

From Childhood Curiosity to Entrepreneurial Success: Deepak Mashal's IMAX Traders Story

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A strong desire to work, learn, and build something meaningful can shape a person's future from a very young age. Such is the inspiring success story of **Deepak Rajendra Mashal**, the founder of **IMAX Traders**, whose journey reflects dedication, gratitude, and steady growth in the technical services sector.

Early Exposure to Work Culture

Deepak Mashal's inclination toward work began in childhood. His maternal grandfather owned a puncture repair and fabrication shop, where Deepak would spend his summer vacations. Working under his guidance not only introduced him to hands-on skills but also instilled a strong work ethic and love for technical work at an early age.

Learning the Electrical Trade at a Young Age

While studying in the **8th standard**, Deepak began working at **Balaji Electricals** under **Rajkumar Vitkar**, who played a pivotal role in shaping his career. Under Vitkar's mentorship, Deepak gained complete practical knowledge of electrical work and developed professional discipline.

Deepak acknowledges Rajkumar Vitkar's lifelong guidance and financial support, expressing deep gratitude for his contribution to his professional growth.

Expanding Technical Expertise

In **2007**, Deepak further enhanced his skills by working with **Yashpal Chitapure**, where he learned the installation and servicing of **batteries, inverters, CCTV systems, and water purifiers**. This phase proved to be a turning point, broadening his technical capabilities and strengthening his confidence to start an independent venture.

Foundation of IMAX Traders

With years of experience and practical knowledge, Deepak launched his own business in **2012** under the name **IMAX Traders**. The company provides services in **battery and inverter solutions, CCTV installations, water purifiers, and electrical work**.

The success of IMAX Traders has been strongly supported by a team of dedicated and honest employees. Deepak credits **Ramdas Waggi, Pradip Vitkar, and Avind Dede** for their valuable contribution and commitment to the company's growth.

Balancing Education and Entrepreneurship

Alongside his business responsibilities, Deepak continued his academic journey and successfully completed his **Master's degree in Marathi (MA – Marathi)**. Throughout this phase, he received unwavering support from his **parents and wife**, whose encouragement played a crucial role in balancing education and entrepreneurship.

Growing Turnover and Digital Support

Today, **IMAX Traders records an annual turnover of ₹40–50 lakh**, marking its steady rise in the competitive technical services market. Deepak also acknowledges the positive impact of **social media**, which has helped expand his customer base and boost business visibility in recent years.

A Journey Built on Skill and Gratitude

Deepak Rajendra Mashal's journey proves that success is built step by step—with learning, discipline, humility, and gratitude toward mentors, employees, and family. From a curious child working in a small workshop to a successful entrepreneur, his story stands as an inspiration for aspiring youth who wish to grow through skill-based entrepreneurship.

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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