

SUCCESS STORIES OF MUDRA SCHEME

DESI TOYS

SBI SME Centre Thane, Mumbai sanctioned Cash Credit limit of Rs.5.00 lacs under MUDRA (Kishore) on 05/10/2015 under MUDRA (Kishore) subsequently the limit was enhanced to Rs.7.50 lacs on 16/02/2017.

Desi Toys is the ultimate destination for Traditional and Authentic Indian Toys & Games. Desi Toys intends to expose today's tech savvy generation who are being robbed of the wonders our country has to offer with its rich collection of toys & games. e-portal of the unit is www.desitoys.in

Ms Swapna Wagh, Founder of Desi Toys started this venture in the year 2012. With MBA degree and Executive program in Retail from IIM Calcutta, She has worked for more than 8 years in Organized Retail industries in India. In 2012, she started as a bootstrapped company by funding the venture through her previous job savings. From a kiosk to a store to increasing their presence online on various platforms, they kept on growing. Finally they felt the need of funds as they needed to get more inventory for increasing customer demand and business expansion. During the same time our Prime Minister had launched Mudra Yojana and they thought of exploring this option. She approached SBI SME Centre in Thane to enquire about this loan. SME Centre provided all the information and quickly processed and sanctioned a 5 Lakh loan.

With this funding, she has managed to increase her sales without diluting company stakes.

Desi Toys

Indian Toys & Games



