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As India's MSMEs rapidly digitize, cyber threats have emerged as a key barrier to their growth. How is 63SATS uniquely positioned to empower these businesses with affordable and scalable cybersecurity solutions?

At 63SATS, we understand that MSMEs are the lifeblood of India's economy, yet highly vulnerable in the digital shift. Our approach is grounded in affordability without compromise. We offer modular, scalable security solutions tailored for varying maturity levels—from basic endpoint protection to advanced threat intelligence. With pre-configured, ready-to-deploy services, we eliminate complexity and reduce cost. Our platform is built to grow with the business—no overengineering. Backed by the 63 moons legacy, we bring proven cybersecurity frameworks to the underserved, ensuring that digital growth isn't stunted by fear but enabled by confidence.

With the Cyber Security Force (CSF) initiative, you cater to



enterprises of all sizes. Could you elaborate on how CSF has helped MSMEs mitigate critical risks and improve resilience in today's volatile digital landscape?

The Cyber Security Force (CSF) isn't just a service—it's a movement. For MSMEs, we've curated a stack of lightweight, automated, and continuous protection protocols through CSF. This includes guided risk assessments, managed detection, and regular patching—all delivered in a subscription model that doesn't strain budgets. CSF has enabled small businesses to confidently onboard digital tools like CRMs, ERPs, and payment gateways without fearing breaches. We've also conducted joint cyber drills and simulations to increase preparedness. CSF translates elite enterprise-grade cybersecurity into an everyday, accessible utility for the MSME sector.

MSMEs often struggle with limited digital literacy and awareness about cybersecurity. What role does 63SATS play in simplifying cybersecurity for non-tech-savvy business owners and their teams?

At 63SATS, we speak the language of business owners, not just cybersecurity experts. We break down complex issues into simple steps—how to stay safe online, what to avoid, and where risks can hide.

Our team explains things in plain terms, using real-life examples that are easy to relate to. We guide teams on what matters most without overwhelming them. The idea is to make cybersecurity feel like a normal part of doing business, not something separate or scary. For us, simplicity builds confidence—and that's how we help MSMEs take control of their digital safety.

Partnerships with fintechs, digital platforms, and government programs have become critical in reaching the MSME base. How do you see ecosystem collaborations amplifying the cybersecurity mission for this segment?

Cybersecurity is no longer a solo sport—it thrives in ecosystems. By partnering with fintechs, NBFCs, and government programs like Startup India and Digital MSME, we've integrated security at transaction points. These touchpoints allow us to embed our tools directly into invoicing, payroll, and POS systems, giving MSMEs frictionless protection. We also co-design campaigns with digital platforms to educate users at the point of need. When the ecosystem is aligned, cybersecurity becomes proactive rather than reactive. Collaboration is our multiplier—and we use it to scale security where it's needed most.

As MSMEs become more reliant on digital systems, how can they start embedding a "security-first" mindset into their business DNA—even before scaling significantly?

A "security-first" mindset should begin the moment a business goes digital—even if it's just using email or online payments. At 63SATS, we guide MSMEs to treat cybersecurity like accounting—essential, not optional. We help them set simple defaults: secure passwords, role-based access, and regular data backups. Our easy-start kits and checklists make cyber hygiene part of their routine, not a burden. The goal isn't perfection—it's awareness and discipline. When security becomes a habit from day one, scaling becomes safer and smarter. We believe MSMEs don't need to be experts—they just need to start right, and we're here to make that easy.

How do you see cybersecurity evolving in the next 3-5 years for India's small and mid-sized enterprises, and what proactive steps should they take today to stay ahead?

Over the next 3-5 years, MSMEs will see cyberattacks shift from broad-based to hyper-targeted. AI will be used both by defenders and attackers. Regulatory compliance will tighten. MSMEs must act now by investing in cyber hygiene basics: zero-trust access, endpoint visibility, and employee awareness. Waiting until breach costs escalate is not an option. At 63SATS, we're helping clients build digital immunity—early. We foresee MSMEs needing managed cybersecurity as a utility,

not an add-on. Those who prepare today will have the competitive edge tomorrow, as digital trust becomes a currency.

Innovation is core to 63SATS' approach. Could you shed light on any indigenous IP or proprietary tech stacks developed by your team that have helped elevate the cybersecurity posture of Indian businesses?

At 63SATS, we believe innovation must solve real, on-ground challenges—not just look good on paper. Our team has built solutions from scratch, keeping Indian business realities in mind: unpredictable connectivity, limited tech teams, and budget constraints. We've simplified threat detection, made response faster, and reduced dependence on large IT setups. What makes our work unique is how invisible it feels—security that works quietly in the background without disrupting business. Everything is built in-house, designed with agility, and constantly updated. For us, innovation isn't about creating the most complex system—it's about building what truly works for India.

As part of the 63 moons ecosystem with a legacy of creating unicorns, what's your broader vision for 63SATS in shaping India's journey towards building digital trust and potentially enabling the next wave of decacorns?

Being part of 63 moons gives us the blueprint for scale and impact. Our broader vision is to build India's most trusted cyber defense network

for digital businesses—MSME to MNC. We're not just solving today's problems; we're enabling the next wave of India-first tech players to scale securely. We envision 63SATS as the cyber backbone for upcoming decacorns—providing resilience as they go global. Just like 63 moons revolutionized trading, we aim to redefine digital trust. For us, cybersecurity isn't protection—it's permission to grow without fear. ■