



Sustaining Growth Beyond the Festive High

India's festive season is more than a celebration; it reflects the country's economic strength and consumer confidence.

This year, between Durga Puja and Diwali, consumption soared and optimism spread across industries. India's liquidity ecosystem, supported by platforms such as M1xchange, ensured this surge translated into scalable, sustainable growth rather than liquidity stress. The momentum continues, as digital finance, transparent credit, and policy support strengthen business resilience well into the next quarter.

Festive Demand Drives Strong Economic Activity

India's economy continues on an upward trajectory. Consumer durables sales surpassed ₹50,000 crore, automobile dispatches reached record highs, and e-commerce transactions exceeded ₹90,000 crore, marking one of the strongest festive seasons in recent years. Amid this growth, liquidity pressures intensified for suppliers and distributors. Working capital demand increased sharply across FMCG, auto ancillaries, and textiles, especially for mid-sized manufacturers serving large corporate orders.



TReDS platforms played a pivotal role in addressing these needs through digital invoice discounting and business-to-business financing, helping thousands of suppliers manage festive demand efficiently and affordably.

Liquidity Lens Powering Businesses Beyond Festive Peaks



Liquidity challenges in India are structural, not seasonal. Businesses that effectively leveraged digital supply chain finance maintained growth momentum even after the festive surge.



M1xchange has been central to this transformation, enabling over ₹2.3 lakh crore in invoice financing, empowering more than 65,000 MSMEs, connecting 3,400+ corporates, and supported by 70 financiers.

During the festive period, transaction volumes and repeat participation on the platform increased significantly, underscoring the growing confidence in TReDS as a reliable liquidity partner. With invoices financed within 24 hours, businesses secured working capital, reinforced supplier relations, and maintained steady production cycles.

Policy Reforms Accelerate Liquidity Efficiency

Recent policy developments continue to reinforce India's liquidity framework. The updated GST structure, featuring simplified input tax credit reconciliation and real-time e-invoice validation, is freeing locked capital and improving transparency across value chains.

Meanwhile, Section 43B(h) of the Income Tax Act is promoting timely vendor payments by corporates. Together, these reforms are shaping a financial environment where policy, technology, and trust drive faster capital flow and stronger compliance.

Success Spotlight Festive Rush to Sustainable Growth

A leading auto component manufacturer from Pune, part of a major OEM supply chain, faced elevated working capital needs as festive production scaled up. The company unlocked liquidity within 24 hours by invoice discounting through M1xchange, boosting production, managing raw material inflows, and incentivising vendors with early payments.

Another company, a textile exporter from Tiruppur utilised digital, collateral-free financing to deliver international festive orders. This access to working capital ensured timely deliveries and reinvestment into production expansion, positioning the company for strong post-festive growth.

These success stories highlight the shift toward agile, compliant, and digitally enabled liquidity management among Indian enterprises.

Building Financial Readiness for the Next Growth Phase

As 2025 draws to a close, India's growth trajectory remains steady. The focus is now moving beyond festive performance to long-term financial readiness.

Upcoming policy reforms are set to further advance digital finance, laying the foundation for Viksit Bharat 2047, one transaction at a time.

At M1xchange, the commitment remains firm: enabling timely payments, driving compliance, and ensuring that businesses of every scale have the liquidity to thrive in every season.



A Snapshot of Scale and Impact

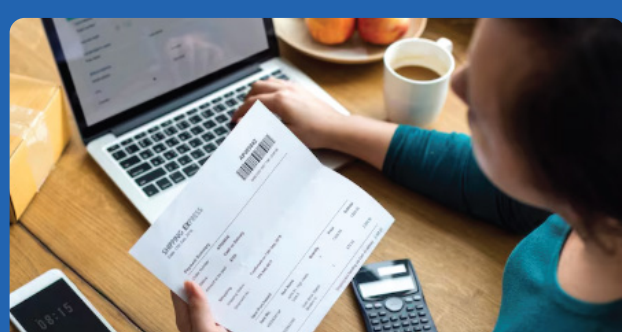


Bill Discounted

2,35,000+

MSMEs

65,000+



Corporates

3,400+

Financier

70



M1xchange Targets ₹1.25 Lakh Crore

Throughput in FY26

M1xchange is on course to double its throughput from ₹78,000 crore in FY25 to ₹1,25,000 crore in FY26.

Speaking to ET CFO, Vivek Singh Bhakuni, CFO, M1xchange, outlined the growth roadmap: stronger corporate participation, deeper MSME integration, and technology-driven operational efficiency.

These focus areas are set to enhance reach, profitability, and reinforce M1xchange's position as India's leading RBI-licensed TReDS platform.

