

Devish Media: From Malegaon to National Digital Success

Published on 29 Dec 2025 | By IFI Correspondent



Success is rarely instant. It is built on persistence, resilience, vision, and the courage to adapt. The journey of **Devish Media**, founded by **Shekhar Patil and Dhanraj Shukla**, reflects these very principles, standing today as a powerful success story from India's Tier-2 ecosystem in the modern digital economy.

Founded in **2018 in Malegaon**, Devish Media began its journey at a time when digital marketing awareness in Tier-2 and Tier-3 cities was minimal. Businesses largely depended on traditional advertising, while concepts such as social media marketing, search engine advertising, brand building, and online lead generation were often viewed with skepticism.

Launching a digital marketing agency in such an environment was a bold and high-risk decision, one that required conviction, long-term vision, and the determination to educate markets that were still discovering the power of digital platforms.

Early Challenges and Relentless Struggle

The initial phase was marked by **financial limitations, scarce resources, and limited experience**. Without a dedicated office, trained team, or established client base, every project demanded personal involvement and relentless effort.

Rejections, lack of trust from business owners, and delayed results became routine challenges. However, these obstacles did not deter Devish Media's core mission — to deliver value-driven digital solutions.

Learning, Adapting, and Building Expertise

Instead of giving up, Devish Media invested heavily in **continuous skill development**. The team focused on learning new technologies, understanding platform updates, analyzing customer behavior, and tracking evolving market trends.

Each failure became a learning opportunity, refining internal processes and strengthening service quality. From the outset, the agency emphasized **result-oriented digital marketing**, prioritizing performance over promises.

First Successes and Growing Trust

Gradually, local businesses began to see measurable results. Digital campaigns started generating qualified leads, improving brand visibility, and driving business growth.

These early success stories played a crucial role in building trust. Word-of-mouth referrals followed, helping Devish Media establish a strong and credible foundation in the local market.

From Advertising Agency to Digital Growth Partner

Devish Media soon redefined its role — not merely as an advertising agency, but as a **digital growth partner**. The company adopted a client-centric approach, offering:

- Customized digital strategies
- Transparent performance reporting
- Timely execution
- ROI-driven campaigns

This philosophy led to high client satisfaction and long-term business relationships.

Expansion Across Industries and Geographies

Over time, Devish Media's reach expanded far beyond Malegaon. Clients from across Maharashtra and various parts of India joined its growing portfolio.

The agency successfully executed campaigns in sectors including **real estate, healthcare (hospitals and IVF centers), education, fashion and boutiques, retail, local service businesses, and e-commerce**, demonstrating versatility and strategic depth.

Standing Strong During the COVID-19 Crisis

The COVID-19 pandemic posed unprecedented challenges to businesses worldwide. With advertising budgets shrinking and operations shutting down, survival became the priority.

During this critical period, Devish Media identified the urgent need for **digital transformation**. By guiding clients toward online platforms, strengthening local digital branding, and focusing on lead generation and online presence, the agency helped many businesses navigate and recover from the crisis.

120+ Clients and a Proven Model of Trust

Today, Devish Media proudly serves **over 120 active and satisfied clients across India**. This milestone reflects more than numbers — it represents trust, consistency, and measurable outcomes.

The company has successfully demonstrated that **national-level professional digital services can emerge from small cities**, challenging long-held assumptions about geography and scale.

Vision for the Future

Devish Media's mission remains clear: to empower local and national businesses through digital platforms. The agency continues to stay ahead by embracing **AI-driven marketing, automation, performance marketing, and advanced brand strategy**.

Looking forward, Devish Media aims to build a strong global presence and establish itself as a **trusted, innovative, and results-driven digital marketing organization**, representing the potential of India's emerging entrepreneurial cities on the world stage.

Selected for Maharashtra's Prestigious Awards

Recognizing their dedication and achievements, they have been selected for the prestigious “ **Maharashtra Style Icon 2025** ” awards.

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

The selection marks a proud moment not only for them 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 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.

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.