

Titanate



The way
Titans do things...

#TitansofDeshpee
deshpee.com/titanate

Message from the Mentor

Dear readers,

It's a pleasure communicating with you in this first ever publication of "Titanate", our quarterly booklet. The purpose behind Titanate is to provide you an insight on how the "Titans" in our society are shaping our future.

On 10th December, 2014, I started Deshpee Group and charged my son, Vedarth, with the duty to run it. Starting with just one computer and a strong will, I am now proud to say that Deshpee has successfully completed its 5 years of journey.

We do more than just make money.

Though making a profit is an important aspect of doing business, at Deshpee, we don't just make money. We make the lives of people better via technology. And our this mission reflects in all our group companies. May it be Socinova and Trigacy, which are providing affordable marketing solutions to clients worldwide, Floma, which is making interior design easier with technology, Deshpee Training Institute, which is training businesses in digital marketing or Heaven Adventure, which is making travel easier with technology.

The future is digital.

It's no doubt that the future of India is digital. If we don't go digital, we'll stay behind. Empowered by affordable internet access, the people of India are getting online at a faster pace than ever before. We see this as an immense opportunity. With our varied set of services, and more that we will launch in the future, we aim to make the lives of people easier with technology.

I personally feel excited every single day knowing what wonders we can achieve with technology. And I am equally happy to see that every single Titan at Deshpee shares the same excitement with me. It's truly a pleasure watching the Deshpee Titans hustle every day to achieve new things and take forward our mission.

They say, "Act as if what you do makes a difference. It does." And what we do at Deshpee can be summed up in this single line - we do what makes a difference.

It has truly been a spectacular journey of Deshpee since 10th December, 2014 and I just can't wait to see what all the future holds. We're ready for the future!

I take this opportunity to sincerely thank everyone who has been involved in our journey. Deshpee is not just our company, it's yours too. It's of this country too. We'll never stop working hard to provide the maximum value to everyone around us.

Jai hind.



Mr. Shriram Deshpande
"Cronus" Group Mentor



About Deshpee Group

Deshpee Group was founded by Shriram Deshpande and team on 10th December, 2014. As Rome wasn't built in a day, Deshpee also wasn't built right away. Starting with Floma, an interior design company, then Socinova, an affordable social media marketing agency, then Trigacy, a digital marketing agency, then Nelda, a tree plantation NGO and then Deshpee Digital Marketing Training Institute, we've seized opportunities as they came. And we'll keep doing it. Heaven Adventure is our latest "Bion" project being worked out.

We are primarily an internet marketing company, but we also have a unique skill of building brands. You'll find us launching new, useful services often. That's just the way Vedarth does things.

Our Mission

To make this world a better place through technology.

Our Vision

To have a successful company in every major business industry, and have a group revenue of more than 10% of the GDP of India.

Our Core Values



Consistency The ability to do the essential tasks, as long as required, without failing.



Realism The ability make sure that our services are practical in everyday life.



Curiosity The sheer excitement to try new things and building companies on them.



Conviction The ability to have a firm belief on our goals and our execution ability.

We're an internet marketing company based in Pune. But we're so much more than that. Totally bootstrapped, we aim to build things that will last more than our lifetimes.

In Search of Excellence...

This is the story of the people, places and dreams that make Deshpree what it really is.

Vedarth's father gave him the book 'Mantra Shrimanticha'.

Sometime, 2007

Being 12 years old and still in the 7th standard, Vedarth hardly had any idea about what money or business was. He says that due to his father, Shri. Shriram Deshpande, and this book, he started thinking about doing a business. He was 'anyway' going to be a Chartered Accountant, but the curiosity of 'earning money' started here.

Vedarth signed up to be an Amway Business Owner at Dhule.

June, 2010

On this day, at the age of 15, Vedarth finally got to start a 'business of his own'. His mother, Mrs. Vaidehi Deshpande helped him in this. Being an ABO taught him how to talk to people and handle sales meetings. Though he didn't succeed in this venture, he calls it the official launch of his 'entrepreneurial spirit'.

Vedarth manufactured the first set of Floma clocks.

November, 2013

After what he called an 'horrifying & blood-sucking' time of 3 months, the first set of clocks were manufactured. But now he had the products, but no knowledge about selling them. But the show had to go on. Interestingly, the tagline of the Floma brand was suggested by his sister, Rucha Deshpande.

Vedarth found Fiverr.

17th December, 2013

Vedarth started doing all he could to sell the clocks. From meeting the sellers in Dhule & Pune to listing the clocks on eBay and Amazon, he tried all he could. Though he did sell some 100 clocks, it wasn't anything big. But while he was looking for a Facebook ads coupon to promote Floma, he found Fiverr- a freelancing website.

Socinova was launched.

30th June, 2014

After a lot of here and there, finally Socinova was launched on 30th June, the birthday of Rucha, his sister. He recalls that when he went to talk to Shri. Ganesh Jagadale for building Socinova, he had already decided not to do it. But talking with them, he himself got too excited and decided to launch it anyway!

Floma's website was launched.

October, 2014

Still working from home on his laptop and handling social media clients, Vedarth was also working on an eCommerce version of the Floma website. He initially got it done from another company but they messed it up, so he had to get it redone. He says he didn't have any idea what to do with Floma next.

In Search of Excellence...

deshp was formed at Pune.

10th December, 2014

As clients from Socinova started increasing, Vedarth decided to finally get an office space. Vedarth had never worked in any company, never even gave an interview. The first interview he was into was the one he was taking. That interview was of Shri. Virendra Khade, the first employee of desh. He had decided in 2011 only that he'll call his company 'deshp'.

Trigacy Digital was launched.

15th August, 2015

As we were having quite a few social media clients, many started asking if we can do more. So we launched Trigacy Digital in August 2015 which promised to deliver SEO, web design and app development services. It took a long time to get the first client for Trigacy though.

Nelda was born.

26th June, 2016

As our companies were doing fine, we started thinking about how we can give back to the society. Vedarth being not native to Pune, decided to do something for the city that will benefit it for long. Hence, we decided to focus on environment conservation.

deshp was renamed Deshpee and Floma was formally released.

November, 2016

Considering the need for better branding, we renamed 'deshp' to 'Deshpee'. Also, Floma finally came out of the beta phase and was now a real startup chasing its dreams of helping the Indian interior design industry.

Floma Pro Services was launched.

22nd January, 2018

Identifying the need of on-demand digital marketing services, Trigacy was launched. We aimed at simplifying the delivery of digital marketing services to small businesses worldwide, making them affordable and fast.

Deshpee Training Institute was launched.

20th May, 2018

As our another step to help others utilise our digital marketing expertise, we started Deshpee Training Institute. Aiming to train professionals in Pune and India to launch and grow their businesses using digital marketing, it's one of our favourite ventures! Shri. Mohnish Jain was named the first Head of Operations for this venture.

Heaven Adventure was launched.

June, 2019

Considering the potential Nelda Treks for a Cause, we combined it with Project Bion and launched Heaven Adventure, a trekking company in Pune aimed at providing superior adventure travel services throughout India. So exciting!



Floma Interiors

www.floma.in

With Floma features including Floma Professionals, Floma Shop, Floma content sections, Floma Events and Floma Projects, we aim to provide useful interior design services for consumers, professionals, and sellers throughout India. Our mission is to make sure that every person in India should live in a home they love. Hence, all our services are focused towards providing interior design services that are more affordable, more creative and more professional.

We do residential and commercial interior projects. Packages start from Rs. 3.99 lacs. All you have to do is contact us for a quote and our team will take over from there, providing you maximum convenience.

Email: contact@floma.in
Call: +91 90495 69690

We guarantee all our interior design projects to be executed with a pre approved budget, within a specified time frame and top not quality. You'll never need to have a bad experience with any designer again.

Get professional and affordable interior design for your dream home.

From 1-5 BHK to villas, bungalows and even commercial projects, we provide end to end interior design services in Pune.

Why choose Floma:

- All the materials and products we use are branded and high quality.
- All our Professional workers are background checked & verified.
- We guarantee a possession date for all projects.
- We do not have any hidden charges.
- All our work comes with minimum 5 years of conditional warranty.
- We can handle almost any interior design project!



Socinova

www.socinova.com

With Socinova's affordable social media marketing services, we'll take social media off your to-do list! Let our skilled social media managers create high-quality content including graphics, curated links, videos, etc. and manage your community and ads as well! We have over 5.5 years of experience and have managed 700+ clients worldwide.

All the content that we'll design for you will be 100% unique and relevant for your brand. Plus, you'll have on-going support from us. Our aim is to help you attract more customers via social media. Don't let your brand look bad on social media. Get started with us today!

Email: contact@socinova.com
Call: +91 98233 48074

Congratulations on starting your own business! Or perhaps your business has been in operation for long. Either way, you're probably here because you want to use social media to market your business. That's exactly what we do!

Get a professional to setup and manage your company's social media accounts! Wouldn't you love that?!

Our international and Indian plans start from just Rs. 5,000 a month, making it possible for anyone to market digitally!

A few interesting stats:

- 100+ Clients served each year...
- 700+ Clients served till now...
- 25+ Industries we've worked with...
- 20+ Countries we have clients from...
- 5000+ Social media posts done each month...
- 8+ Team members working for 1 goal...
- 7+ Social networks we work with...
- 5 Years we've been in existence!

Don't let your brand look bad on social media. Get started with us today!



Trigacy

www.trigacy.com

At Trigacy, with our digital marketing services, we generate results. When it comes to business, there's no use of building a 'Taj-Mahal' if you can't make money from it, at least in the long term. Hence, we focus on the features which can generate results.

Let it be more sales, more website traffic or branding; we always want to see the graph going up. And that's what you should expect from the 'Trigacy- results.' Because at the end of the day it's not about quantity but quality! We build plans that target, engage, score, and analyse the activity in your market.

Trigacy offers a complete range of digital marketing services like SEM, SEO, Graphic Design, Video Animation, Content Writing, etc.

Email: contact@trigacy.com

Call: +91 98233 48074

How we define Trigacy is simple- your go to place to get things done for your digital startup. From programming to digital marketing, we are trying to make your to-do list as short as possible!

On-Demand Digital Marketing Services With Affordable Prices & Fast Delivery

We have experience of developing and deploying websites, apps, blogs, digital marketing campaigns and many other aspects of the digital universe. We decided that we'll bring this expertise to the help of small business owners and entrepreneurs looking to take their startup off the ground. As the meaning of the word 'Trigacy' goes- We will trigger your digital legacy.

Most useful services we offer:

- World-class website designs
- Results-driven SEO
- Lead generation via Google & Facebook ads
- Emails marketing and funnel designs
- Video production & marketing
- Content writing & marketing
- Graphic design & brand development
- Marketing strategy & more!



Fundraising & Volunteers Recruitment Free Workshop

Presented by Vedarth Deshpande
27th July, 2019 @ Indradhanushya Hall, Pune



Nelda Foundation

www.nelda.org.in

Nelda means champion in the Irish language and a person who lives by alder trees. At Nelda Foundation, we understand that working for the environment is everyone's responsibility. You can't talk yourself out of this. Our community and environment have done so much for us and it's now our turn to return the favour. We had launched project Nelda in 2016 with a plan to help people plant and grow a billion trees by 2041. And we know that we can't do it alone. It's going to take all the citizens of this great country called India to come together and be the change.

Doing this for 3 years now, we're used to running plantation drives in Pune and helping various NGOs make our city greener.

Email: contact@nelda.org.in
Call: +91 98233 48087

Tree plantation is not actually very complicated. It only requires an expert and knowledgeable team. With our army of volunteers and years of experience, we can work together to make your plantation drive in Pune successful.

You can sponsor tree plantation activities of Nelda Foundation in Pune.

You can either donate saplings to Nelda to be planted in Pune, or join us with your team to run your own tree plantation drive.

We also provide tree plantation services throughout Maharashtra where we help companies and organisations do tree plantation. If you want to get started with us, simply call Shubham on +919823348087 to get started! #iamNelda

A few interesting stats:

- Trees planted and currently managed by project Nelda: 1,054
- Tree Plantation Services Aailed (In Rs): 28,767
- Total volunteers signed up for Nelda: 332



Deshpee Institute

www.deshpeeinstitute.com

Deshpee is more than just an institute. We're a group of companies in the fields of IT services, digital marketing, interior design and non-profit in operation since 2014.

Started by Vedarth Deshpande, our mission to simply make this world a better place with the lasting solutions we aim to create. When the idea of conducting digital marketing courses in Pune came to us, we decided we'll not at all focus on 'teaching stuff'. We actually decided that we'll make students learn themselves.

With our team of acting digital marketing professionals who do epic stuff every day, with us, you're sure to get knowledge that you can actually apply in your career. Because as they say, not knowledge, but applied knowledge is power.

Email: institute@deshpee.com

Call: +91 98233 48366

With the fierce competition in the digital field today, it takes more than just a digital marketing certificate to get ahead. Hence, at Deshpee Training Institute, we not only train you in digital marketing, but in career building, personality development and entrepreneurship itself.

Deshpee Digital Marketing Training Institute in Pune (DTI)

Are you a business owner looking to excel in your business? Or are you an entrepreneur looking to start up a new business? Or an employed person looking for better job opportunities? Then Deshpee's this digital marketing course in Pune is exactly what you need. Become a certified digital marketer!

What you get in our trainings:

- Free Domain Name & Hosting for 1 Year
- Access to 10+ Free & Paid Digital Tools
- Industry Visit to a Digital Marketing Agency
- Business Guidance & Mock Interviews
- 1-to-1 Personal Consultation for Questions & Queries
- 3+ Digital Marketing Certifications

Deshpee Stats for the Year

For the Deshpee Year 2018-19 i.e. 11th Dec, 2018 to 9th Dec, 2019

1.05

Sales, Rupees in
Crores

2.5K

People reached
via Nelda

250+

Global clients served
for digital marketing

30+

Direct & indirect
employment generated

It has been a fantastic year for us. Our Socinova & Trigacy marketing divisions recorded good growth. Our overall number of customers and the average sales per customer also increased. We now have active clients in more than 10 countries around the world for services including social media marketing, web design, video animation, SEO and more.

Floma, our interior design division also showed good improvement as we solidified our business model and started focusing on interior design projects along with the Floma platform. We completed our first set of interior design projects in Pune, paving way for strong expansion in 2020. We can expect lots of exciting updates to Floma next year!

Nelda, as it always did, progressed towards our goal of a billion trees. We reached more people than ever before, conducting the 3rd Annual Nelda Recognitions successfully and launching our Tree Plantation Services in India.

Our other divisions, Deshpee Training Institute and Heaven Adventure also showed growth in the numbers in their respective objectives.

Meet the Titans

We are the team behind everything Deshpee does. If you ever meet us, ask us about our code names ;)

Uranus (Sky) *Chairman of the Board*
Cronus (Father of Zeus) *Mentor*
Cyclop (Giant) *Managing Director*
Oceanus (Ocean) *Director Technology*
Crius (Great Lord) *Director Finance*
Thea (Sight) *Chief Advisor*
Themis (Justice & Order) *Director Legal*
Phoebe (Intellect) *Director Strategy*
Mars (Planet) *Director HR*
Anubis (Security) *Director Quality*
Neptune (Planet) *Director PR*
Osiris (Death) *Director*
Horus (War) *Director*
Amun Ra (Sun & Wind) *Director*

Aphrodite (Love & Beauty) *Design*
Apollo (Prophecy) *Growth*
Ares (War) *New Ventures*
Artemis (Hunting) *Acquisitions*
Athena (Wisdom) *Training*
Demeter (Agriculture) *Finance*
Dionysus (Wine & Pleasure) *HR*
Hephaestus (Craftsmith) *Product*
Hades (Death) *Legal*
Hermes (Messenger) *Operations*
Poseidon (Ocean) *Quality*
Zeus (King of the Gods) *General*

Orion (Direction) *Bion Project Manager*
Plutus (Wealth) *Floma Leader of Operations*
Mercury (Planet) *Marketing Manager*
Vulcan (Craftsmith) *Interior Project Manager*
Tyche (Fortune) *Marketing Intern*
Helios (Fire) *Marketing Assistant*
Hypnos (Rest) *Marketing Assistant*
Atlas (Direction) *Digital Marketing Manager*
Leto (Protector) *Social Media Executive*
Hercules (Valor) *Social Media Manager*
Iris (Rainbow) *Social Media Executive*
Perseus (Courage) *Social Media Executive*
Harmonia (Harmony) *Social Media Manager*
Eunomia (Good Order) *Social Media Executive*
Triton (Sea) *SEO Intern*
Palaemon (Help) *Social Media Assistant*
Bia (Might) *php Developer*
Kratos (War) *Software Testing*
Nike (Victory) *Content*
Zelus (Rivalry) *Designer*
Nyx (Night) *Content & SEO*
Prometheus (Forethought) *HR Manager*

Titanate



#TitansofDeshpee

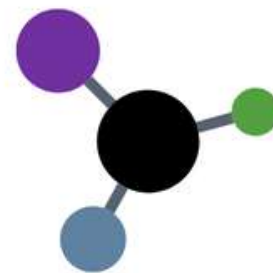
At Deshpee, we treat our team as partners. From providing fair compensation and lots of career opportunities to exciting activities year long, we truly live the Titans' life!

careers.deshpee.com



Project Bion by Deshpee

bion.deshpee.com



Got an idea that is commercially viable? We want to know.

Deshpee is always looking for creative business ideas. If you have one and can execute it, pitch it to us. If convinced, we'll help you.

Deshpee was started with just an idea. When our founder Vedarth had a dream of building Deshpee, we had nothing but just a basic idea of what he wanted to do. From that single idea, now we have Deshpee Group. Vedarth is always looking for people who think like him. If you are in your twenties, have a business idea that is commercially viable and have the guts to execute your idea, he will want to meet you. On the second Friday of every month, we invite one person to pitch their idea to us. If we find it worthy enough, we'll give you what you need to execute it here, at Deshpee.

Business Ideas

What we're really interested at Bion are business ideas that can be worked out. We aren't just looking for tech startups, but any business idea that can add value to people's lives. Doesn't matter from which industry, doesn't matter from which city, the only condition is- you should be really, really, really passionate about the same.

Non-profit Ideas

Even though that's not the central point of Bion, we're also happy to work with non-profit ideas that can help the society or the environment. Take Nelda for an example. It generates no money for Deshpee, but we still do it with the same passion. Because we too want to give back to the society.

Be a Mentor

If you are on the opposite end of the spectrum and want to guide young minds into developing their business ideas, Bion can be a good thing for you to be involved in. With Bion, you can help entrepreneurs in Pune build their idea and add value to the society. Your experience can be as important as the capital they'll receive.

Be an Investor

Looking for excellent business ideas with high potential to invest in? Well, you're in good company; because, we're looking for the same. Team up with Bion to catch great ideas at their initial stage to help them grow and create monetary value for yourself at the same time.

Opportunity is everywhere.

In a growing country like India, there is no shortage of business ideas. But what's rare is the ability, or perhaps the willingness to execute them. Bion is the bridge between ideas and reality.

Consider us as your friend, or a mentor or an investor. Or perhaps, all of them. Because our goal is to help you get your idea off the ground and grow Deshpee too.

Made with ❤️ in 

Looking for business opportunities? Deshpee has lots to offer.



 www.deshpee.com  098233 48366



Floma India: Interior Design & Marketing



If you are a homeowner looking to redesign your home, contact Floma for a value quote. If you are an interior design or architect, contact Floma to grow your business in India!

 floma.in  090495 69690



Socinova: Social Media Marketing

If you are a business owner looking to grow your business online, you need the help of experts. Socinova has handled more than 700 clients from all parts of the globe. And we want to help you!

 socinova.com  098233 48074



Trigacy: Digital Marketing Services

You can't just simply create a website and expect your business to grow online. It takes planning, effort and patience. We can help you navigate these waters and grow your business.

 trigacy.com  098233 48074



Nelda: Tree Plantation, Cleaning & Trekking NGO

Want to do something for the nature? Want to contribute to the Swatchh Bharat Mission? Want to trek to various forts in Maharashtra? We can help.

 nelda.org.in  098233 48087



Deshpee Digital Marketing Training Institute

If you want to go the DIY way to grow your business online or want to grow in your career, let our expert team train you in digital marketing. Employee and 1-to-1 training is also available.

 deshpeeinstitute.com  098233 48366



Heaven Adventure Trekking Company

If you wish to take your friends or staff on an exciting trek anywhere in Maharashtra, we can plan it! We'll provide end to end trekking management with lots of surprises!

 heavenadventure.com  098233 48087

