



# **Deshpee Annual Report 2022**

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

Titanate by Deshpee, as on 10th December 2022

# Titanate

# Message from the Mentor

Dear readers,

Communicating with you through this annual report of Deshpee is always bliss. Since the day we started Deshpee, growth, and accountability have always been our focus. And Titanate 2022 is just one way of fulfilling our promise of staying accountable to all our stakeholders.

As we complete 8 years this December, we all have a sense of gratefulness towards everyone who contributed to this journey and an equal excitement towards what the future holds. These are some exciting times to be alive!

## **Quality and service are in our DNA.**

Like most other startups, Deshpee did not have an easy start. However, we understand that difficulty is an excuse history never accepts. The tenacity of Vedarth and his team while identifying and overcoming problems is applaudable. We've always held high the principles of providing great quality and customer service, and that has served us well.

## **Business innovation is now majorly driven by technology.**

There was a time when business innovation required synergy between tens, even hundreds of different elements. Though we can argue it still requires a lot of elements, technology has surely made innovation simpler. With the right technology, any business, big or small, can now drive innovation. Technology has truly put the power back in the hands of individuals. Even startups can now develop products and services that can change the world.

And that is exactly why we chose this to be 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 positive 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 as much about them as it is 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 created 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 looking for more and more opportunities.

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.

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.

## 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 perform 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.

## Socinova was launched.

30th June, 2014

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.

## 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.

## 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 Deshpree and Floma was formally released.

November, 2016

Considering the need for better branding, we renamed 'deshp' to 'Deshpree'. 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.

## Deshpree 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!

# About Floma Homes

Are you planning to design or renovate your home in Pune? Have you decided on a theme yet? What is your budget for interior design? Can you afford to finish the full project now, or should you tackle it bit by bit? What colour do you prefer? Also, how do you make sure you're working with someone local who knows the weather, climate, and, therefore the perfect interior design and furniture to use in your locality and for your house? You need someone who can quickly and effectively get your interior design project completed.

Hiring an interior decoration firm for your new home will not be easy because there are so many interior companies and professionals out there, and you don't want to book a professional without researching and understanding them properly, do you? We are Floma Homes, a Pune based interior decoration firm specialized in making homes stand out with our creative approach within your budget.

Our services are not for average homes, to be frank. If you want your home to be the talk of the town, let's get started!

## 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 that 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 and implement 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. And our vision is to transform over 10 lakh homes in India using design and technology by 2030. 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 in Pune and Maharashtra. 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.

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.

### 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 8 years of experience and have managed 1800+ clients worldwide.

All the content that we'll design for your social media 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. No matter which industry or country you're from, Socinova's expert managers can help your business be successful on social media!

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

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. Let us make it work for you!

### Why choose Socinova?



Having experience of managing 1800+ accounts worldwide



Expert team of industry pros with proven track record



Tens of 5-star reviews and case studies from happy clients



Affordable and simple pricing loved by clients all over



Guaranteed quality and response times for all clients



Latest and top class social media marketing features





# Trigacy

## Trigacy Agency

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

What we do can be summed up in one line - we help you successfully launch or revamp your startup with creative branding and marketing. When you're starting a new company, our services can provide the much required expertise and advice to help you be successful. 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. All you have to do is a book a consultation with our team and let us take of the rest!

Website design, search engine optimisation, graphic design, email marketing, paid advertising, content writing, video animation and more - we do it all!

### Why choose Trigacy?



8+ years of experience in branding and marketing



100% in-house team with years of experience



A strong portfolio of more than 50 success stories



Reasonable and transparent pricing - no hidden charges!



Complete commitment to delivering quality services



Simple and easy onboarding and delivery processes



# About Nelda Foundation

Nelda Foundation is a registered section 8 non-profit company working on tree plantation and environmental conservation. Nelda is an Irish word that means 'champion'. So, why did we choose this name? Because we believe that all the people working for the environment are champions. Nelda represents the champions among us that work on nurturing trees that will also help make our future greener & make our mother earth feel better.

India is known as a country of youngsters. Nelda believes that if more and more youngsters are involved in social work, then not only can the work be done more efficiently, but eventually, it will also result in sustainable growth. Hence, at Nelda, it's our focus to try to inspire the young generation to work for the environment,

Nelda doesn't only plant trees but also takes care of them throughout the years to make sure they survive and become self-sustainable. At Nelda, we aim for at least 70% survival ratio over a 5 year timeline.

## Our Mission

To make the world greener than how we found it.

## Our Vision

Help people plant and grow a billion trees in India by the year 2041.

## Our Core Values



### Creativity

We focus on creative solutions to pressing environmental issues.



### Consistency

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



### Accountability

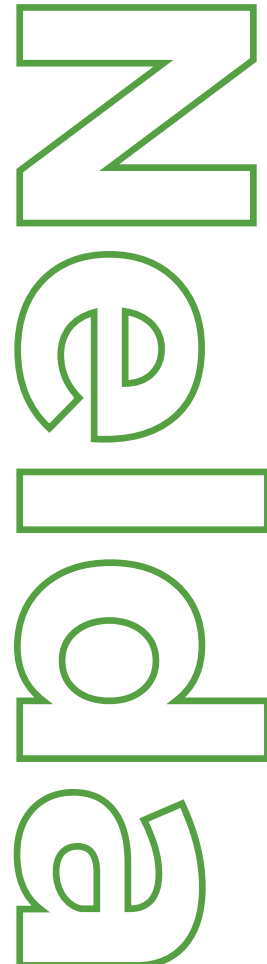
We're fully accountable to the public regarding everything we do.



### Positivity

We stay positive and optimistic about the future.

Tree plantation might not be the total solution to climate change, but it surely helps create a greener and much healthier future. When you talk about tree plantation, it's not rocket science. All you need is an expert and a knowledgeable team to get things done at the right time. And that is what Nelda can help with.



# Nelda Foundation

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

Our founder, Vedarth Deshpande started Nelda with a mission to give back to the community of Pune and the earth. All of us at Nelda have made it our mission to plant as many trees as possible and make this world a greener place.

With that idea in mind, Project Nelda was launched in the year 2016 with a plan to help increase the green cover of Pune and help maintain the balance of urban ecosystems. Although we have been doing this for many years, the volunteers that we have are not enough if we are to make a worthwhile change. We need more people to help us and support our aim to influence the plantation of a billion trees by 2041.

Nelda is proudly backed by Deshpree Group. Our staff not only runs Nelda Foundation, but contributes the most hours every year. Our entire staff of Deshpree is committed to doing our best for Nelda, and for the environment.

When you talk about tree plantation, it's not rocket science. All you need is an expert and a knowledgeable team to get things done at the right time. And that is what Nelda can help with.

## Why choose Nelda?



6+ years of tree plantation & maintenance experience



Section 8 company with 80G certification



25+ core volunteer team working tirelessly to execute our vision



Demonstrated experience of running CSR projects



Strong digital presence to help raise social awareness



Run and managed by young minds under the age of 30

# Deshpee Stats for the Year

For the Deshpee Year 2021-22 i.e. 11th December, 2021 to 10th December, 2022

1.95

Sales, Rupees in Crores

1.3K

Trees planted by Nelda

300+

Global clients served for digital marketing

40+

Direct & indirect employment generated

2023 was a special year for us at Deshpee. No doubt we continued to grow our brands like all our previous years, but this year, we took some really smart decisions that I believe will provide good returns for the next 5-10 years.

To start with Floma, we launched our highly anticipated interior design studio in Pune this year. This lavish 2 BHK studio showcases all the different interior design elements we work on as a part of our turnkey projects. We also completed more than 30 projects this year. This growth was fueled by our improved marketing and operational efficiency.

Our marketing divisions Socinova & Trigacy also witnessed strong growth this year. Not only we were able to increase revenue per customer, but the total number of orders has also increased. Our subscriptions and digital delivery models are proving to be very profitable.

And finally, this was also a successful one for Nelda foundation. We planted more than 1300 saplings this year with the help of our CSR partners. More than 1,000 volunteers contributed to our activities throughout the year.

Along with the above, we also continued to work on our other projects like Titanity, Trigacy Studio & Barter. A few more exciting announcements are on their way!



**Vedarth Deshpande**

General Manager, Deshpee

## Digital Marketing, Interior Design & Non-profit

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



**Floma Homes**  
Interior Design

floma.in  
0 80 68 49 4055



**Nelda Foundation**  
Tree Plantation NGO

nelda.org.in  
098233 48087



**Socinova**  
Social Media Marketing

socinova.com  
care@socinova.com



**Trigacy Agency**  
Digital Marketing Services

trigacyagency.com  
contact@trigacyagency.com





## 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!

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

#TitansofDeshpee



## Project Bion by Deshpee

### 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 that align with Deshpee's goals. Under the Bion 2023 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, young-age creativity and risk-taking are 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.

# Highlights from 2022



## Introducing Floma's Interior Design Studio

This year, we launched our 2 BHK interior design studio in Pune. This studio features a fully furnished 2 BHK setup. The goal of this studio is to help Floma's customers experience our quality firsthand. It is also helping them take design decisions faster! We invite you to our studio located in Sahakar Nagar 2, Pune!

## Rehnuma Song by Titanity

This year we also produced a new song, Rehnuma, for our band Titanity. The special thing about this song is that it is written, recorded, and published all by our in-house team. Our team came up with the idea of the song, worked on the lyrics, recorded it ourselves, & released it on all the major music streaming platforms! Please listen to it and let us know your feedback!



## Mega Tree Plantation Project With Walter Tools

This year, we started an important CSR project with Water Tools to plant and maintain 2,000 saplings at Hanuman Tekdi, Pune. We're thankful to them for this opportunity. Nelda will continue to work hard to turn Hanuman Tekdi and Pune greener in 2023 and beyond... Please join us at Hanuman Tekdi any Sunday morning to work with Nelda!

## Technological Upgrades

This year, we focused heavily on upgrading the technology that runs Deshpee. It has been a year of constant technological upgrades, from redesigning our websites and getting a new virtual private server to upgrading our in-house equipment. And many more upgrades are in the works. We're all set for explosive growth of our brands in 2023!





# See what they are saying about us!

**K L**  
1 review

★★★★★ a month ago

The Socinova team has done very good work for my companies. They are responsive to feedback, willing to edit anything and their work is constantly improving to my specifications. Most of the work hardly requires edits now. Their customer service and deliverables are impressive.

**Mike Sully**  
2 reviews

★★★★★ 7 months ago

Vedarth and his team are excellent. I've been using them for years with great work. They deliver on their promise and come up with great content on a weekly basis. I use him for all my clients. Pay once every three months and I don't have to think about social media content for my clients again. Very easy to work with and quick to respond. Thanks

**kristen**  
4 reviews

★★★★★ 7 months ago

Socinova is great to work with. I was reluctant to outsource social media, thinking it would not hit the mark, but it did. They keep the social postings on track and are very responsive to changes! I have zero complaints and only praise for Socinova. ❤️

**Sandra Noguera**  
1 review

★★★★★ 3 years ago

Working with Vedarth and his team for social media, SEO and video's has proven to be a great investment for our company. We are impressed by their great service, creativity and work. Keep up the good work guys.

**Mike SMITH**  
1 review

★★★★★ 2 years ago

Socinova is an excellent company. We've worked with them for over a year now and they have been very professional and their creative ads have generated our company hundreds of leads!!

**Tracey Franco**  
21 reviews

★★★★★ 2 years ago

FinanceCorp has been using the services of Socinova for many years and find their service amazing. I recommend their service to friends and family for their businesses too as i love their work!



Testimonial from Mr. Anil Mane Sir - Floma's 2 BHK Interior Design...



2 BHK Interior Design Project at Satara Road, Pune - Testimonial...



Testimonial from Swapnil Suryavanshi Sir - Floma's 2 BHK...

**Prashant Aher**  
5 reviews

★★★★★ 4 weeks ago

Today Mr Rohan Agawane visited our house and after his visit we really got to know how we can utilise our place and arrange our house more beautiful ❤️. Thank you Rohan for valuable guidance and we really would like to work with you. Once again Appreciate your guidance. ❤️

**Akshata Dahanukar**  
7 reviews

★★★★★ 10 months ago

Consulted Floma Homes for 2BHK for home interiors. Extremely happy with the finished work. The project was completed on time and was well within the budget.

**chinmay koli**  
1 review

★★★★★ 8 months ago

Floma has very professional and experienced work team from designing to planning to execution, every thing is perfectly planned and done with perfection. With their wide broad variety and details all your interior needs with your home are well satisfied

**dhruv bhagwatkar**  
3 reviews

★★★★★ a month ago

It was a very fulfilling and peaceful experience. Being surrounded by nature and fresh air is one of the best ways to start a Sunday morning. Planting trees to give something back to Mother Earth will surely fill you with a sense of satisfaction and joy.

**Akash Jain**  
Local Guide · 447 reviews

★★★★★ 3 years ago

I am volunteering with Nelda since last 6 months and its been a fulfilling journey. Nelda's commitment towards protecting nature is commendable. Dreaming to plant billion trees till 2041, Nelda is moving towards it consistently. Kudos to Jeet and Shubham who are driving Nelda's activities every weekend. I wish best luck to Nelda and thanks for making my weekends meaningful.

**anjali kalaskar**  
1 review

★★★★★ 2 months ago

Nelda provides a great opportunity to make a small contribution to replenish Mother Earth

**Boka Books**  
2 reviews

★★★★★ 6 months ago

Trigacy Studio helped Boka in capturing the right visuals and bringing our idea into a video perfectly. They were able to showcase the cafe interiors perfectly.

**Anushree Patil**  
2 reviews

★★★★★ 3 years ago

I have Started my career with Deshpree Group of Companies as a Social Media Executive and it was and is very nice experience to work with and in team. I work in Socinova team and all team mates and seniors are support system of juniors like me. Deshpree team is also very supportive I've learned so many things here. I am liking to work in Deshpree.

**Bhavith Rathore**  
4 reviews

★★★★★ 6 months ago

Well they are a bunch of extremely talented people who want to give their 100% to your product ... really happy with the experience and if you are looking for a firm who treat your product as their own and work the best of it ... this is the one ...

**Sunny parihaar 0861**  
1 review

★★★★★ 8 months ago

Thank you Floma Team for Designing my HOME beautifully, will recommend to friends and family.

**Suraj B**  
1 review

★★★★★ 5 months ago

Thank you floma team for on time delivery of our new home and giving a pleasant touch and on actual thought process replicated.



**2015**



**2016**



**2017**



**2018**



**2019**



**2020**



**2021**





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

All our products & services are 100% designed, manufactured in, and served from India.