

Digital Smita: Smita Devkar Powering Pune's Digital Future

Published on 29 Nov 2025 | By IFI Correspondent



Pune's digital landscape is evolving rapidly, and at the heart of this transformation is **Digital Smita & Infinity Media**, founded by the talented and visionary **Smita Laxman Devkar**. Known for blending creativity with strategy, she has established a powerful presence in the fields of digital marketing, branding, and media services.

A Rising Force in Digital Branding

Digital Smita & Infinity Media provides a wide spectrum of digital solutions tailored for businesses, startups, and personal brands. Their core services include:

- Social media management
- Digital advertising campaigns
- Graphic design & creative branding
- Influencer collaborations
- Business promotions & marketing consultations
- Professional video and photo content creation

Smita Devkar's expertise ensures every brand receives customized digital strategies that increase visibility, engagement, and market impact.

Smita Laxman Devkar: A Woman of Vision and Determination

What sets Smita apart is her ability to understand modern digital behavior and convert insights into high-performing campaigns. Her leadership has enabled small and medium businesses to grow online, expand their audience, and build a stronger identity in today's competitive market.

Infinity Media: Expanding Creative Horizons

Through Infinity Media, she continues to innovate in digital storytelling, helping brands communicate their message with clarity and creativity. Her strong commitment to quality work, timely delivery, and client satisfaction has made her a trusted digital partner across Pune and Maharashtra.

Selected for Maharashtra's Prestigious Awards

Recognizing her dedication and achievements, she has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by *Reseal.in* and *India Fashion Icon Magazine*, celebrating Maharashtra's emerging entrepreneurs and artists.

Her selection marks a proud moment not only for her but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar** (Bollywood Actress)
- **Ms. Sonalee Kulkarni** (Indian Actress)
- **Ms. Prarthana Behere** (Indian Actress)

Event Hosted Under Expert Leadership

The event is being organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of *Reseal.in* (*Sure Me Multipurpose Pvt. Ltd.*), who continues to provide a national platform to Maharashtra's rising entrepreneurs, designers, and creative talents.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.