

Desilishes, Inc.

COMPANY  
PROFILE

# DESILISHES PUBLISHING HOUSE

AB PADEGA BHARAT BADHEGA  
BHARAT

Shailesh Jaiswal  
Founder and Ceo of Desilishes  
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## **\*\*INTRODUCTION\*\***

**Have You Ever Noticed How Reading in Your Native Language or the Language You Speak Daily Feels So Much More Impactful? Desilishes Publishing House Believes That Language Is Not Just a Medium but a Bridge That Connects Your Emotions and Stories Directly to the Heart. We Are Taking This Belief Forward by Publishing Books in Hinglish, Marathish, Gujratish, and Other "Lishes Languages."**

**What Are These Lishes Languages? These Are the Languages You Speak Every Day. A Blend of Hindi and English - Hinglish, Gujarati and English - Gujratish, Marathi and English - Marathish, and Many Other Interesting Combinations. Desilishes Promises You That When You Read in Your Language, It Will Be an Experience Like Never Before.**

## **\*\*MISSION\*\***

- 1. To Publish and Distribute Books in Hinglish and Regional Lishes Languages, So They Can Reach Every Corner.**
- 2. To Promote Education and Literacy in Rural and Urban Areas Through Affordable Books.**
- 3. To Support Local Authors and Writers, Reflecting Our Culture and Heritage in Our Publications.**

## **\*\*VISION\*\***

**The Vision of Desilishes Publishing House Is to Deliver Books to Every Reader That Reflect Their Culture, Language, and Emotions. We Want Our Readers Not Just to Read but to Live Through Their Language.**



## **\*\*BOOK PUBLISHING\*\***

**Do You Have a Story? An Idea That You Believe Should Reach the Masses? Desilishes Handles the Entire Process for You - From Manuscript Editing to Final Distribution. And Yes, If You Want to Publish Your Content in Hindi or Regional Languages, We Create Its Hinglish or Lishes Version, Making It Reach a Wider Audience.**

**Imagine a Book That Is a Sweet Mix of Marathi and English - "Shubhangi's Journey," Telling Shubhangi's Story in the Language She Loves, from the Mumbai Chawl to the Corporate Life in New York. Or Think About "Dharam Aur Dharma," a Gujarati-English Blend, Narrating the Story of a Young Gujarati Girl Balancing Her Family's Traditions with Her Modern Thoughts. Desilishes Makes All of This Possible for You.**

## **\*\*DISTRIBUTION CHANNELS\*\***

**We Ensure Your Books Reach the Maximum Number of Readers Through Our Network of 50+ Bookstores, Primarily Located Around Local Train Stations in Mumbai. These Are Places Where Thousands of People Visit Daily, Making It Easy for Your Target Audience to Pick Up and Start Reading Your Book.**

## **\*\*COLLABORATION OPPORTUNITIES\*\***

**Desilishes Is Not Just a Publishing House but a Platform Where You Can Bring Your Story to the World. If You Have a Unique Voice, a Story Worth Telling, We Offer Complete Support in Publishing and Marketing. For Example, "Radhika's Diary" Is a Hinglish Book Narrating the Ups and Downs of Radhika's Life in Her Own Language. This Book Made a Significant Impact Among Young Readers Because It Spoke in Their Language.**



## **\*\*Customization\*\***

**We Understand That Every Book Is Special, and Sometimes You Want Your Special Projects or Editions to Be Fully Customized. That's Why We Offer You the Option to Tailor Your Book's Design and Language to Meet Your Specific Needs.**

## **\*\*OUR UPCOMING BOOKS\*\***

- \*\*ILHAM:\*\* Our First Book, a Masterpiece of Urdu Poetry, Available at ₹200. This Book Is a Treasure for Poetry Lovers, Blending the Fragrance of Urdu with Modern Emotions.**
- \*\*Think And Grow Rich:\*\* A Two-Part Series Coming in Hinglish, Offering You the Mantra for Success. The First Part Is Priced at ₹150 and Will Help You Set Your Financial Goals.**
- \*\*The Art Of War:\*\* An Upcoming Hinglish Pocket Book That Explains Strategy and Tactics in Simple Language. We Are Considering Free Distribution for This as Part of Our Future Plans.**

## **\*\*PRICING\*\***

**Our Pricing Is Highly Affordable, Ensuring That Our Books Are Accessible to All Sections of Society. We Also Plan to Launch Our Books on a Direct Sales Platform, Allowing You to Purchase Directly from Us Without Any Middlemen.**

## **\*\*FUTURE RELEASES\*\***

**Our Upcoming Projects Include Storybooks for Children, Like "Kahaniyon Ka Pitara" - A Mix of Hinglish and Hindi, Presenting Cultural Stories in a Modern Style. And "Ghar Ki Baaten," Which Presents Simple Yet Powerful Family Stories in Marathish and Gujratish.**



### **\*\*\*Why Choose Us?\*\*\***

#### **\*\*Unique Selling Points (USP)\*\***

- **\*\*Lishes Languages:\*\*** A New Concept in Publishing in Hinglish and Regional Languages That Is Rare in the Market. The Satisfaction You Get from Reading in Your Own Language, We Provide That.
- **\*\*Reach & Accessibility:\*\*** Our Unique Strategy Is to Promote Literacy and Build Reach in Rural Areas, Ensuring Books Are Accessible to Even Those Who Have Been Far from Books.
- **\*\*Affordable & Customizable:\*\*** Our Books Are Not Only Affordable but Also Offer Complete Customization, Allowing You to Decide the Format, Language, and Design of Your Book.

#### **### \*\*Author Royalties\*\***

- **\*\*Authors:\*\*** 15% - 20% Royalty Per Sale, Which Is a Strong Offering Compared to Industry Standards. This Means You Get a Fair Share of Your Content.
- **\*\*Translators:\*\*** 5% - 15% Royalty Based on Sales and Translation Quality, Ensuring the Quality of Translation Is Always Top-Notch.
- **\*\*Manuscript Providers:\*\*** A Small Commission of 1% - 3% Will Be Provided When Your Manuscript Is Accepted. This Gives You an Incentive to Submit Your Best Work.

#### **\*\*Customer Testimonials\*\***

**"Desilishes Presented My Book Exactly How I Wanted It. This Publishing House Truly Stands Out, Especially When It Comes to Expressing Yourself in Hinglish." - [ROHIT RAJBHAR]**

## **\*\*Myths Busted\*\***

- **\*\*Myth 1:\*\*** Publishing Is Very Expensive - Desilishes Publishing Is Affordable and Can Fit Any Writer's Budget.
- **\*\*Myth 2:\*\*** There Is No Market for Regional Languages - Desilishes Has Debunked This Myth, and Now There Is Massive Demand for Regional Languages.
- **\*\*Myth 3:\*\*** Authors Don't Get Proper Royalties - Our Transparent Process Proves This Myth Wrong. We Provide Fair Compensation to You.

## **\*\*CONTACT US\*\***

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FB - DESII LISHES  
X - DESILISHES  
LINKEDIN - SHAILESH JAISWAL
- **\*\*Website:\*\*** Website Coming Soon - [www.desilishes.in](http://www.desilishes.in)

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**\*\*IN THE END\*\***

Desilishes Publishing House Is Not Just a Business; It's a Mission. We Believe That Everyone's Story Deserves to Be Heard; It Just Needs to Be Told in the Right Language. Your Support and Your Story Are the Backbone of Our Publishing House. Keep Dreaming of Writing Your Story; We Are Here to Turn That Dream into Reality.