

Assignment for Sorted Brand

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Post 1: From AED 5000 to 100+ People

When I opened my office in Dubai in 2022, I just had an absurd amount of belief in myself and AED 5,000 in my account (approximately Rs. 12,000 or \$1,361 USD).

No investors. No contacts. Just a laptop, a rented desk, a bit of domain expertise, and the hope that honest work could actually change lives.

Those early months were brutal - clients ghosted, rent felt impossible, and every small win looked like survival.

But I did one good thing: I hired the right people. I handpicked the early team, trained them relentlessly, and pushed them to grow, not just for the company, but for themselves. We didn't know everything, but we learned fast. It was messy. And in that chaos, we built something worth holding on to.

Two years later, I walk into an office filled with more than a hundred people. The energy is different now - calmer, but stronger. Still, that early unease never fully leaves me. It is a reminder of where we began.

I realized we didn't grow because we planned better or marketed louder. We grew because the people who joined early chose to believe when there was nothing to believe in. They carried this company through the storm.

To me, that is what leadership really is: carrying the guilt of every mistake, the weight of every promise, and the quiet duty to make sure the next person's path is a little less painful than yours was.

Someone like me, who once measured everything in profits and losses, now counts in trust. Every day, I watch those same early believers now mentor the next generation, and it fills me with a kind of pride that no milestone could ever match.

Today, the numbers look fine, but they are not what I see. I see people who built careers out of faith and late nights. The company stands not because I held it up, but because they refused to let it fall.

Post 2: Festivals Feel Different in My 40s

I am in my 40s, living in Dubai, far from India, and Diwali feels different now.

There was a time when Diwali meant firecrackers, new clothes, and endless plans that left you exhausted by the end of the night. Back then, celebration felt like proof—proof that life was exciting, that success was visible. Who would have thought that excitement was fleeting?

Dubai glows in its own way during Diwali. For three days, the Indian community fills the streets with lights, sweets, and the smell of incense from balconies. Here, you realize that festivals aren't about scale anymore—they are about belonging.

This year, I spent Diwali evening in the office. Not out of obligation, but because it felt right. A few teammates stayed back, we ordered food, shared stories of the early years, and laughed at the take-22 moments of our past lives that once kept us awake at night.

No fireworks, no noise - it was an evening surrounded by people who built this with me. My people, my real celebration.

When you're younger, you chase moments. When you're older, you protect them. Time changes your priorities; what once seemed urgent now becomes sacred because it defines who you are and who you have built around you.

True home is not a place; it is the communities that keep the spirit of the festival alive, even when you are far from your country.

This journey has taught me that real success isn't loud. It is in the people who choose to stay, in gratitude that deepens over time.

Maybe that's what Diwali means now: a pause to see the light you have created and how far you have come.

Reference

Dissected this post by Deepinder Goyal and wrote this post above using his template and tone.

1. Start with tension.

For years, there's been something about Zomato that made me uneasy.

2. Acknowledge the problem.

We made eating out and ordering in easier than ever, but we never really helped people truly eat better. Yes, you could find a salad or a smoothie bowl, but the truth is, if you wanted to eat genuinely nourishing food, Zomato didn't make it easy.

3. Tie it to your mission.

That weighed on me, because when we say our mission is better food for more people, the "better" has to mean something deeper.

4. Reveal your solution naturally.

Today, we've taken one of the biggest steps in fixing that blind spot. We're launching Healthy Mode on Zomato.

5. Explain simply.

Every dish in this mode now comes with a Healthy Score—from Low to Super—based on what really counts for your health: protein, complex carbs, fibre, and micronutrients, and not just calories. Behind the scenes, it's AI and restaurant data doing the heavy lifting, but what you'll see is simple: a clear explanation of what makes a dish healthy, and why.

6. Add credibility.

This is not your run-of-the-mill "healthy mode" for beginners. We have kept the bar very high, that professional athletes can rely on a healthy mode to find food that works for them.

This is personal for me. I've carried the guilt that Zomato made it easy to eat whatever you craved, but not easy to eat what your body needed. Healthy Mode is our first real step in putting that right.

7. Close with humility and invitation.

It's live in Gurgaon, and we'll expand fast. Try it, tear it apart, tell us where it fails. Because this is just the beginning—and for the first time, I feel we're moving meaningfully closer to truly living up to our mission: better food for more people.

Template

1. Start with tension.
Something personal, uncomfortable, or honest.
2. Acknowledge the problem.
Don't fix it yet. Sit in it.
3. Tie it to your mission.
Why does it matter to you, not just the business?
4. Reveal your solution naturally.
No "I'm thrilled to announce." Use "Today, we're changing..."

5. Explain simply.
Focus on how it helps humans, not how it works.
 6. Add credibility.
Who is it really for? What bar are you setting?
 7. Close with humility and invitation.
Let readers participate, not just applaud.
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Word count: ~300 words

Paragraphs: 9

Average sentence length: short-to-medium (12–18 words)
