

New Delhi Firm Minigo Digital Debuts to Empower India's MSMEs and Startups in the Digital Economy

New Delhi, Delhi Jan 3, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Minigo Digital Pvt. Ltd. today announced its official launch, with a mission to support Micro, Small and Medium Enterprises (MSMEs) and startups in navigating the fast-changing digital economy. The company aims to provide affordable and scalable digital transformation services that enable businesses to enhance their visibility, streamline operations, and accelerate growth.

India's MSME and startup sectors are key contributors to the country's economy, yet many still face challenges in adopting digital tools effectively. Minigo Digital seeks to bridge this gap by offering services such as digital strategy consulting, online branding, search engine optimization (SEO), and product launch marketing. The company's approach is built on practical execution and measurable impact, ensuring that small businesses can compete on par with larger players.

Speaking on the launch, **Devesh Sharma, Founder & CEO of Minigo Digital Pvt. Ltd.**, said:

"The Indian MSME ecosystem is vibrant but often under-resourced when it comes to digital adoption. With Minigo Digital, our goal is to simplify digital transformation and make it accessible to every entrepreneur. We believe this will not only help individual businesses grow but also strengthen India's overall economic progress."

The launch comes at a time when government initiatives such as *Digital India* and *Startup India* continue to encourage small enterprises to embrace digital solutions. Minigo Digital's entry into the market aligns with these national goals by offering tailor-made solutions designed for local businesses.

The company has already initiated partnerships with industry experts and technology providers to deliver comprehensive solutions, ranging from building an online presence to managing full-scale marketing campaigns.

About Minigo Digital Pvt. Ltd.

Minigo Digital is a new-age digital transformation agency headquartered in New Delhi, India. The company specializes in helping MSMEs and startups build strong digital foundations through services such as strategy consulting, lead generation, brand development, and product launch marketing. Its vision is to empower small businesses with tools and strategies that foster sustainable growth in the digital era.

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