



# Titanate

## Deshpee Annual Report 2020-21

#TitansofDeshpee  
[deshpee.com/titanate](https://deshpee.com/titanate)

# Message from the Mentor

**Dear readers,**

It's a pleasure communicating with you in this third publication of "Titanate", Deshpee's annual report. The purpose behind this report is to provide you an insight on how Deshpee and its subsidiaries have performed in the Deshpee Year 2020-21.

Since the day we started Deshpee, our focus has always been on providing true value to all our stakeholders. As we complete 7 years, I feel immense pride seeing our entire team working hard to achieve this goal.

## **Who we are shows in what we do.**

Nothing worth having ever comes easy. Such is the case with Deshpee. Vedarth wasn't exactly an expert in digital marketing, interior design or tree plantation when we started. But curiosity and consistency are truly the secret ingredients of our success story. We believe in running an ethical company, providing useful services and giving back to the community. And we don't have to work hard to prove all this. Who we are shows in what we do.

## **In today already walks tomorrow.**

The recent pandemic showed us many things. Along with the unfortunate tragedies we had to face, the pandemic also revealed the opportunities of tomorrow. The future is up to us. It is up to the entrepreneurs and dreamers of today. We have to embrace the digital future by investing in technologies that will serve our needs of tomorrow. And Deshpee is doing just that.

It's no less than a delight to watch the entire Deshpee team work passionately towards our mission - to make this world a better place through technology. Though making a profit is an important part of what we do, we work for something greater. The value we add to our stakeholders' life is our true reward.

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.

As you continue to read through this report, I'm confident you'll experience the quality and passion we put into our work. Today is merely a small milestone in our never-ending quest for excellence.

I take this opportunity to sincerely thank everyone who has been involved in our journey. Our story is more about you than it's about us. We look forward to your continued support and guidance in the years and decades to come.

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, a social media management company, 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 to make sure that our services are practical in everyday life.



### Curiosity

The sheer excitement to try new things and build companies using 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 longer 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 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 a 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 deshp. 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 completed 5 years. And we launched "Titanate"!

10th December, 2019

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.

## ● Trigacy Studio was launched.

April, 2021

Trigacy Studio is our corporate video production house launched in April 2021. With this, our goal is to improve video marketing of thousands of startups in Pune.

# 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 6 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 unique, so should be their home.

Vedarth started Floma when he was 19. Consider it a boyhood attraction, but he is always attracted to 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

## Floma Homes

[www.floma.in](http://www.floma.in)

Floma is one of the top interior design firms in Pune. We also have an online library full of interior design ideas. 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 resources 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 it over from there, providing you maximum convenience.

**Email:** [contact@floma.in](mailto: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 with top quality. You'll never need to contact any other designer again.

### Get professional and reliable interior design for your dream home.

From 1-5 BHK homes 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 warranty
- We can handle almost any interior design project



# Socinova



## Socinova

[www.socinova.com](http://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 7 years of experience and have managed 1800+ 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](mailto:contact@socinova.com)  
Call: +91 7387 39 4002

It's absolutely clear- social media is one of the most effective mediums of marketing for startups and small businesses. Nothing comes close to the affordability and reach of social media marketing.

**Get a professional to set up and manage your company's social media accounts! Get more customers and grow your reach.**

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

A few interesting stats:

- 150+ Clients served each year...
- 1800+ Clients served till now...
- 25+ Industries we've worked with...
- 20+ Countries we have clients from...
- 6500+ Social media posts done each month...
- 10+ Team members working for 1 goal...
- 7+ Social networks we work with...
- 7 Years we've been in existence!

What you post on social media stays there forever! Make it worth your audience's time.



# Trigacy



## Trigacy Agency

[www.trigacyagency.com](http://www.trigacyagency.com)

What we do can be summed up in one line- we help with your startup's branding & marketing. When you're starting a new company, our services can take care of the branding and marketing part. This will help you focus on the other aspects and together, we can make your brand successful!

Today's digital era is very competitive. Either you get online or you get behind. With Trigacy's world-class startup branding services, you can get us to solve real life marketing problems that will simplify your business processes, organise your team and grow your sales. As complicated as it may sound, the process is actually very simple. And affordable.

Email: [contact@trigacyagency.com](mailto:contact@trigacyagency.com)  
Call: +91 7387 39 4002

We understand your dilemma as a startup founder. After lots of decision-making and preparation, you're finally starting your business! But let us tell you, that was the easy part. The real challenge is to have a successful startup launch.

**Let us set up your digital presence while you focus on setting up your business.**

We can't solve all your problems, but branding and marketing is certainly our thing. Let your startup be in any industry or in any city, our startup marketing services like website design, social media marketing, SEO, content writing, video animation, etc. can help you achieve your goals. We'll help you start strong and continue your growth!

Most useful services we offer:

- Creative Website Design
- 1st Page Google Search Listings
- Personalized Social Media Marketing
- Inbound Marketing With Content



हीच खरी संपत्ती!



# Nelda's

## Nelda Foundation

[www.nelda.org.in](http://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 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](mailto:contact@nelda.org.in)  
Call: +91 98233 48087

Doing this for 5 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 us on +919823348087 to get started! #iamNelda

A few interesting stats:

- Trees planted and currently managed by project Nelda: 1,500+
- Total man-hours invested: 3,00,000
- Total volunteers signed up for Nelda: 600+

# Deshpee Stats for the Year

For the Deshpee Year 2020-21 i.e. 11th December, 2020 to 10th December, 2021

1.45

Sales, Rupees in Crores

1K

People reached via Nelda

300+

Global clients served for digital marketing

30+

Direct & indirect employment generated

It has been a satisfactory year for us. Due to the Coronavirus pandemic, our growth did take a hit, but our sales maintained their levels. We always focus on providing true value via our services and as a result, 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 with the disruptions due to the pandemic, we could complete 10+ interior design projects this year, with many more in process. We're now also starting our first project outside of Pune.

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

- Vedarth Deshpande, Manager, Deshpee

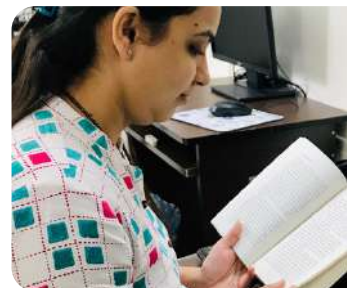




## Live life, Titan like.

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](https://careers.deshpee.com)



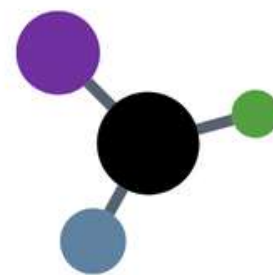
#TitansofDeshpee





# Project Bion by Deshpee

*bion.deshpee.com*



## **Got an idea that is commercially viable? We want to be your cofounders.**

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

## **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 2022 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 our partners provide their idea, execution and dedication.

## **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](http://www.deshpee.com)



## **Floma Homes: Residential Interior Design**

If you are a homeowner looking to redesign your home, contact Floma for a value quote. From 3D designs to full project execution, we can take care of everything interior design related.

 [floma.in](http://floma.in)


 090495 69690



## **Socinova: Social Media Marketing**

If you are a business owner looking to grow your business on social media, we're your best bet. Socinova has handled more than 1800 clients from all parts of the globe, and we're looking to help you.


 [socinova.com](http://socinova.com)


 07387 39 4002



## **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 to get more customers digitally.

 [trigacyagency.com](http://trigacyagency.com)


 07387 39 4002



## **Nelda: Tree Plantation NGO**

Want to plant trees in Pune or want to volunteer? Want to contribute to the Swatchh Bharat Mission? Want to trek to various forts in Maharashtra? We can help.

 [nelda.org.in](http://nelda.org.in)

 098233 48087

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

 [www.deshpeebarter.com](http://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!



# Sarods of time...

2015



2016



2017



2018



2019



2020





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

Activity does not mean progress.  
Very few companies can tell the difference.

- Vedarth Deshpande, *Manager, Deshpee*

*Deshpande*