

# INDIBAAT

Annual Newsletter of Indibni | [www.indibni.com](http://www.indibni.com)

## EDITION 01

Yeah! we are  
turning 8

2019-2020



indibni®  
#DesignforLife

## KEY HIGHLIGHTS

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INDIVISION &  
FOUNDERS'  
MESSAGE

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LIFE,  
EVENTS &  
CELEBRATIONS

● SCAN THE QR CODES TO WATCH THE RELEVANT FILMS ●



# 01 INDIVISION

INDIA · INNOVATION · INDIVIDUAL



## FOUNDERS WITH THEIR BETTER HALVES

**Indibni®** is an Indigenous Content Production Company. With our mission of **वसुधैव कुटुम्बकम्** i.e the world is one family, we aim to enable billions to communicate their bonds, relationships, values & culture by creating pertinent content & innovative gifts.

We are a Startup India recognised company. Three 'I' in our name, stands for India, Innovation & Individual.



Indigifts®

**Indigifts®** is our exuberant brand of timeless expressions with a collection of 25000+ gifts.



Indifamily®

**Indifamily®** is our CSR foundation for celebrating relations & cherishing emotions.



Indibaar®

**Indibaar®** is our content platform to encourage individuals to relate and strengthen their relationships, culture & values via Talks.

## MESSAGE BY THE FOUNDERS

**8 years!!!** Many people ask us, what kept us moving? Well, we sincerely believe its curiosity! Doing new things, failing fast and opening new doors, Indeed the journey of 5 to 50+ team members, starting from 0 to 8 figures in revenue, wasn't easy at all. The journey started from one 'I' has now reached millions of 'individuals'. We are now ready for the leapfrog opportunity of scaling **10 to 100x before we turn 10 in 2022!!!**. We sincerely **thank all** our stakeholders, from our team members to customers, vendors to partners and mentors; together we made it so far, let's hit it to the next mark.

**NITIN JAIN & ANKIT JAIN**  
**FOUNDERS, INDIBNI**





**Indigifts®** by Indibni®, provides an exclusive collection of gifts for **every relation and occasion**. Every year, we come up with many innovative product range, which reflects your emotions and supports sustainability. This time, we had launched various ranges;



#### DOSTOLOGY RANGE

For all the talk about generation gap, one of the things that remains unchanged is deep familial bonds among Indians; And young India loves to celebrate these bonds with some quirky and not-so-traditional gifts. **DOSTOLOGY** is a series of 20 desi mascots, such as Kamina, Jugaadu, Bhukkad to Sundari, Pyari-Dulari, etc

## 02 NEW PRODUCT RANGE COLLECTIONS

[www.indigifts.in](http://www.indigifts.in)



#### FOLK FUSION RANGE

India is rich with regional art forms, however, some are dying & lacking in evolution. **Folk Fusion** is an effort done by blending the traditional art of Mandana and Warli art into modernity. **The folk art is blended with categories of food, travel, animal & musical instruments.**





03

# AWARDS & MEDIA HIGHLIGHTS



SCAN TO VIEW !



We received **Rajasthan Brand Leadership Award 2019** powered by **ABP News** and organized by **World HRD Congress**. It is a feeling of pride for us to receive this award as a symbol of success in innovation in **Rajasthan**.

For our Innovation for sustainability, the idea of Seed Rakhi was recognized by India Design magazine and we received **India's Best Design Award 2019** in product design, followed by **Business World's Future of Design Awards 2019** in the category of craft; where we won the Gold!





# LOVE PODCASTS

14th February 2019

## Love is all we need!

To celebrate the season of love, we invited couples in love to share their stories in the form of podcasts and interviews. It was a great blend of couples celebrating their **LOVE**.



## WOMEN'S DAY CELEBRATION

8th March 2019

SCAN TO VIEW !



The ethos of **Indifamily** is to celebrate every small moment grabbing all the happy moments and this is one of the best cultures of our Indifamily. On the occasion of **International Women's Day**, the whole team sprinkled wishes to all the ladies of the house to make them feel special, not only this, the team invited all the ladies for cake-cutting, and they were given **secret inspirational women's day letters** from their admirers and beautiful gifts for every lady. The evening ended with a small chit-chat. The ladies said '**every day is our day**' with a wink.

## ना-रियल AWARDS

20th March 2019

March 20 is celebrated worldwide as **International Day of Happiness & World Storytelling Day**. It is also our foundation day. We celebrated it with the families of our team members. The celebration had all the elements, starting from the games to a full packed dinner party. We organized the **Na-Real Awards**, where we facilitated each team member with a unique award, a certificate of acknowledgment a nariyal (Coconut) as a memento. We were fortunate to host **Mr. Sudhir Sharma**, Our mentor and founder of Indi Design, Pune as our Guest of Honor.







वार्षिक दिन

7 years  
CELEBRATION

20th March 2019



20th March is being celebrated as **International Day of Happiness & World Storytelling Day**, and on this day, we completed our **7 years of Indibni**. This was an occasion worth celebrating, thus we planned a celebration with all the members of Indifamily and their real life families too. Every employee was given a certificate with an acknowledgement for his/her hard work towards the company.



SCAN TO VIEW !



एक चिट्ठी मा  
के नाम

12th May 2019



मेरी माँ  
दुनिया में हर किसी के पास माँ है, पर मेरी माँ  
जो भी कोई माँ नहीं है। ये माँ तुम किसे माँ नहीं कि तुम  
है मेरी, मुन्ध है। मेरा!  
मेरी हर खुशी मुझसे, मेरा हर गम मुझसे,  
मो आँख में कड़ ही देती है मुझसे,  
जो कहना चाहती है कबसे!  
मेरे बिना इस दुनिया में मेरा कोई और कहीं!  
देती है तुझे हर वो खुशी, जो कुरबान करदी वो  
मेरे लिए! हाँ माँ!  
आपका वो दिन जब तुझे गर्व होगा अपने  
पर! आपका वो दिन जब तु कहेगी मैं  
मेरा।  
तब व माँ!

Our Mothers are awesome, they sacrifice everything for our families, but don't get much time for themselves.

We took an initiative of **Ek Chitti** to send **One Lakh letters**, written by children to their mothers, inspiring them to re-ignite their passion.

We joined hands with **The Sahitya Project** and articulated an event '**AMMI**', Their unheard voices brought tears of happiness. Their videos on Youtube went viral and reached millions of people.





# FATHER'S DAY EVENT

16 June 2019



*"Some superheroes don't wear capes, we call them Dad"*

A special campaign was launched for all the fathers, to let them listen, what their kids want to tell them. **Suno papa** was to thank their fathers for every possible effort done for making your dreams true.



**Message**  
Hey **DAD**, we love you so much. You are the spine of our body, you gave us everything, whatever we needed in our life. You used to worry about my studies because I was more into sports. You gave us all the facilities at each & every step of my life. Thanks for Everything.  
Love from **Harsh, Preeti & Akhil**.

To, **Papa**  
Thank **YOU**, I TURNED OUT AWESOME!  
MAYBE IT'S BECAUSE YOU ARE KIND OF AWESOME TOO!



To, **Papa**  
DAD YOU'VE ALWAYS BEEN THE COOLEST LIKE ALL THOSE TIMES YOU SAID "YES" WHEN MOM SAID "NO"



To, **Papa**  
Thank YOU, I TURNED OUT AWESOME! MAYBE IT'S BECAUSE YOU ARE KIND OF AWESOME TOO!

## INDIBNI पानी पुडी LEAGUE | 1st July 2019

Every month we organise activities such as, one of the best engaging **IPL aka Indibni Pani-puri League**. It's all about appetizing the yummy & spicy pani puri's. There were two rounds- to eat 5 pani puri in the minimum time, and eating the maximum number of pani puri in 1 minute. We all were amazed by the results. Round one was won by eating 5 pani puri in just 12 seconds, and 25 pani puris were eaten in 1 minute. Can you beat this?



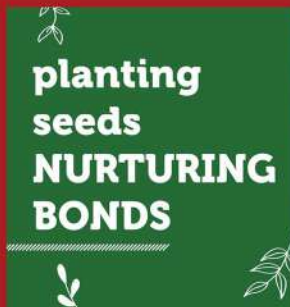
## DESIGN OFFICE INNAUGURATION

5th July 2019

Best content and design requires the best resources and support. We started Indi Design Lab for our **designers to imagine, dream, and carve out their intangible ideas into tangible products**. It has spaces dedicated to Exhibit, R&D, and Work. It also has the **finest Design Library**. We invite industry leaders to share their experience & learning with our team.







## SOW A SEED RAKHI CAMPAIGN | 15th August 2019



To support the sustainability of the environment and livelihood, we innovated India's First Seed Rakhi® - a unique rakhi, when sown, grows into a plant. **50000+** Seeds were sown to Mother Earth, all across the globe. **25000+** Children pledged for using Seed Rakhis, **10+** Awareness workshops were held. **10000+** Seed Rakhis were sent to Brave hearts, Soldiers and Policemen across the country along with Thank You cards by various school kids. **200+** Underprivileged and SHG Women were employed in the making of Seed Rakhis **20+** Farmers were empowered to grow organic cotton.

## ब्राथ – ब्राथ खाढ़े ब्रात

20th September 2019



On the occasion, we celebrated the journey by **remembering the soil of Rajasthan**, the classic ghee loaded baati, served with the **flavor of Rajasthani** daal and how can you forget that delicious churma loaded with all dry fruits!

## SECRET SANTA

25th December 2019

The true joy comes from **sharing and gifting**. The secret santa was all about becoming a santa and finding the perfect gift for the chosen one and **guessing the gift and its presenter**. We all had an evening full of **celebration**, followed by singing and dancing.

