

ABOUT SME CHAMBER OF INDIA

Small & Medium Business Development Chamber Of India is a National level leading organisation, functioning for the empowerment of SMEs Manufacturing and Service Sectors for last 24 years.

The Chamber supports SMEs for export promotion, channelise Finance & Investment, Private Equity & venture capital funding, joint ventures, technology transfers, international collaborations, exchange of know-how, Marketing, Distribution, Branding and enhancement of business activities in India and other countries.

The Chamber provide business and industrial advisory services and assistance to resolve issues and problems of SMEs and other Industries as well as put efforts for revival of sick units.

The Chamber has been recognizing the Entrepreneurs for their exemplary achievements in their respective industry and businesses. The Chamber also assists for listing in Stock Exchange, IPO, connecting with Multinational Companies, Foreign Buyers, Importers, Banks, Financial Institutions, Government Officials & Agencies, Technology Providers, Capital Goods Manufacturers, Investment Board, Embassies & Consulates, Public Sector Undertakings for procurement opportunities and Overseas Trade Promotional Agencies.

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