



**FROM ADVERSITY
TO ACHIEVEMENT**

**THE INSPIRING
FOUNDER'S STORY**



DEBAJYOTI BANERJEE

**FOUNDER & DIRECTOR,
SEVEN BOATS**



SEVEN BOATS[®]

Sail on it. Grow with it.



**SEVEN BOATS[®]
ACADEMY**

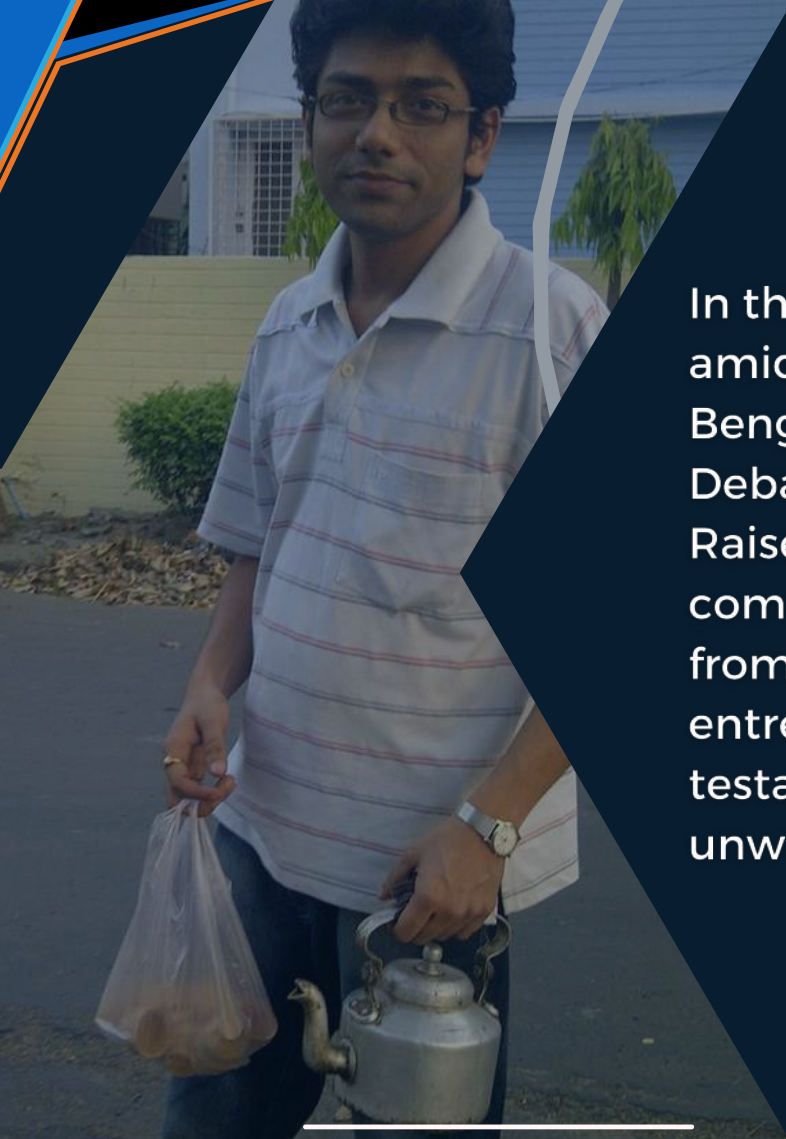
Better Knowledge. Better Mileage

CONTACT:

+91 8017 049 042

debajyotib@7boats.com

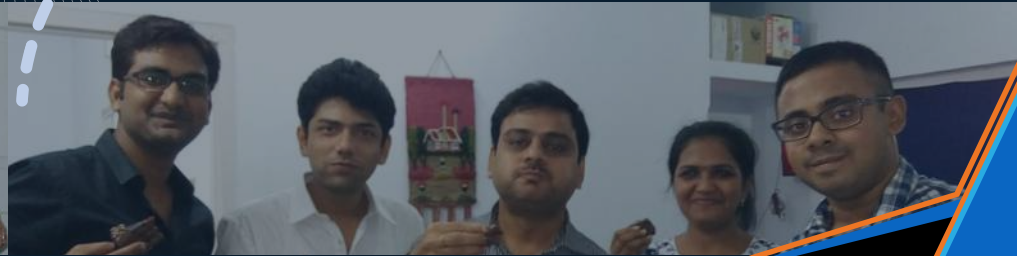
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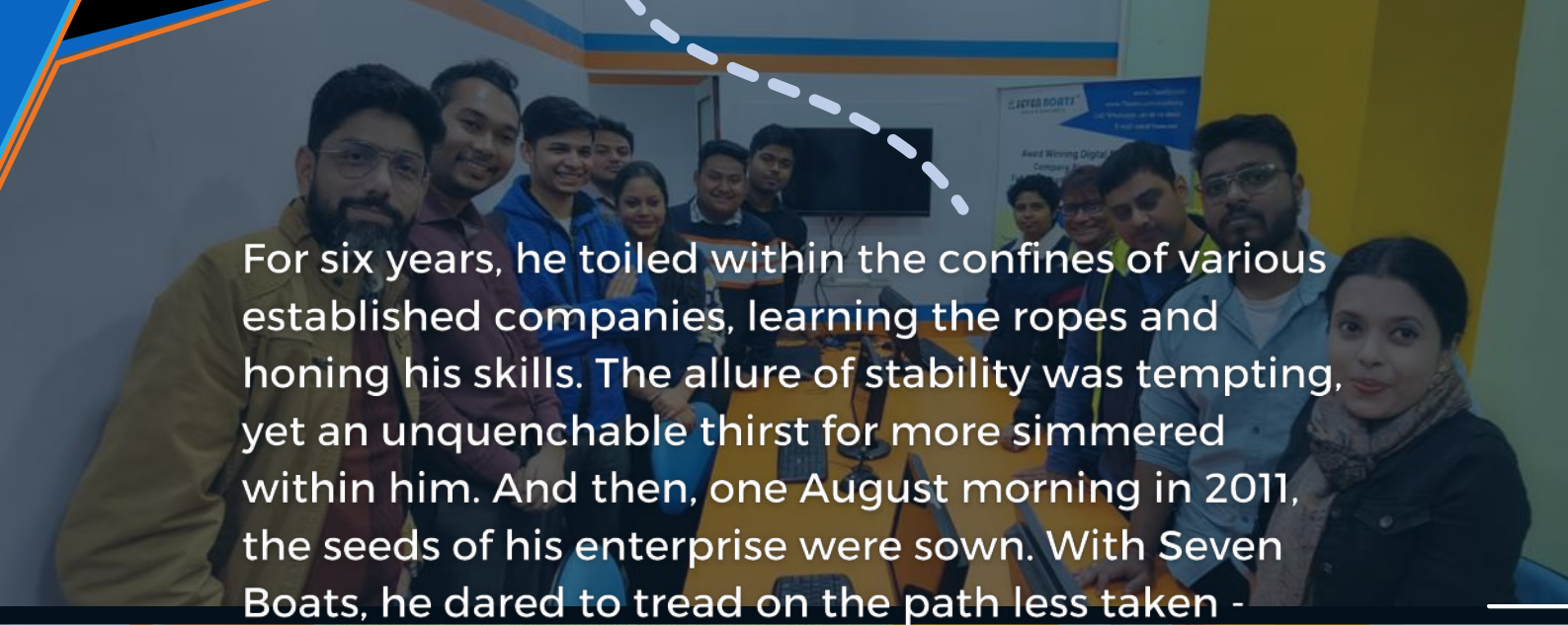


In the bustling city of Kolkata, amidst the echoes of a middle-class Bengali family, the story of Debajyoti Banerjee took root. Raised with humility as his constant companion, Debajyoti's journey from humble beginnings to entrepreneurial eminence is a testament to grit, resilience, and unwavering determination.




Educated in the vernacular medium, and after his B.Tech in Computer Science and MBA, Debajyoti faced his first professional hurdle in the form of weak spoken English. Rejection in interviews stung, but he refused to be defeated. With unyielding perseverance, he embarked on a journey to pursue his passion. It wasn't just the language and online marketing he was mastering; it was the art of transcending barriers.





For six years, he toiled within the confines of various established companies, learning the ropes and honing his skills. The allure of stability was tempting, yet an unquenchable thirst for more simmered within him. And then, one August morning in 2011, the seeds of his enterprise were sown. With Seven Boats, he dared to tread on the path less taken -

"Digital Marketing".



But let it be known, his entrepreneurial voyage was no walk in the park. The landscape was fraught with steep ups and plunging downs. Sleepless nights were his companions, and struggles, both visible and concealed, were his daily bread. Humiliation and cutthroat competition seemed to be ever-present shadows, yet he forged ahead, unyielding.



MAIN HALL

HUM JIYENGE
A SEVEN BOATS INITIATIVE

SEVEN BOATS
Sail on it. Grow with it.

SEVEN BOATS
BOARDS
Share Knowledge. Serve Society.

WORLD SUICIDE PREVENTION DAY

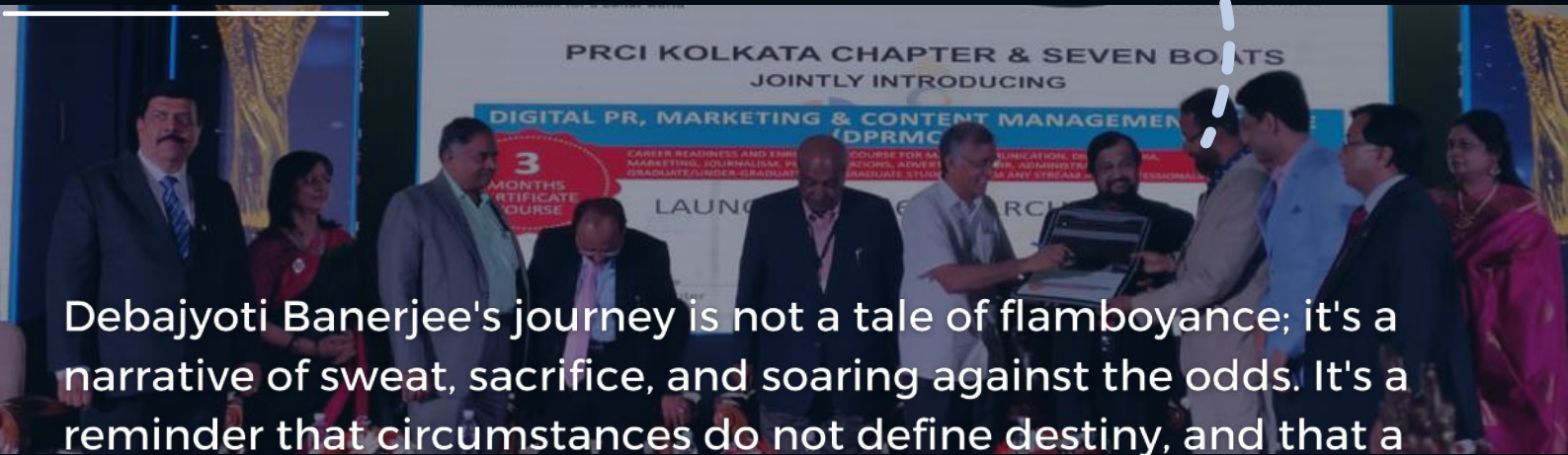
From being the one rejected for his spoken English, he transformed into a speaker, captivating audiences in renowned forums like the Coca-Cola Youth Speak Forum and prestigious institutions such as IITs and IIMs. His story became the embodiment of not just individual success, but the triumph of the human spirit over adversity.

Presented by Radio GaGa Music & Art Foundation



Today, his name is synonymous with the digital marketing realm. Yet, he remains grounded, attributing his ascent to the unwavering love and support of those who stood by him through thick and thin. Family, friends, mentors, and well-wishers – their contributions wove the fabric of his success.





Debajyoti Banerjee's journey is not a tale of flamboyance; it's a narrative of sweat, sacrifice, and soaring against the odds. It's a reminder that circumstances do not define destiny, and that a heart ablaze with passion can illuminate even the darkest paths.



His story whispers to us that the distance between dreams and reality can be bridged with determination and hard work.



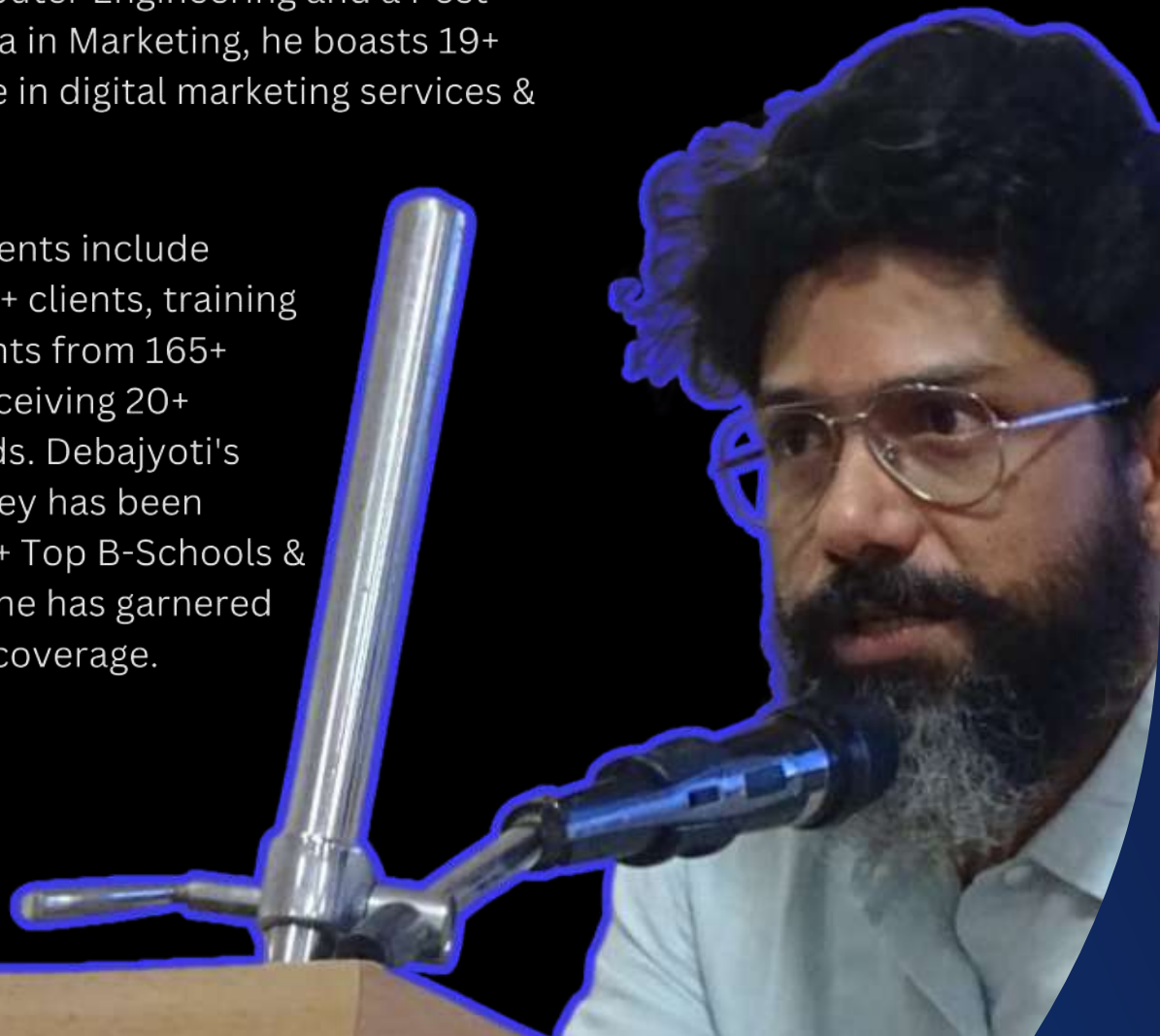
BACKGROUND AND EDUCATION

Debajyoti Banerjee is the Founder & Director of Seven Boats Info-System Private Limited, a Google Certified Digital Marketer & Trainer, and a LinkedIn Certified WordPress & SEO Expert. With a B. Tech in Computer Engineering and a Post Graduate Diploma in Marketing, he boasts 19+ years of expertise in digital marketing services & training.

His accomplishments include working with 500+ clients, training over 100K students from 165+ countries, and receiving 20+ prestigious awards. Debajyoti's remarkable journey has been recognized by 25+ Top B-Schools & universities, and he has garnered extensive media coverage.



LinkedIn



MOTIVATION BEHIND FOUNDING SEVEN BOATS

The seeds of Seven Boats were sown with a vision to transform the digital marketing landscape. Debajyoti witnessed a prevalent lack of awareness and misinformation in the industry. Additionally, he observed a dearth of skilled and competent digital marketing professionals due to the inadequacies in the prevailing ecosystem. Driven by a desire to fill these gaps, Debajyoti set out to create a platform that offered transparent digital marketing services and comprehensive training programs.

?

How do you protect yourself from the problem of Brain Drain?

Trust, love, bonding, motivation & love for work. I encourage an environment where the team can work freely.

MAKE IT

UNITED COLORS OF BENetton

HAPPEN

ABOUT SEVEN BOATS

Seven Boats stands as a pioneering digital marketing agency and academy, carving its niche in the ever-evolving world of online marketing. Since its establishment in 2011, the company has garnered a reputation for delivering cutting-edge digital solutions and comprehensive training programs. Led by its visionary founder, Debajyoti Banerjee, Seven Boats has become a prominent name in the digital marketing industry.



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PRESS & MEDIA COVERAGE](#)

CHALLENGES AND OBSTACLES FACED DURING ESTABLISHMENT

As a 100% bootstrapped company, Seven Boats encountered its fair share of challenges during its early days. The lack of external funding meant that resources were limited, and expansion had to be carried out diligently. However, Debajyoti's strong will and commitment to the company's mission propelled him forward, allowing him to overcome these obstacles with innovative solutions and efficient resource management.

“ Every entrepreneur out there faces problems & challenges everyday. At the end of the day one has to be a good problem solver to be successful in business ventures, keeping a calm mind & a positive attitude towards everything. ”



FOUNDING JOURNEY AND SIGNIFICANT MILESTONES

The journey of Seven Boats has been marked by perseverance, continuous learning, and a relentless pursuit of excellence. Starting with a modest team and a handful of clients, the company gradually expanded its service offerings and client base. It achieved several significant milestones, gaining recognition from prestigious educational institutions and receiving coveted awards for its outstanding contributions to the digital marketing field.



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MORE INFORMATION](#)

THE PHILOSOPHY AND APPROACH

Debajyoti embraces a philosophy of giving back his self-learned experience to the society. He aims to build awareness about digital marketing in a transparent (no-hype) way through training, workshop, personal one-to-one conversation or even mentoring so that it contributes in developing the ecosystem.

The approach encompasses a comprehensive 360° hybrid digital solution, including strategic planning, consulting, intensive staff training, and efficient implementation. This approach ensures that clients and students receive well-rounded services and practical learning experiences respectively, driving tangible business and career growth.



My mantra is simple – Give back your learning & experience to society.

IMPACT AND ACHIEVEMENTS OF SEVEN BOATS

The profound impact of Seven Boats is evident in the extensive reach of its digital marketing services and training programs, which have benefited over 500+ businesses and 100,000+ students across the globe. Testimonials from clients, students, corporate professionals, senior academicians, and veteran entrepreneurs attest to the effectiveness and applicability of the strategic consultation and training in the real world.



Be simple, honest, transparent, keep mutual respect for others, carry humility, and be grateful to God.



What are the top qualities required to be successful?



TESTIMONIALS AND SUCCESS STORIES



The success stories and glowing testimonials from satisfied students and clients serve as a testament to the effectiveness of Seven Boats' services and training methodologies.

Dear Debajyoti, On behalf of the Marketing and Strategy Club at London Business School, I would like to thank Seven Boats Academy for conducting the Digital Ads Workshops on 11th and 12th March 2022. We are grateful for the time and effort you took to share valuable lessons with our attendees. Judging from the comments of those who attended, the workshop was very successful.



Connor Van Gessel
Co-President, Marketing and Strategy Club 2021-22, LONDON BUSINESS SCHOOL

Dear Team, We would like to first express our gratitude to Mr. Debajyoti Banerjee for the insightful session on Digital Marketing. The attendees were very appreciative of the learning and found the skills taught to be an asset for their future path ahead in their managerial career. Thank you team Seven Boats for your coordination & support.



IIM Shillong
Conclave

On behalf of the Student Chapter, 'Computer Society of India' we wanted to express our appreciation to you for online convention on Digital Marketing & Statistical Approach. It was extremely informative & the class size and participation illustrated the importance of this topic to bankers. Thanks for making such convention successful and we appreciate your continued support.



Prof. Dr. K P Yadav
VC, Sangam University

IIM Rohtak community would like to thank you for your contribution as distinguished speaker in the workshop. As a token of our gratitude, in your honour, a tree has been planted at Rewari district Haryana to provide the local communities with fresh fruits and oxygen. We appreciate your memorable contribution and hope that you will join us again.



IIM Rohtak
Team IRIC



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TESTIMONIALS AND SUCCESS STORIES

Students and clients have lauded the effectiveness of the courses and strategies, which have equipped them for career and business growth.

“



Excellent query management, reporting, Ad campaign strategy & target optimization skills. A KPI focused digital agency.

Raihan Chowdhury
PRAN RFL Group

“



Appreciate the time & effort you invested on this. Impressed. Extremely well thought-out plan.

Toai Chowdhury
RP-Sanjiv Goenka Group, Kolkata

I wanted to get trained in internet marketing in Kolkata. The options were few but I decided to go along with 7Boats.com. I never regretted my decision! 7Boats.com has great teachers (Especially Debajyoti Sir) and tools to teach modern digital marketing. They are very approachable and the classroom lessons helped me understand the nuances of being a digital marketing professional. I cherish my days at the 7Boats.com academy in Kolkata.



Somasree Adhikary
Ex Student, Seven Boats, Digital Marketing Strategist PwotEdge

Excellent teaching. Dear Debajyoti, Thank you for your motivation and teachings....I cannot stop thanking you as your guidance and teachings really helped me in seeking knowledge enthusiastically in this field.



Ratul Rudra
Ex student, Seven Boats, Ex. Branch Manager, NIIT

EXPANSION AND FUTURE PLANS

As Debajyoti looks towards the future, he envisions further expansion in core expertise areas to meet the evolving demands of the dynamic digital marketing industry. Moreover, the academy already enhanced accessibility by taking its training division online and opened new training centers at multiple locations, allowing individuals from diverse fields to benefit from the comprehensive training programs.

How do you plan to grow in the future?



Get more satisfied customers, happy partners, students & team members. We want to create a strong eco system of skilled digital marketers.



PERSONAL INSIGHTS

In personal insights, Debajyoti stresses the significance of resilience, maintaining a positive mindset, and viewing failures as opportunities for growth. He advises aspiring entrepreneurs not to be overly critical of themselves but to take swift, well-calculated actions and embrace the journey as a learning experience. Debajyoti's remarkable story serves as an inspiration for those venturing into entrepreneurship and digital marketing, reaffirming the power of passion, perseverance, and a forward-looking outlook.

If you want to go fast, you can go alone but if you want to go far, go together in a team.



One of Debajyoti's Favorite Quotes to

INSPIRE

The Digital Marketing Community!!!



Learn, Burn & Earn – Learn like a child, Burn like a lamp to contribute to society and money will come after you 😊

www.7boats.com/academy