

## From Setbacks to Success: Sumit Deshmukh's Inspiring Entrepreneurial Journey

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Born into a simple middle-class family in **Chhatrapati Sambhajnagar**, **Sumit Subhash Deshmukh** always believed in shaping his future through education and hard work. After completing his **BE in Civil Engineering**, his strong inclination toward the **environmental sector** motivated him to pursue higher studies. He secured admission at **Sinhgad Engineering Institute, Pune**, even while holding **three job appointment letters**, reflecting his long-term vision over short-term comfort.

### An Entrepreneurial Mindset from the Start

From an early stage, Sumit was clear about one goal—to build his **own business**. With unwavering support from his parents and especially his uncle, who had over **20 years of business experience**, his entrepreneurial confidence grew stronger. He had already decided that his business would be linked to the **civil and environmental domain**.

While still studying, he began offering **environment-friendly fertilizers, kitchen garden consultancy, and environmental guidance services**, enabling him to manage his personal expenses independently and gain early business exposure.

### The First Business Steps Back Home

After completing his education, Sumit returned to Sambhajnagar without a job in hand. Undeterred, he launched **DS Eco Store**, focusing on the sale of eco-friendly products. This marked the first formal step of his entrepreneurial journey. Soon after, under **DS Group (Consultants and Services)**, he expanded into **construction consultancy and renovation projects**, both small and large. Operating from his own shop, the business gradually grew, adding **civil works and plumbing services**, and eventually handling **row houses, commercial buildings, and residential apartment projects**.

### The Dream Project Takes Shape

A major milestone came with his **first dream project, Matoshree Residency – Apartments**, whose *Bhoomipujan* was conducted in late **2018**. Alongside this, renovation and bungalow projects were progressing steadily. For nearly **two years**, the business saw consistent growth and stability.

### The Pandemic Challenge

Like countless entrepreneurs, Sumit's journey faced a severe setback during the **COVID-19 pandemic**. Construction activities came to a standstill, leading to financial stress. However, with patience and determination, he completed pending projects once lockdown restrictions eased and slowly regained financial balance.

In **March 2021**, during this uncertain period, he got married in a modest ceremony attended by close family and friends.

### **Tough Decisions During Market Slowdown**

Shortly after marriage, a market slowdown once again affected business operations. Projects declined sharply, making it difficult to manage household expenses. Acknowledging reality, Sumit took a bold decision to accept a **site engineer job at ₹12,000 per month**, prioritizing stability over ego.

This phase proved crucial, as he gained strong **on-site execution experience** and deeper industry knowledge while working with builders.

### **Professional Growth Through Employment**

Within months, he secured a better opportunity in **Vaijapur**, offering higher pay and exposure to **road projects**. Over the next **2–2.5 years**, his career took him from Pune to Mumbai, where he steadily climbed the professional ladder.

Through dedication, skill, and experience, his salary rose from **₹12,000 to ₹70,000**. Throughout this demanding phase, his wife **Sujata** remained a constant pillar of support, adapting to frequent relocations and the challenges of a new marriage.

### **Facing Risks with Integrity in Mumbai**

While serving as a **Project Manager in Mumbai**, Sumit's honesty and commitment sometimes led to professional conflict. In one alarming incident, he even faced a **life-threatening attack**. However, due to his integrity, strong work ethics, and family blessings, he emerged safely and stronger from the experience.

As his financial condition stabilized, the urge to return to entrepreneurship resurfaced.

### **A Strong Comeback with DS Group**

Determined to restart his entrepreneurial journey, Sumit returned to Sambhajinagar and launched **DS Group – Deshmukh Sons Trading Company**, focusing on the **plumbing and sanitaryware sector**, an area aligned with his expertise and market demand.

### **Building a Trusted Name in Construction Services**

Today, with **8–10 years of experience** in the construction industry, DS Group has earned a strong reputation. In just **three years**, the company has established itself as a trusted name in plumbing services. Quality work, timely delivery, and customer satisfaction have ensured repeat clients and a growing customer base.

The business continues to grow steadily with each passing day.

### **Growing Together as a Family**

Adding to this success story, Sumit's wife **Sujata** has also ventured into entrepreneurship through **Khadyam Foods**. For over a year, her food business has been receiving an encouraging response, strengthening the family's collective entrepreneurial journey.

### **A Story of Resilience and Determination**

Sumit Deshmukh's journey is a powerful reminder that success is rarely linear. From business setbacks and financial uncertainty to professional growth and entrepreneurial revival, every phase shaped his resilience and vision. Backed by family support, honesty, and relentless effort, he continues to move forward—**stronger, wiser, and more determined than ever**.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing his dedication and achievements, he 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 him, 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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