

Smita Laxman Devkar : Founder of Digital Smita & ROInfinity Media

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Pune-based entrepreneur **Smita Laxman Devkar**, Founder of **Digital Smita** and **ROInfinity Media**, has emerged as one of India's most inspiring digital marketing success stories. Her journey—from starting alone with limited resources in 2017 to owning two thriving AI-powered digital agencies today—is a testament to resilience, self-belief, and relentless consistency.

A Humble Beginning with Extraordinary Ambition

In 2017, Smita stepped into the world of digital marketing without a mentor, network, or business background. Armed with just a laptop, unwavering passion, and a desire to build something of her own, she began her entrepreneurial journey.

Her goals were clear even then—**to create meaningful digital impact and to build a business that would grow far beyond her circumstances.**

Early Struggles That Forged Her Strength

Smita's initial years were marked by obstacles that would discourage most beginners. She faced:

- Frequent rejections
- Tight financial limitations
- Solo handling of all operations—design, content creation, ads, editing, and strategy
- Endless late nights and high-pressure learning curves
- Lack of guidance in an ever-evolving industry

Yet, she held firmly to the belief that quitting was not an option. Every challenge refined her expertise, and every mistake became a lesson that strengthened the base of her future empire.

Building Two High-Impact Digital Agencies

Over the years, Smita transformed her learnings, failures, and skills into two powerful digital businesses—each with a distinct purpose and service ecosystem.

Digital Smita – AI-Centric Digital Marketing Agency

Digital Smita focuses on creative, strategic, and AI-powered branding solutions, including:

- Social media management
- Funnel building
- Lead generation
- AI-driven content systems
- Video editing
- Automation support

The agency has made a name for delivering clean, consistent, high-performance results for growing brands.

ROIInfinity Media – Performance & Automation Powerhouse

ROIInfinity Media specializes in data-driven revenue systems, offering:

- ROI-focused paid advertising
- AI automation
- High-ticket client acquisition
- Scalable growth strategies

This agency has become a go-to for businesses seeking measurable performance and advanced digital systems.

From Solopreneur to Team Leader

What began as a one-woman operation is today a full-fledged agency network. Smita now leads a steadily expanding team of:

- Designers
- Editors
- Social media managers
- Digital strategists
- AI specialists

Together, they form a collaborative ecosystem that delivers results for clients across India. Her transition from freelancer to team leader marks one of the biggest milestones in her career.

Driving Businesses Toward Core-Level Growth

Through her strategic execution and AI-led frameworks, Smita has helped:

- Multiple brands scale to **core-level revenues**
- Businesses build consistent **lead generation and sales pipelines**
- Over **50+ projects achieve strong digital growth**
- More than **600 individuals upskill in digital marketing**
- Entrepreneurs set up automated systems for expansion

Her influence spans startups, SMEs, coaches, and established companies seeking digital transformation.

Championing Women Entrepreneurs

Smita is deeply committed to empowering women through digital skills and entrepreneurship. She advocates for women's right to:

- Build independent careers
- Start their own businesses
- Gain financial freedom
- Leverage AI and digital tools to accelerate growth

Through mentorship initiatives, online sessions, and valuable content, she inspires women across Maharashtra to pursue their ambitions boldly.

A Clear Vision for the Future

Smita envisions a future where **AI-driven digital marketing becomes accessible to every small business and aspiring woman entrepreneur in India**. She aims to build a community that grows together—where women support, uplift, and learn from one another.

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 Maval 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 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 for Maharashtra's rising entrepreneurs, designers, and creative talents.

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