



Deshpee Annual Report 2019-20

#TitansofDeshpee
deshpee.com/titanate

Titanate by Deshpee, as on 10th Dec, 2020

Titanate

Message from the Mentor

Dear readers,

It's a pleasure communicating with you in this second publication of "Titanate", annual report. The purpose behind Titanate is to provide you an insight on how Deshpee and its subsidiaries have performed in Deshpee Year 2019-20.

When I created Deshpee Group on 10th December, 2014, we started with nothing but a computer and Vedarth's strong will. I am very proud to say that with your good wishes and blessings, we have successfully completed 6 years.

Why do we do what we do?

I always believe that if one has a clear 'why', they can always bear with any 'how'. Same is the case with us. When we started, Vedarth didn't have any knowledge about digital marketing, interior design or tree plantation. But he was prepared to do whatever it takes to make Deshpee a reality. Plus, with the help of the talented people who joined our company, we are able to do what we do. We do all this because this is the right thing to do. India needs entrepreneurs. India needs good homes to live in, And India certainly needs more trees.

The future is already here.

I think it's now clear to everybody that the future is digital. And the good news is, it's already here. With the unfortunate pandemic, we faced this year, many people suddenly realised the power of digital technology. Those who accept change, can use it for their advantage. And that's exactly what we focus on here at Deshpee.

I've never been more excited about the future prospects of Deshpee. Six years of learning and hard work have made all of us aware of our strengths and weaknesses. And now, we'll be working even harder to pursue our dreams.

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 it's truly a pleasure to watch every Titan at Deshpee work on things they are passionate about.

I take this opportunity to sincerely thank everyone who has been involved in our journey. We always believe in providing value to people around us via our products and services. And I promise you - we'll never stop doing that.

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 more, we've seized opportunities as they came. And we'll keep doing it.

We are primarily a digital marketing and interior design 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 know our vision is big and our road is long, but Deshpee was never meant to chase ordinary goals. 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 to not do it. But after 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.

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.

Deshpee completed 5 years.

10th December, 2019

And we launched "Titanate"!

We turned 5 years old, which we say is the turning point in our journey. Now we can say that we're fully ready for explosive growth. We also launched "Titanate", our annual report!

We launched Floma Homes.

July, 2020

Floma Homes is our new project that focuses on an innovative line of decor services in Pune, including creative corners and outdoor decor.

About Floma

Floma Homes is an extended family of Floma India, an interior design and home decor company. Both Floma Homes and Floma India are a part of Deshpee Group, which is a group of companies in the Internet space. Led by Vedarth Deshpande, a young entrepreneur in Pune, Floma Homes totally embraces the spirit of the youth!

Floma India has been in the interior designing market for more than 5 years now. Over the years, we have worked very hard to design homes and build an online platform to help everyone find design ideas. We don't really believe in cheap things. We live well and want to provide quality services to everyone. Today, we are recognised as a trusted partner for specialty design services due to our creative and functional designs.

Our Mission

To help every Indian live in a home they will love.

Our Vision

Transform 10 lakh homes in India by 2030 using design and technology.

Our Core Values



Creativity

Creativity is job 1. If it isn't creative, it's not ours.



Consistency

We do things day in and day out. Weeks, months, years.



Care

We treat your home as if it is ours and as if you are our guests.



Personalisation

Every person is different, so should be their home.

Vedarth started Floma when he was 19. Consider it a boyhood attraction, but he is always so attracted towards things which are designed well. From a well designed website to a well designed home, he believes that everything should be at its place and look nice. That's the philosophy we bring to our company.



Floma Interiors

www.floma.in

Floma is a simple content library for interior design ideas. Find lots of interior design photos and articles on Floma to help your home design! You can use Floma to find interior design ideas based on certain rooms, colours or styles. Exactly what you need!

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 reliable interior design for your dream home.

From 1-5 BHK to villas, bungalows and even outdoor decor or creative corners 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 6 years of experience and have managed 1300+ 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 48366

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 set up and manage your company's social media accounts! Wouldn't you love that?!

Instead of doing it yourself or hiring a big agency, Socinova is relatively fast, affordable and effective. Try it yourself!

A few interesting stats:

- 125+ Clients served each year...
- 1300+ Clients served till now...
- 25+ Industries we've worked with...
- 20+ Countries we have clients from...
- 5500+ Social media posts done each month...
- 8+ Team members working for 1 goal...
- 7+ Social networks we work with...
- 6 Years we've been in existence!

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



09

आज तुम्ही
पर्यावरणाचे
रक्षण करा.
उद्या ते तुमचे
करेल.



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.

If you or your company wants to do tree plantation in Pune, Nelda can be your best companion.

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

Doing this for 4 years now, we're used to running plantation drives in Pune and helping various NGOs make our city greener. Tree plantation is not actually very complicated. It only requires an expert and knowledgeable team.

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.

With our army of volunteers and years of experience, we can work together to make your plantation drive in Pune successful. 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: 1,331
- Tree Plantation Services Availed (In Rs): 83212
- Total volunteers signed up for Nelda: 446

Deshpee Stats for the Year

For the Deshpee Year 2019-20 i.e. 10th Dec, 2019 to 9th Dec, 2020

1.25

Sales, Rupees in
Crores

2K

People reached
via Nelda

250+

Global clients served
for digital marketing

25+

Direct & indirect
employment generated

It has been a decent year for us. Due to the Coronavirus pandemic, our growth did take a hit, but our sales remained strong. We always focus on providing true value via our services and due to this, we were able to ride the pandemic without considerable damage.

Socinova particularly showed good growth this year in the number of clients managed and average sales per client. Our decision of transforming Trigacy into a startup marketing service also paid off as we were able to complete multiple projects in that area.

Even during the pandemic, we could complete 5+ interior design projects this year with many more in process. We also launched Floma Homes, a creative division of Floma to help us grow faster in 2021.

Nelda, as it always does, progressed towards our goal of a billion trees. As per our vision of reaching people constantly to create awareness about environment conservation, we conducted tree plantation events throughout the year on Hanuman Tekdi.



#TitansofDeshpee

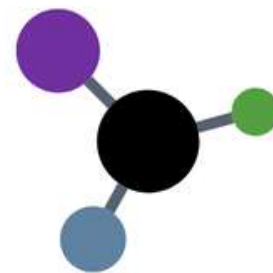
At Deshpee, we treat our team as partners. From providing fair compensation and lots of learning opportunities to exciting activities year long, we truly live the Titans' life!

careers.deshpee.com



Project Bion by Deshpee

bion.deshpee.com



Got an idea that is commercially viable? We want to be your cofounder

Deshpee is always looking for creative business ideas. If you have one and pitch it to us. We can help you make it a reality.

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.

What is Project Bion?

Bion is a partnership programme by Deshpee under which, we look out for joint venture opportunities with early stage startup founders. The word 'Bion' means life in the Greek language. And staying true to its name, project Bion aims to provide life-saving cash and in-kind support to select business ideas which align with Deshpee's goals. Under the Bion 2021 initiative, we plan to provide a total of 7 Lacs investment.

Why are we doing this?

Deshpee is a group of startup companies started from scratch in 2014 by 19-years old Vedarth Deshpande. Hence, creativity and risk-taking is in our DNA. By supporting a worthy business idea, we aim to give life to useful products and services and grow Deshpee in the process as well. We see this as a pure business partnership where we provide our experience, time and resources and the our partners provide their idea, execution and dedication.

What We Bring to the Table with Bion 2021

By partnering with Deshpee, our partners get these benefits:

- Deshpee will provide support for the required expenses of the project
- Deshpee's 6 years of startup management and marketing experience will be available at their disposal
- Deshpee will look after all legal compliance
- Deshpee will provide a workplace and the skill of its Titans to Bion 2021
- Deshpee's network of contacts and business tools can be put to use

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 a partner. 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: Residential Interior Design



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 1300 clients from all parts of the globe and we're looking 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 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

Have a collaboration opportunity for us? Let's barter!

 www.deshpeebarter.com

Bartering means trading goods or services with the next person without the use of money. That's how things used to be done originally. With Deshpee Barter, you can exchange your products or services, in exchange of any of our products or services. This way, we both can benefit with lower costs and higher efficiencies. We are looking for HR, publicity and business training services and have our interior design and digital marketing services to exchange with you. Let's go cashless, let's do barter!

Sands of time...





**A group of companies trying to
make this world a better place.**

You know the best thing about Deshpee? We
make workmanship surpass the materials.

- Vedarth Deshpande, *Manager, Deshpee*

Deshpande