

The Success Story of Ankita Mobile Shop

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Ankita Mobile Shop was established on **9 September 2010** with a clear dream but limited resources. Founded by **Tejaswi Dipak Jadhav**, the venture faced a slow start, with minimal customer response in its initial phase. At a time when competition in the mobile retail market was growing, attracting customers and converting ideas into sustainable business growth proved to be a major challenge.

Yet, instead of accepting defeat, Tejaswi Jadhav viewed this phase as a learning curve—one that demanded innovation, patience, and perseverance.

The Early Struggles and First Strategic Move

In the early days, Ankita Mobile Shop offered new mobile phones, accessories, and repair services. However, this alone was not enough to generate strong customer engagement. Understanding the need for a distinctive offering, Tejaswi took a bold step in **2012** by securing the **distributorship of AIRCEL**, a prominent mobile SIM card company at the time.

This move proved to be a turning point. Customers could now access mobile recharges and SIM cards at wholesale rates, which significantly increased footfall and trust. Gradually, Ankita Mobile Shop began gaining recognition in the local market.

Expansion, Employment and Relentless Hard Work

With the AIRCEL distributorship came new responsibilities. Ensuring timely delivery of SIM cards and recharges to nearby villages required additional manpower. Two new employees were hired, and the business gained momentum.

As operations expanded, the workload increased substantially. During this crucial phase, **Tejaswi Dipak Jadhav and her husband decided to dedicate themselves fully to the business**. Long working hours—often stretching late into the night—became routine. Their unwavering commitment and consistency laid the foundation for the next stage of growth.

By **2013**, Ankita Mobile Shop had grown to employ **10 staff members**, marking a significant milestone in its journey.

A Major Setback and a Brave New Beginning

Just when everything seemed to be running smoothly, an unexpected challenge emerged. In **2015**, AIRCEL shut down operations, and Ankita Mobile Shop lost its distributorship. This sudden development threatened the stability the business had built over years.

However, Tejaswi Jadhav refused to be discouraged. Instead of seeking another distributorship, she made a decisive choice—to focus entirely on strengthening her **own brand**. The business shifted its priority toward expanding its range of mobile phones and accessories, an area that had earlier taken a back seat.

Balancing Family Challenges and Business Growth

This period also brought personal challenges, including family responsibilities and health issues concerning parents. Despite these hurdles, Tejaswi remained determined. With an already growing customer base, the focus shifted to **excellent service and building long-term trust**.

Her belief paid off. Customers responded positively to the reliable and transparent service, and the business once again began to grow steadily.

Building Trust, Reputation and Recognition

Over time, Ankita Mobile Shop's growth was firmly rooted in customer confidence. Consistency, honesty, and hard work helped build a strong reputation. Several reputed companies approached Tejaswi Dipak Jadhav with partnership offers, but she chose to decline them, preferring to concentrate on a single business vision.

This focused approach helped Ankita Mobile Shop earn **recognition across Maharashtra**, emerging as a trusted name in the mobile retail sector.

Going Digital: Reaching Every Corner of Maharashtra

With ambitions to move beyond city and district limits, Tejaswi embraced the power of **social media**. Digital platforms enabled Ankita Mobile Shop to connect with customers across villages and towns throughout Maharashtra.

The response was overwhelming. Supported by customer love and goodwill, the brand reached new heights and established a strong digital presence.

A Journey Defined by Determination

The journey of **Tejaswi Dipak Jadhav and Ankita Mobile Shop** is a true testament to resilience and entrepreneurial spirit. The early years were undeniably challenging, but hope, perseverance, and relentless hard work never faded.

Today, Ankita Mobile Shop stands as a symbol of self-made success—proving that with dedication, adaptability, and trust, even the most difficult beginnings can lead to remarkable achievements.

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.

The 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 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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