

Reputation TODAY

A magazine for Public Relations and Corporate Communications Professionals



FOCUS

YOUNG STARS
IN INDIAN
COMMUNICATIONS

UNDER FORTY

INTERVIEWS

» KATHY BLOOMGARDEN
Ruder Finn

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MSLGROUP

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In the last couple of years, we have seen a movement of public reward and recognition programmes for the Public Relations community in the country. There are now three fairly robust awards systems and also a 30 under 30 programme. At the Fulcrums, there are 16 individual awards across 8 sectors for both in-house and consultancy professionals. These are aimed at senior communicators, mostly over the age of 40, inching towards the twentieth year in their career.

However, somewhere in this entire exercise a very core constituency was missing out. These are professionals with 10 to 15 years of experience in the peak of their careers. They have gotten big breaks and have reached these heights at a young age. Being mostly in the mid to late 30s, they missed being in the 30 under 30 honorees and are still several years away from winning individual recognition. They are under 40 and raring to go. They are the rising stars! There are several of them. We counted over 100 when we got down with a long list. But this had to be the 'Forty under 40' so a four-member team got down to narrowing the list based on a policy of one person per organisation. There were difficult choices to be made. A list can always be controversial. The Taking PRide column at the end of the magazine will detail some of the parameters that went into the decision making. Next year we will accept self-nominations through September to the long-list.

This issue also focuses on eight interviews of the special guests who flew in from outside India to speak at PRAXIS 2016. In addition, there is a PRAXIS photo feature. More on the fifth edition of the summit is available online.

We also hope you enjoy reading the fourth edition of the only print magazine for communications professionals in South Asia. We also look forward to hearing from you and seeing you at the Conclaves in Mumbai and Bangalore in April.



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IN CONVERSATION



CEO, Ruder Finn

"India is ranked as the number one fastest growing economy in the world. With it comes growth in PR."



KATHY BLOOMGARDEN



How would you define the real secret of the Ruder Finn success story?

Ans: Our journey traces back 70 years, when we were one of the first PR consultancies in the world – this is an important heritage for us. Our core values remain the same - creativity, impacting people and shaping stories that capture public attention. We want our consultancy to blend bold thinking, innovation and creativity. Our culture is defined by thought-starters, storytellers, insight miners, social connectors, boundary pushers and ambitious dreamers, who believe that having a creative edge is key. We all share a passion to make a difference, even as the business has changed and evolved. It's about making a difference - that keeps us motivated. Partnering with our clients has resulted in long-standing relationships with major multinationals and well-known brands. As a result, our top 10 clients have been working with us for an average of 12 years, many over 20.

Q. The New Delhi office was launched in 2011. How has the journey been?

Ans: India is ranked as the number one fastest growing economy in the world. With it comes growth in PR. The demand for PR is increasing as many foreign companies are eyeing India for growth; Indian domestic companies are also recognising the importance of reputation and positive brand communications. Our team India brings strong skills to bear in corporate and crisis communications, in technology and in smart cities, in digital and in analytic thinking, and in marketing support and e-commerce for India's emerging consumer and luxury market.

Q. What do you think is the differentiator that Ruder Finn brings to the table?

Ans: Ruder Finn constantly innovates to anticipate

our clients' needs in time when many industries are experiencing business model shifts. This year we grew in five key areas: Connected Lives, Brand Transformations, Healthcare Innovation, Experiential Marketing and Talent Transformation. Notably, we also leveraged new technology platforms to drive our communications, including Virtual Reality, which reaches stakeholders with 360° experiences. Approaching 2017, we are doubling up on delivering disruptive innovation in areas such as social engagement, community building, customer experience, storytelling and creativity.

Q. How intense is Ruder Finn's commitment to CSR and community?

Ans: Recognising that our employees value working at a company that has a strong community commitment, we decide on CSR efforts to encourage a high level of engagement. The programs we support are quite diverse, ranging from mentoring, environmental sustainability efforts, contributing time and talent to youth organisations, and contributing around holiday times to ensure people have a sense of community and belonging.

Q. China has held an important spot in your arena. You have dual headquarters in the U.S. and China. In 2013, you launched the Chinese edition of your book *Trust: The Secret Weapon of Effective Business Leaders*. What is the way forward?

Ans: The way forward is globalisation and working as one seamless team. We focus on sharing experience and contributing best skills from many parts of the world. This differentiates us, and helps us disrupt the PR business, plus stay ahead of our game. Ruder Finn is poised to navigate the shift in the communications world, and partner with clients to drive strategic, forward-thinking activities which truly impact our clients' business.

IN CONVERSATION



CEO, International, Ketchum

"We're in a time of transformational change."



JON HIGGINS



Recently, in the international arena, Ketchum revamped its leadership with a new Global Council. How has this taken off?

Ans: Yes, in June, we announced the appointment of the Global Leadership Council, transforming the agency's senior leadership team to bring new voices and perspectives to best service clients, drive business performance worldwide and set the agency's strategic agenda. The aim is to enhance our value to clients by broadening our leadership group to include leaders who have tremendous experience spearheading our biggest and most successful client engagements, building entrepreneurial ventures, innovating new products and services for clients, and fostering a deeply rooted culture of collaboration.

I'm pleased to report the GLC has come together with enthusiasm and purpose under the leadership of our Chairman and CEO Rob Flaherty and agency President Barri Rafferty. The 20-member team (10 women, 10 men) is focused on what our clients need to be successful in their businesses, what our people need to build fulfilling careers, and which innovations we should initiate as together we reimagine the future of communications.

Q. How would you describe the international phase of your career? Where do you see yourself going?

Ans: Your question made me stop and think about it, but if I'm doing the math right the so-called "international phase" of my career is now actually more than half of my total career so, I guess it's no longer a phase. I love the constant challenge of international business, the diversity of thought and all the opportunity.

Q. How do you view Ketchum's India presence?

Ans: I couldn't be more proud of my colleagues at Ketchum Sampark. It is a thriving, growing operation that is highly respected by our clients of long standing for the

effectiveness of our work. The leadership team, led by NS and Bela Rajan, proves every day that to bring the highest value to clients you need to live, instill and protect the highest values of integrity and collaboration among your people.

Q. In April this year, you had announced that Ketchum Sampark is planning to launch its Change Management services in India in the next 3 to 6 months. What is the status today?

Ans: With many corporates coping with the challenges of change, as they get bigger through mergers and acquisitions or because of shift in focus of business or management styles, we believe there is a huge market in India. Responding to the demands of many of our clients we are in the process of putting together a team to offer change management services.

Q. India continues to be a high growth market for you. Please comment?

Ans: The Indian PR business has shown steady growth and I see it set to continue to grow at a healthy rate. With a changing media landscape and an enhanced service offering to meet client's requirements, PR is going to play a larger role in our clients' reputation needs.

I think growth will come from every segment, for instance, the BFSI sector is going through massive transformation leading to new opportunities like mobile payments, small banks, fintech, which are all new areas. We have had acquisitions in the past and, in future will see more mergers with resultant demand for change management. With the spread of social media, the need for crisis communications and issue management will only increase.

Really, as I said at PRAXIS, this is a golden era. Predictive analytics, VR, AI ... the powerful effect our work can have on societal issues. I think the only threat we have is less of us. We're in a time of transformational change.

IN CONVERSATION



"The wave of recent acquisitions shows just how attractive India is."



PASCAL BEUCLER

Chief Strategy Officer, MSLGROUP



In May 2016, you joined the Cannes Lions International Festival of Creativity as a juror for the third time out of the last four years. How was the experience?

Ans: I have been a member of the Cannes Lions PR Jury, then of the Young Lions PR jury, which were two great experiences. I've also chaired the Cannes Organization's Lynx Jury in Dubai earlier this year. Last June, I was the only PR guy in the newly created Branded Content & Entertainment Jury. Judging all day long and sometimes at night, during one week, is exhausting, but really amazing, as you're reviewing the crème de la crème coming from all over the world.

Entertainment is in many ways the new boundary for the communications business, and a sweet spot for PR: this is where branded content, storytelling and experiential converge in ample narrative formats is creating actual relationships with people.

Q. In March this year, we read that the MSLGROUP has restructured its India's leadership team. How is it working?

Ans: We are very proud of MSLGROUP India, which is delivering great work and great results. Within a few years, the transformation of the company has been incredible, ending up now with a strong positioning as a strategic consultancy with a solid digital & social heart. The team here is a perfect blend of highly skilled and experienced leaders with a very talented, ambitious and passionate team belonging to the young generation!

Q. "The first and main obstacle is cultural - changing mindsets is difficult," you say in your blog on "It's Time for Transformation: Question Everything". Please elaborate.

Ans: That's a difficult point indeed. PR is no longer what

it used to be, for several reasons - disintermediation, digitalisation, deeper integration into the strategic and marketing mix. The previous generation has been raised in a world where gatekeepers were reigning, and we had to go through them to reach our client's targeted audience. Today, our business is mostly about direct engagement with all stakeholders, to help our clients creatively engage with them, and reach their goals. Changing mindsets means changing perspectives, approach, methods, and talents too: the monolithic PR guy, ex-journalist is gone, and diversity is what we need, with scientists, technologists, nutritionists, physicians, sustainability experts etc. around the business table. That's what I meant.

Q. What is the PR scenario in Asia, with specific focus on India? What are the challenges you see ahead?

Ans: In all honesty, I see many more opportunities than risks, given the fast-evolving Indian market. We have highly skilled consultants aboard and the effect is visible and tangible in terms of pricing and therefore profitability. See the wave of recent acquisitions which shows how attractive India is. As far as we are concerned we've built our success with rigour and a lot of dedication over the past ten years, with the acquisition of Hanmer & Partners and 20/20. Working collaboratively with all the teams, investing in talent and training, increasing the depth and quality of integration within the Publicis Groupe family is what brought us to the first rank in the country.

Q. Do you have any advice for aspiring PR professionals?

Ans: The future doesn't fit in the containers of the past: aspiring PR professionals need to be strategic, tech-savvy, digital natives, with a lot of agility, flexibility, imagination, curiosity. Their generation is re-inventing our business, they should be passionate about it.



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IN CONVERSATION



CEO, Text100

"Companies are moving away from just driving conversations to interacting with consumers in a far more personalised manner."



AEDHMAR HYNES



You once said that technology has become a core part of all businesses. What do you think is the future of this evolution?

Ans: In today's connected, digital world, technology is increasingly transforming the way we live, engage and interact. To engage with consumers and to create a technology powered lifestyle, brands are using innovative technology solutions including the Internet of Things (IoT), data analytics, AR (augmented reality) and VR (virtual reality). Companies are moving away from just driving conversations on social media to interacting with consumers in a far more personalised manner through augmented intelligence.

At Text100, we are moving towards becoming a marketing and communications firm. We know and understand technology and how it changes lives as we work with several technology leaders including Microsoft, IBM, Adobe, Lenovo, Cisco, Xerox and so on.

Q. Text100 has seen significant growth in client work across its Asia-Pacific offices in the last few months, with many new account wins. The company's India practice has seen huge development too. Please comment.

Ans: Yes, absolutely! It is great to have won close to 20 new clients in such a short period of time, pitching against PR, advertising, digital and social agencies. India and China, in particular, have seen huge growth in our core technology space as well as several other sectors such as healthcare, consumer electronics, automotive among others all of which are seeing significant disruption and digitisation.

Q. According to you, what is India's role in the global PR landscape, in terms of market potential and business innovation?

Ans: Over the last two decades we've seen the communications and PR landscape evolve both in India and globally. In India, we've seen the market move from being largely print-exposure led, to one where traditional and

digital command equal attention and drive equal impact.

Compared to the pace of change internationally, India has been jumping technology revolutions. From the 90s to this day, we have witnessed television and radio booms and then the mobile and social media revolution. The communications arena has therefore seen rapid evolution in less than three decades – it is richer, wider and far more dynamic today than ever before. We see India materialising into a strong content and design hub over the next few years for the rest of the world.

Q. In the 21st Century, communication is the new currency of power. How do you think you can help corporates encash on this?

Ans: There are immense opportunities for brands to experiment. Most marketers are now focusing on creating content that is more relevant to users and seamlessly available on any screen. For example, mobile experience is all about visual storytelling. Focusing on all aspects of content – be it creating, designing and/or marketing can help brands leave a better and lasting impact. Brands therefore, need to redefine how they are telling their stories. Also, marketing of relevant content to the right audience on the right platform is vital to secure consumer mindshare. Future focused brands need to be able to connect with the next generation of consumers in real time.

We will continue to evolve in this dynamic environment, so that we remain one step ahead of the pace of change.

Q. Where do you think the question of ethics features in this equation of communication currency?

Ans: Ethical communications is critical and our clients are on the same page as us when it comes to this dimension. Today, we are seeing companies evolve beyond just ethical communications to become purpose-driven brands. Given the proliferation of digital platforms, this assumes even greater transparency and the importance of becoming not just a trusted brand but a brand that lives its values across all stakeholders inside and out.



"The business is growing a lot faster in Asia Pacific than it is in the US."



ALAN VANDERMOLEN

President, International, WE Communications



Q In March 2016, you joined WE Communications to oversee global expansion. It was reported: "Former Edelman executive resurfaces in newly-created international leadership role, as WE's global revenue drops below \$100m". How has the story rolled out?

Ans: So far, so good. I'm six months into the job and we are on the path of growth. One of our big objectives was to grow business outside US and we are on track. We are moving ahead with a focus on what I call our power sectors - technology and health and also understanding how those sectors intersect with other sectors. We have expanded our network and have also been increasing insights in analytics so that our creative product can be much more effective across integrated media platforms.

Q. You joined WE after spending 13 years at Edelman where one of your roles was to lead the Asia-Pacific growth. What is the future for the Asia-Pacific region?

Ans: In general, Asia remains the fastest growing region in the world! I don't see anything getting in the way of that in the near future. In particular, China and India continue to be real engines and I have optimism that Korea's growth will increase. South East Asia will emerge as third big economic region behind China and India, and will continue to grow.

At WE, I think our focus on sectors is perfect for this region. You have tremendous growth and penetration through the mobile web, and that leads to greater media consumption, which is good for our business.

Q. How would you compare the PR scene in the US and in Asia-Pacific?

Ans: The business is growing much more quickly in Asia Pacific than it is in the US. It's a mature business in the US, where PR has to fight much harder to work across paid, social and owned media. In Asia Pacific, there are fewer barriers for entry of PR to play across the media ecosystem. This creates faster growth environment and a

more welcoming environment for PR.

With clients today, they want great ideas to help their business, and increasingly they do not care if it comes from the Ad agency, Creative agency or Digital. They just want the best ideas to positively impact their business.

Q. Do you think the profession is attracting the right talent?

Ans: I think a bit more broadly in terms of marketing services. You need talent on the consultancies' side, who understand the client's service and how to integrate it and how the ecosystem works, that places equal value on insights and creativity as with editorial product. It's an equal balance between content and creation of content.

It's a big shift for us. Any consultancy is capable of attracting good talent if they are modern and have great clients.

We don't run into problems at the entry level, but it's the middle, which is difficult. The challenge is less of attracting talent and more of retaining talent. If millennials want to make an impact, they make sure what they are doing is impacting themselves, the companies and the clients they are working on. Their definition of impact is - social first and commercial second!

Q. The secret formula for success?

Ans: I want people in our business to have "R-POP" - Relentless Pursuit of the Possible i.e. doing things that will make an impact for clients, your consultancy and for yourself! And, millennials are well suited to that.

Q. What is your take on the PR business scene in India?

Ans: India is going through a period of consolidation and great growth. I think that it's difficult to be a small consultancy here because the bigger PR consultancies, particularly those backed by global network is where the growth is.

IN CONVERSATION



President, Arthur W Page Society

"The first job of the CCO is to help the enterprise become an organisation that is truly deserving of public trust."



ROGER BOLTON



We have heard you elaborating on "The Page Model of enterprise communication: building belief". Please tell us something about this.

Ans: When we introduced the Page Model in 2012, we thought of it as a hypothesis – as our preliminary ideas about how to describe the critical work of the Chief Communication Officer (CCO) in the enterprise. Today, I am much more confident that the model effectively articulates the value we are – or should be – creating. It has two parts:

Corporate Character refers to the unique differentiating identity of the enterprise which is created by defining and aligning mission, purpose, values, culture, business model, strategy and brand; and then ensuring that everyone associated with the enterprise embodies that unique identity in every action, every day. In essence, we are arguing that the first job of the CCO is to help the enterprise become an organisation that is truly deserving of public trust.

Authentic Advocacy is the part of the model that describes the process the CCO uses to build stakeholder trust. It always starts with shared belief. What is the core principle on which the enterprise and the stakeholder can agree? The dialogue around that can lead to a positive action – a decision to buy the product or the stock, to support the company's policy position, or to enter into a partnership. Over time, as the action is repeated and the relationship develops, confidence begins to form on both sides that the relationship is valuable and enduring. That, in turn, can lead to advocacy by the stakeholder on behalf of the enterprise, which starts the virtuous cycle all over again, with belief, action, confidence and advocacy.

Q. You speak about a different way to make connections with people leading to new kinds of stakeholders. Please elaborate.

Ans: I think the point here is that everyone has the

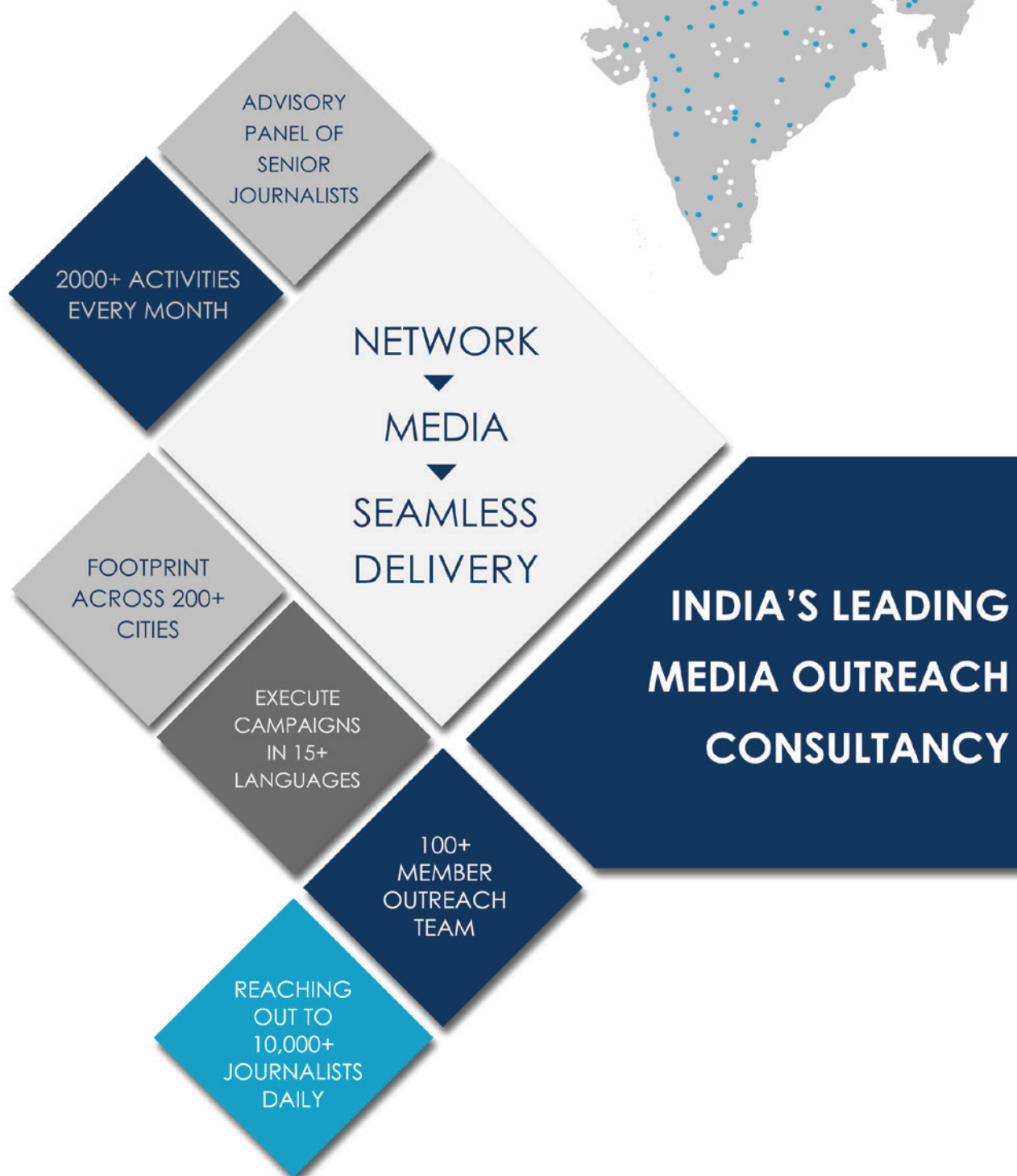
potential to be an advocate or a critic, so it's incumbent upon us to engage with everyone. Obviously, some require more personal time and attention than others, but with today's social media and data analytical tools, we can use systems to effectively engage with everyone with tailored, individualised content and attention.

Q. You maintain that the role of the CCO has become increasingly important in today's business environment, and that "it is a challenge to protect brands in a radically transparent and hyper-connected world". Please comment.

Ans: Today, people around the world have access to information, to expertise and to the means to rapidly connect with others, sharing insights and information about everything our enterprises do. So, the enterprise must constantly be on its toes, working diligently to ensure that its actions are appropriate and that its purpose – which should be to create broad societal value – is being pursued.

Q. You have pointed out that although the digital economy has not changed the essence of the profession, there is a need for more training in people management and processes. How would you comment on the scenario today?

Ans: The core work that we do – building corporate character and authentic advocacy, as described by the Page Model – has not changed much. But the tools we have available to us – and that our potential critics employ – have changed dramatically. We must, therefore, be adept at using these new tools. In our new report on The New CCO, we argue for the creation of Digital Engagement Systems through which CCOs will be able to use sophisticated data analytics to understand stakeholders and enable employees to engage stakeholders effectively.



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IN CONVERSATION



"When I was in India, I understood the lack of opportunities for research in Public Relations."



SARAB KOCHHAR

Director, Research, Institute of Public Relations



You had written about "Measuring Employee Engagement: Beyond Surveys and Direct Measures to Business Outcomes". Can you explain this concept to us?

Ans: When you talk of measurement, organisations get stuck with the basics because they don't understand research or don't have the expertise. They need to look at holistic measures. It's beyond numbers and they need to develop metrics, ways of measuring and going beyond the simple structures.

How does this impact business? This is important. Looking at organisations as a unique set one needs to draw insights. People need to understand the importance of employing surveys.

Organisations today need structures, processes, and people in place to effectively manage public affairs on a global level. Measurement and evaluation of public affairs is an essential process and needs to be a part of the wider organisational structure; however, it is very difficult to do so.

Q. How do you think the science of Public Relations has evolved in the 21st century?

Ans: The trademark of Public Relations is equal to the science beneath the art of PR. We believe PR is an art and is tactical. But, if you want to make it strategic, relevant and applicable, we have to think of it as a science and understand how the process works.

There is a big role of research here – that is the future of PR.

Q. "Measurement and evaluation of public affairs is an essential process and needs to be a part of the wider organisational structure; however, it is very difficult to do," you maintain. What is the current status?

Ans: The current status is that organisations do not understand the importance of public affairs. People think

public affairs are just about the government. They don't understand it is a relationship with key stakeholders, which should be measured. This can lead to more comprehensive campaigns and an understanding of its role in the organisation.

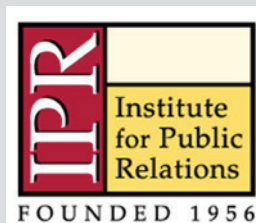
It is very important to measure activities that are not just interesting but are also important for the success of the public affairs function and the organisation as a whole.

Q. Your experience is significant having worked in the Indian PR scene and in the US. How was the journey from the industry to academics?

Ans: One word – very 'adventurous'. Strictly, I would say that I am not a professor per se, but have worked with many organisations in both public and private sectors like Ketchum and Burson-Marsteller in Bangalore, India. I have managed research too. When I worked in India, I understood the lack of opportunities for research in Public Relations.

Q. What is the quality of talent that is emerging today?

Ans: I really don't know. I have been out of the Indian markets for five years! In the US, training to understand the whole process is given importance. Here, it's all about 'my role' and there's nothing beyond that. It is really myopic!



The Institute for Public Relations (IPR) is a non-profit foundation dedicated to research in, on and for Public Relations. They investigate the science beneath the art of public relations™.

IN CONVERSATION



"We need to recognise and discover that there are very genuine differences in the way PR is being practiced from culture to culture."



DR. GREGOR HALFF

Chair, Global Alliance & Deputy Dean, Singapore Management University



You had co-authored a paper on "Towards a Historically Informed Asian Model of Communication". Can you elaborate more about the Asian Model?

Ans: What I meant about the Asian model is that the key relationships in Asian societies are different from Western societies. Because of this difference, the challenges to operate in these societies and ways of managing the challenges to manage relationships are different.

The job of problem-solving that Public Relations does in Asian societies is going to be of a specific Asian nature. Those relationships are always ones in which the state or the nation or the government plays a larger role than they typically would in the West.

Looking at what this means for PR - PR is historically driven by the needs of the state and governments to interact with its people and today, there is the need for organisations to include this in its key relationship management. And all of these are unique.

Q. Taking a reality check, tell us how easy or difficult it is 'Starting up Reputations in Emerging Asian Markets', a topic that you have focused on in your writing?

Ans: I don't think that it is inherently harder or easier than in non-Asian countries. It seems hard when you approach it with models that are not appropriate. For me, this calls for an in-depth Asian understanding of PR and Reputation Management.

Q. Your research interest areas are: Globalisation and Corporate Communication. Any personal points of view on this?

Ans: One of the main challenges of PR today is actually a bit of a contradiction; Because, on the one hand, we are trying to find out what are common standards and common capabilities that unite our profession. But, at the same time, we need to recognise and discover that there are very

genuine differences in the way PR is being practiced culture to culture.

That's what makes the connection between PR and globalisation so fascinating, because there's a counter dynamic here. There is an inherent need for our profession to have joint global standards and to discover who we are.

Q. You wear many hats - that of an educator, a biz-school grower and a communication researcher. Which is the role that you enjoy the most?

Ans: That's a very hard question. I'm not sure if there is a role that I enjoy a lot, but what I do enjoy a lot is listening to people, and learning what challenges other people have and how they solve them. Sometimes I do that by listening to managers, communications people or scholars across the world and I enjoy that tremendously.

Q. You were originally Co-founder and Co-CEO of Publicis Public Relations (today MSLGROUP). How was the journey for you, after you crossed over to academics?

Ans: The opportunity to think about some of the long-term challenges of our profession without necessarily at the same time, thinking about revenue - that is very helpful. Because it gives me the freedom to think about 'wicked' problems of our business!

At the same time, what I enjoy immensely is being embedded in our business, because if academia does not solve problems, it is not doing good research!



The Global Alliance for Public Relations and Communication Management

is a not-for-profit organisation based in Switzerland. It is the confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world.

FULCRUM WINNERS

HALL OF FAME



The organisers of Fulcrum Awards announced the winners at the Fulcrum Awards Night on September 24th in Aamby Valley, Lonavla. The grand awards night saw an audience of over 500 professionals from the communications business. Honouring excellence in the communications profession, the awards ceremony commenced with the announcement of The Lifetime Achievement Award. **Mr Irfan Khan** was bestowed with the recognition. A jury of 17 eminent communications leaders which was chaired by **Mr Sunil Gautam** decided the winners. **Ms Hina Huria** was the Awards Director.

The winners were chosen through online and offline judging. The complete list of winners is given below.

TECHNIQUE CATEGORY

Sr. No.	Sub-Category	Winner
1	Best Use of Content	Goa Tourism Development Corporation: Tourism by Tourists - Adfactors PR
2	Best Use of Creativity	Fevicol (Pidilite Industries): Shramdaan Divas – Bringing dignity into the lives of carpenters – Adfactors PR
3	PR Event of the Year	Big Billion Days 2015: The human side of India's largest sale event turning negatives into positives – Flipkart
4	Best Use of Digital and Social Media	Janssen: Me Without Migraine – MediaMedic Communication
5	Best Integrated Communications Campaign of the Year	Fevicol (Pidilite Industries): Shramdaan Divas – Bringing dignity into the lives of carpenters – Adfactors PR
6	Best Use of Evaluation & Measurement	Immunization Technical Support Unit (ITSU): One shot against seven deadly diseases – Genesis Burson-Marsteller
7	Best Public Affairs Campaign	Consortium of Global Private Equity Firms: Listing of the Stock Exchanges in India – A campaign to tackle the issue of non-responsiveness of the authorities to list stock exchanges in India – Integral PR Partnership To Fight Chronic Diseases: Time to Unburden – Commitment to reduce the NCD burden in India through a multi-sectoral approach – S.P.A.G
8	Issue and Crisis Management	Jet Airways: The Flight from Brussels – Adfactors PR
9	Best Internal Communications and Employee Engagement	Asian Paints: Voice of Customer – BLAQ Standard Chartered Bank India IOU – Standard Chartered Bank
10	Best New Product Brand Built Through PR	Godrej Security Solutions: Goldilocks – My Personal Locker for Everyday Valuables! – Adfactors PR
11	Most Impactful Media Campaign	National Basketball Association, India: Go Big Go NBA – Genesis Burson-Marsteller along with WordsWork

FULCRUM WINNERS

SPECIAL AWARDS

Sr. No.	Sub-Category	Winner
1	In House Team of the Year	Godrej Group
2	Boutique Consultancy of the Year	Ideosphere Consulting
3	Mid Size Consultancy of the Year	S.P.A.G.
4	Large Consultancy of the Year	Adfactors PR

INDIVIDUAL CATEGORY – CONSULTANCY

Sr. No.	Sub-category	Winner
1	Lifestyle Luxury and Sports	Neha Mathur Rastogi – Wordswork
2	Technology & Telecom	Shivalika Chadha – Avian Media
3	Government Affairs Advocacy & Community	Sharmistha Ghosh – Avian Media
4	Start Ups	Eshant Arora – Value 360 Communications
5	BFSI & Corporate	Hemant Batra – Adfactors PR

INDIVIDUAL CATEGORY – IN HOUSE

Sr. No.	Sub-category	Winner
1	Hospitality & Travel	Ajay Jasra – SpiceJet
2	Auto	Bhartendu Kabi – Hero Moto Corp
3	Technology & Telecom	Archana Mohan – Dell India
4	Start Ups	Aman Dhall – PolicyBazaar.com
5	BFSI & Corporate	Sujit Patil – Godrej Industries

The Fulcrum Awards is a property launched by PRmoment.in – the leading online magazine for PR professionals in India along with Event Capital – an event IP specialist in April 2016. The awards night was supported and hosted by The PRomise Foundation and SCoRe. Reputation Today was the media partner. The awards were open for both in-house and PR consultancies where communication teams could nominate their work and individuals could nominate themselves for various categories.

@19am81	@KapilSKalhan
@bhavna_j	@Kar1G
@brianammanna	@ketanjain
@carsondalton	@KunalKishore24
@deepa_jay	@pubdip
@Drfalguni	@MO1279
@gauravbhaskar	@nehametro
@geetaj	@Neha_Singhvi
@jasonthegoo	@itsabirdie
@sabharwal_kapil	@poojapathak02

@peas_to_pods	@ShreyosiRahaRoy
@RanjaniSRoy	@shvetasingh
@RohanKandid	@sonalim
@rohansrinivasan	@Soniahuria
@sarah_gideon	@souravmishra1
@schubertf	@sumathichari
@timepass	@sunainajairath
@catchsheetal	@tinucherian
@ShekharDC	@vykas100
@shivaram_I	@vikramkharvi



UNDER FORTY

The sky's the limit; If you put your heart and soul into it, anything is possible; Success has no boundaries; Age is but a number - These are some of the phrases that are often used to describe these women and men of action. They are young leaders who have made an impact to the business of Public Relations and Corporate Communications. They have taken tough decisions to reach where they are. They are an inspiration to the new generation of communicators. They do and so they are. We take pride in presenting the first class of Forty under 40. (All names are listed in alphabetical order.)

Educational Qualification: Master sin Public Relations

WOW Moment: 48°C, India's first public art festival

Me in 2020: Tied to my continuing belief in developing 'moments that matter'

What gives me the kick in my work environment: Each time I see my team members perform and get recognised or each time we creatively strategise and execute for a cause for a larger good, it gives me a kick!

Most inspiring communicators: Ray Day (Ford), Meenu Handa (Google India)

Advice to communicators of tomorrow: Be constant learners and trust your instincts



Abhishek Mahapatra, 35

Head, Communications and CSR, Nissan India

National Director of Operations and Head of Western Region, Edelman India



Bhavna Jagtiani, 38

Educational Qualification: Post Graduate Diploma in Advertising

WOW Moment: Our team's multi award-winning work for IKEA Hong Kong; Observing unexpected similarity between Indian and Chinese clients

Me in 2020: Working with a team that brings bold and creative ideas to storytelling in the ever-changing multi-channel environment, and driving award winning communications marketing programs for our clients

What gives me the kick in my work environment: The PEOPLE! Edelman Inspiration Fridays deserve a special mention which brings out the 'superstar' in each one of us!

Most inspiring communicator: Howard Schultz (Starbucks)

Advice to communicators of tomorrow: The famous quote by Walt Disney that says 'the way to get started is to quit talking and begin doing.'

Educational Qualification: MBA (Marketing)

WOW Moment: When I worked with late Dr APJ Kalam for the launch of Yahoo! Answers

Me in 2020: In the hot seat where start-ups are rapidly bringing about change

What gives me the kick in my work environment: A PR-led campaign resulting in visible business impact

Most inspiring communicators: Richard Branson (Virgin Group), Kunal Bahl (Snapdeal)

Advice to communicators of tomorrow: Understand business & think like a decision maker; Digital is more powerful than you think; Journalists are real people, treat them like one



Brion Ammann, 38

Head, Corporate Communications, BlueStone Jewellery & Lifestyle

Chief Operating Officer, Hill + Knowlton Strategies India

Deepa Jayaramann, 35



Educational Qualification: MBA (Communications)

WOW Moment: When the verdict of an international level dispute was ruled in the favour of my client. It made me realise the power of PR!

Me in 2020: Using communications to connect the world and solve problems

What gives me the kick in my work environment: The juggle and the stress! Every hour is a new beginning, not a day spent doing the same thing.

Most inspiring communicator: Oprah Winfrey

Advice to communicators of tomorrow: There is light at the end of the tunnel...you know what I am taking about (wink!)

Head, Corporate Communications, Facebook India & South Asia

Carson Dalton, 37



Educational Qualification: Post Graduate Diploma in Marketing & Finance

WOW Moment: When I received the 'Young PR Professional of the Year' award by Campaign magazine at the Asia - Pacific PR Awards 2008 in Hong Kong

Me in 2020: Definitely not on the moon!

What gives me the kick in my work environment: When communications is called upon to solve a tricky business challenge

Most inspiring communicator: Everybody is a communicator and I continue to be inspired by everyday events and people.

Advice to communicators of tomorrow: Understand the nuances of English grammar; Find a mentor throughout your career; Work hard and understand your business; Love your job and pace out your career

Educational Qualification: Post Graduate Diploma in Entrepreneurship, Business Management & Fashion

WOW Moment: Every time I have induced shock to my professional career and personality - from wellness to fashion to strategic communications

Me in 2020: Seamlessly weaving fashion and lifestyle to mould a formidable reputation for my clients

What gives me the kick in my work environment: Incubating a metamorphosis in my client; a perpetual transformation aimed at changing the client's perception

Most inspiring communicator: Edward Bernays

Advice to communicators of tomorrow: Read and stay updated on current issues; have opinions before you convince people to have one; fuel your gift of gab with facts and figures



Falguni Patel, 35

Consultant, Simulations Public Affairs Management Services

Educational Qualification: Bachelor of Science (Physics Honours)

WOW Moment: When I got the opportunity to work with the best company in the world

Me in 2020: Continuing to build on my experience in the ever-changing digital industry in India and other geographies

What gives me the kick in my work environment: Working with interesting people and knowing that my contribution matters

Most inspiring communicator: Difficult to name one as I have worked with some of the best in India and abroad

Advice to communicators of tomorrow: Don't be afraid to try something new; take risks; develop an interesting skill that goes beyond your job



Gaurav Bhaskar, 39

Senior Manager, Global Communications & Public Affairs, Google India

Head, Marketing Communications, India, The Boston Consulting Group (BCG)

Jasmin Pithawala, 38



Educational Qualification: Post Graduate Diploma in Advertising and Public Relations

WOW Moment: Working with the best minds and building great relationships with important stake holders

Me in 2020: Heading Asia Pacific

What gives me the kick in my work environment: An opportunity to work across different sectors and leading discussions on devising communication strategies

Most inspiring communicators: Robin Sharma (Author), Dr. Janmeja Sinha (BCG)

Advice to communicators of tomorrow: There is no substitute for hard work; Stay focused; Develop your skillset; Build & invest in professional networking

Associate Vice President, 2020 MSL

Geetaj Channana, 37



Educational Qualification: Post Graduate Certificate in Business Management

WOW Moment: I am living it each day, being the reputation custodian in India for two of the top five unicorns in the world – Xiaomi and Airbnb

Me in 2020: Continuing my good work and I believe everything then just follows...

What gives me the kick in my work environment: Two things – my team and my clients. Both are incomplete without each other and they motivate me to wake up every day and create something exciting.

Most inspiring communicator: Steve Jobs

Advice to communicators of tomorrow: I actually have three – read, read and read.

Educational Qualification: Post Graduate Diploma in Marketing Management

WOW Moment: Arranging a full house Press Conference single handedly for the launch of Hutch (now Vodafone) in Vishakhapatnam in 2002

Me in 2020: Performing a lead Communications role in a Corporate/ International not-for-profit outfit

What gives me the kick in my work environment: Each time my colleagues take my word and my seniors repose faith in my abilities

Most inspiring communicator: Amitabh Bachchan

Advice to communicators of tomorrow: Keep the human aspects at the heart of your client servicing, media handling and message deliveries. Be original!



Kapil Sabharwal, 37

Manager, Communications, Delhi International Airport

Educational Qualification: Post Graduate Diploma in Integrated Marketing Communications

WOW Moment: Being chosen to lead Communications in India for Ford Motor Company, one of the worlds' most reputed brands

Me in 2020: Pushing boundaries, pursuing perfection and telling Stories

What gives me the kick in my work environment: Working with a team of world-class communications professionals with the freedom and ability to bring the change that I want to see in the communications domain

Most inspiring communicator: Mahatma Gandhi

Advice to communicators of tomorrow: Stay away from easy and don't succumb to mediocrity



**Kapil
Sharma, 38**

Head, Communications, Ford India

Managing Consultant, Text100

**Ketan
Jain, 38**



Educational Qualification: Bachelor of Arts (Economics)

WOW Moment: Text100 breaking into newer sectors such as Auto with Maruti Suzuki and Pharma with Lupin; Also, opening up the Pune market for our Western region operations.

Me in 2020: As a 42 year old that got kicked off the 40 under 40 list!

What gives me the kick in my work environment: While I've been splitting my time between consulting and managing the P&L side of things for the last few years, nothing beats the high of consulting and good old elbow grease.

Most inspiring communicator: Robin Williams

Advice to communicators of tomorrow: Ours is a dynamic business in a world that is rapidly being transformed by technology. Stay hungry, keep learning.

**Director, Business Strategy,
PR Pundit**

**Karishma
Gupte, 34**



Educational Qualification: Bachelor of Business Administration

WOW Moment: Winning an award for Gap India's Mumbai Launch campaign #HelloMumbai; Heading the Mumbai branch of PR Pundit when I was just 24

Me in 2020: Taking on new challenges and building path-breaking campaigns

What gives me the kick in my work environment: Working on multiple accounts with dynamic team members who are brimming with energy and ideas

Most inspiring communicator: Archana Jain

Advice to communicators of tomorrow: Read! Improve your language skills and open up your mind to great ideas

Educational Qualification: Bachelor of Journalism and Mass Communication

WOW Moment: As a young entrepreneur, with small team and one city presence, we won the account of ABInBev(Budweiser) in a multi-consultancy pitch against several national-level firms back in 2006.

Me in 2020: Fulfilling our vision of becoming an INR 100-crore consultancy with a strong technology backbone

What gives me the kick in my work environment: The unusual energy, passion and zest shown by my team give me the proverbial kick. This is how we take brands from being bootstrapped start-ups to Unicorns

Most inspiring communicator: Steve Jobs

Advice to communicators of tomorrow: Develop greater understanding and acceptance of digital platforms



**Kunal
Sinha, 36**

Founder-Director, Value 360 Communications

'Regional' - A New Era in the Communications Business

A world beyond metros in our diverse country, 'Regional India' as known in the Communications Business, has seen a great revolution in the past few years. It is that segment of India which has always witnessed a weak eye from those who reside in metros. It's that portion of India which did not have the opportunity to grow as fast as its counterpart, despite having more than 70% of India's population residing beyond the boundaries of what we call metro cities.

The paradigm shift in the way regional India is perceived today; specifically by our communications business did not happen overnight. It took years to change the discernment about the potential regional India had. The

transformation was gradual starting with the change in the consumer behavior owing to availability of easy finances; willingness to spend and strive to consume mainstream products and services and a sea of opportunities that have perforated the non-metro zone. There is immaculate networking among rural consumers and they have a tendency to proactively seek information via a multitude of sources in order to be well informed before making any purchase decisions. Thus it gets very crucial for any brand to have an impeccable communication strategy in place before venturing into Regional parts of India in order to influence this pool of consumers effectively.

THINK REGIONAL!

Regional India has emerged as a stronger facet contributing around half of the country's Gross Domestic Product (GDP) and is more than just about prices; it has broken all stereotypical notions and has evolved to look forward to value provided by products and services that involves aspects of price combined with utility, aesthetics and features.

While Regional India was turning into a new leaf and had started being considered as an essential part of country, equally contributing to the economy like any other metro city; the seeds of Regional PR- an extended arm of communications business were also being sown. Our firm Fuzion PR Pvt. Ltd. has been fortunate to ride the tide of this revolution and being a pioneer in participation. The firm was initially formulated as a market research and analysis firm in 2005, which was later transformed into a full-fledged PR consultancy in 2011. The in-depth analysis and knowledge of Regional India paved way for a dream run for Fuzion to be India's strongest regional PR consultancy in the country, with not only the strong

inheritance in terms of work aptitude but also in terms of most wide-spread reach. From a team of 5 in 2012, the firm has seen immense growth with workforce to 70+ with almost zero attrition and vast network of 14 company owned branch offices covering smallest of the regions pan India.

The accomplishment is a combined effect of a great team amalgamated with both PR & journalism experience and firm determination. Fuzion emerged as a perfect solution for PR and communication requirements for brands, corporates and individuals aiming to explore the potential of tier 2 and 3 regions. With ever-growing adaption of technology and the fast changing face of Regional India, brands realized that it's imperative to map their marketing and communication strategies for effective outreach in these markets. Fuzion slowly became a platform synonymous with Regional India and a one stop solution for corporate brands for their strategic outreach in the regional markets. With sustained efforts and intellect of regional media, Fuzion PR Pvt. Ltd. has been the



Fuzion's journey this year is the reflection of remarkable increase in the essentiality of Regional India on national map and Regional PR in the overall horoscope of the communications business.



THINK FUZION!



only consultancy to bring 'regional' on the national map. Brands are now focusing increasingly on outreach in smaller towns and Fuzion PR Pvt. Ltd. plays an imperative role in making this happen. The USP of Fuzion PR Pvt. Ltd. is the in-depth understanding, analysis and media intelligence, which is being well utilized to deliver results for clients.

Fuzion's this year journey is the reflection of remarkable increase in the essentiality of Regional India on national map and Regional PR in the overall communication industry's horoscope. Be it getting shortlisted at SABRE 2016 for its Media Relations in Regional India under Corporate Media Relations or trajectory growth with signing a number of reputable clients; to being recognized as Young PR professional of the year at the most prestigious IPRCCA Awards 2016 does delineate the edge Regional India has created in communications business.

The transformation in economic and social statistics of

regional India has made it a distinct and inseparable part of our country and a larger pie imbibing the growth potential. Our communications business is sailing in the same word-boat and hence the limelight Regional PR is gaining now. We have seen the tradition of PR Industry from traditional to digital; now is the time for it to shift towards Regional. Regional India has not been explored even 25% of what it has to offer in terms of PR/Communications and the recognition towards these unexplored markets is only going to benefit the industry on the whole. I am sure Regional will occupy an even larger role and become even more important element of Indian outreach strategy in the times to come. In your Indian journey... whenever you Think Regional, Think Fuzion!

By

Mukesh Kharbanda

Managing Director, Fuzion PR Pvt. Ltd.
India's Strongest Regional PR Firm
<http://www.fuzionpr.co.in/>



Educational Qualification: Masters in Arts (S.I. Newhouse School of Public Communications, Syracuse University)

WOW Moment: Seeing a current/former direct report or trainee doing well, doing it right and making it big

Me in 2020: Being recognised as someone with deep expertise, creating lasting impact on business through my work

What gives me the kick in my work environment: A knotty problem that inspires to innovate!

Most inspiring communicator: Robert Gibbs (Former US Press Secretary)

Advice to communicators of tomorrow: Focus on brand equity not on driving sales; Work on your writing; Counsel leaders/personalities with a mature directness; Read and Travel



Madhurjya
Kotoky, 38

Head, Brand & Communications,
Autodesk Inc. (INDIA & SAARC)

Regional Head (North),
Avian Media

Neha
Mehrotra, 36



Educational Qualification: Post Graduation in Marketing and Advertising

WOW Moment: Winning awards like consultancy of the year & PR professional of the year

Me in 2020: Understanding its elements and leading transformation for the PR business

What gives me the kick in my work environment: Understanding the psyche of each client and helping teams deliver better results; Crafting campaigns and devising training modules for different levels

Most inspiring communicator: Barack Obama

Advice to communicators of tomorrow: Invest time in understanding deeply the journey of communications; Stop hopping across consultancies

Vice President & Head, Corporate
Communications, IL&FS Financial Services

Mona
Mohan, 37



Educational Qualification: Masters in CSR and Ethical Management

WOW Moment: My work recognition is my WOW moment and that is just not one

Me in 2020: As a change agent in the field of Reputation Management

What gives me the kick in my work environment: Freedom and respect for my domain knowledge and expertise

Most inspiring communicator: All my fellow communicators – There is something to learn from each one of them.

Advice to communicators of tomorrow: Work Smart with complete dedication

Educational Qualification: Bachelor of Journalism

WOW Moment: The 2014 SABRE Awards – my entries won four golds and a platinum!

Me in 2020: Excelling in the field of integrated communication – In a role that allows me to improve as a professional and also contribute effectively towards the goal of my organisation

What gives me the kick in my work environment: The opportunity to constantly learn while working with a group of energetic and driven colleagues

Most inspiring communicator: Justin Trudeau

Advice to communicators of tomorrow: Be alert and meticulous, miscommunication can create immense damage; Follow the three C's - Be cautious, conscious and conscientious; Keep reading and improving yourselves



Neha
Singhvi, 33

Head (PR & Reputation Strategy), Zeno India

Educational Qualification: MBA (Marketing and IT)

WOW Moment: When our communication campaign for a client got them noticed and nominated for the coveted Red Herring Awards

Me in 2020: Helping an agile organisation like Golin Opinion, and creating an unmatched portfolio of marketing-communication services

What gives me the kick in my work environment:

Winning new businesses, while showcasing, implementing and executing, clutter-breaking and impactful creative brand campaigns, which help solve the client's business problems

Most inspiring communicator: Narendra Modi

Advice to communicators of tomorrow: Ambition is not a bad word, so keep the fire burning; Think disruptive and continue to challenge the norm!



**Nicky
Singh, 38**

Associate Vice President, Golinopinion

Head, PR & Communication, OYO

**Poonam
Thakur, 34**



Educational Qualification: Post Graduate Diploma in Advertising and Public Relations

WOW Moment: The WOW moment is yet to come. Meanwhile I enjoy training young professionals and tracking their progress.

Me in 2020: Building upon the confluence of PR, content-marketing and social media – it's been a very exciting journey so far

What gives me the kick in my work environment: Ensuring alignment to a strategic framework and providing ideas that deliver while working in a high-activity environment 24x7.

Most inspiring communicators: Sheryl Sandberg, Michelle Obama

Advice to communicators of tomorrow: Be curious – it'll fuel your creativity and enthusiasm; Build empathy – it makes storytelling authentic; Stay calm especially in crisis – it's a value in high demand and short supply!

Director, Media Mantra

**Pooja
Pathak, 30**



Educational Qualification: Post Graduation in Business & IT

WOW Moment: The ribbon cutting ceremony of our first office in 2012

Me in 2020: Positioning Media Mantra as one of the top PR firms in India; Actively contributing to government-led initiatives such as 'Digital India'

What gives me the kick in my work environment: Positivity in business and also the power of the 3 C's – Commitment, Confidence and Competition

Most inspiring communicators: My father and Udit Pathak (My husband and CEO, Media Mantra)

Advice to communicators of tomorrow: Communicate with an intention and not merely for getting attention

Educational Qualification: Master's Diploma in Mass Communication

WOW Moment: Successfully managing clients, a speaker's bureau, Bangalore operations, talent and HR across Gutenberg India and now global marketing and client onboarding

Me in 2020: In the heart of fresh, invigorating campaigns that have a new burst of energy and excitement

What gives me the kick in my work environment: Knowing that I am significantly contributing to Gutenberg's remarkable growth story

Most inspiring communicator: Oprah Winfrey

Advice to communicators of tomorrow: Explore all realms of our business; Have fun working; Look at every challenge as an opportunity to learn something new



**Ranjani
Roy, 38**

Senior Director, Gutenberg

Educational Qualification: MMS (Marketing)

WOW Moment: The biggest high so far has been working with a small team of four colleagues and building one of the largest, respected and most consistent team of young professionals in the business

Me in 2020: Continuing to be in the forefront of business evolutions and charting new courses; teaching and training young professionals

What gives me the kick in my work environment: The energy, vibe and the excitement of working with equally passionate people on diverse mandates

Most inspiring communicators: Valerie Pinto, Amit Govind

Advice to communicators of tomorrow: Never stop learning; Work with all your passion, and importantly choose to work with people who are more passionate than you.



Rohan Kanchan, 39

MD, Weber Shandwick, India

Lead, Corporate Communications, India, Infosys

Sarah Gideon, 35



Educational Qualification: Bachelor of Arts (Economics Honours)

WOW Moment: Being entrusted with managing the reputation of one of India's most iconic brands - Infosys

Me in 2020: I try not to look too far ahead and have short term professional goals, that said I am up for a challenge and may be doing something completely different in 2020

What gives me the kick in my work environment: Different, unique and constant challenges; I get bored easily, so the dynamic nature of my work suits me well

Most inspiring communicator: Rajesh Chaturvedi (Adfactors), Nandita Lakshmanan (The PRACTICE)

Advice to communicators of tomorrow: Read up lots, know your stuff and have humility

Senior Vice President & South India Head, Madison Public Relations

Rohan Srinivasan, 39



Educational Qualification: Post Graduate Diploma in International Public Relations

WOW Moment: Setting up the first India office for my previous organisation and signing up the first India client

Me in 2020: Being an integral part of a much admired, transformed and evolved communications business in India

What gives me the kick in my work environment: The determination to break away from the crowd through creativity, ground-breaking campaigns or networking

Most inspiring communicator: My father

Advice to communicators of tomorrow: Speak up, ask questions and never stop learning

Educational Qualification: Post Graduate Diploma in PR & Corporate Communications

WOW Moment: Winning large mandates, meeting inspiring minds, presenting at global forums, winning awards and sometimes, simply adding value to clients

Me in 2020: Reinventing myself and riding the wave of the many rapid changes, also hoping to invest in my passions

What gives me the kick in my work environment: Working with young aggressive minds, and the freedom and authority to develop them into fine professionals

Most inspiring communicator: Nelson Mandela

Advice to communicators of tomorrow: Smart work may have replaced hard work, but there is still no shortcut to success; Put passion to play and love what you do



Schubert Fernandes, 39

Executive Director, MSLGROUP India



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Educational Qualification: Masters in Media & Marketing Communications

WOW Moment: Setting up and running the digital vertical at The PRACTICE

Me in 2020: Continuing to make Public Relations relevant and impactful through the changes in technology, audiences and markets

What gives me the kick in my work environment: Delivering great client satisfaction, seeing my team succeed and winning new business

Most inspiring communicator: Stephen Fry

Advice to communicators of tomorrow: Don't be afraid to take risks; Constantly upgrade your skills; Evolve yourself to be a better human being.



Shamee
Jacob, 39

Vice President (Technology), The PRACTICE Strategic Communications

Divisional Manager, Corporate Communications, Mercedes-Benz India

Shekhar Das
Chowdhury, 37



Educational Qualification: Masters in Mass Communications

WOW Moment: Several, in the form of client appreciations, a big ticket story, retaining the brand's leadership in PR impact and respect from internal stakeholders

Me in 2020: Inspiring youngsters and encouraging them to innovate; Doing something meaningful for the people and bringing a positive change

What gives me the kick in my work environment: Working with young and experienced colleagues who set new benchmarks for themselves and of course the gorgeous cars!

Most inspiring communicator: Martin Luther King

Advice to communicators of tomorrow: Be ready to learn everything by yourself, as no one is going to hand it to you in a platter. Speak less, listen more and stay rooted.

Head, Communications, Micromax

Sheetal
Singh, 38



Educational Qualification: Post Graduate Diploma in Marketing Management

WOW Moment: Being handpicked by Rahul Sharma, Co-Founder Micromax to lead communications for YU, being a part of the core team and working closely with him

Me in 2020: Working hard and enjoying it as well and hopefully earning enough money to indulge in the odd Caribbean cruise or two

What gives me the kick in my work environment: Happy committed people, who make even the most stressful situations seem easy

Most inspiring communicator: Richard Branson

Advice to communicators of tomorrow: Think different, think Bold! Communication today can be anything- content rich, interactive, provocative, playful- even downright hilarious.

Educational Qualification: Masters in Business Management

WOW Moment: I personally relish all moments in my career.

Me in 2020: Being more to all my stakeholders

What gives me the kick in my work environment: My team

Most inspiring communicator: Steve Jobs

Advice to communicators of tomorrow: Break your goals into smaller and achievable ones and work towards achieving them



Shivaram
Lakshminarayan, 38

Business Head, Telecom & Technology Enterprise and Corporate & Finance- South, Genesis Burson-Marsteller

Educational Qualification: Masters in Communication Management

WOW Moment: Chatting with Carl Pei, Co-founder OnePlus and joining OnePlus

Me in 2020: Leading communications for a global technology company

What gives me the kick in my work environment: Challenging gigantic competitors from our business, and the quirkiness, dynamism, and the constantly changing status quo of my job

Most inspiring communicator: Michelle Obama

Advice to communicators of tomorrow: I recommend that each one of them keep all their five senses alert and be receptive to changes, growth, and adversities; Learn from experiences



**Shreyosi
Raha, 37**

Senior Manager, PR and Communications,
India, OnePlus

VP, Corporate Communications, Quikr

**Sonali
Madbhavi, 37**



Educational Qualification: Bachelor of Computer Science

WOW Moment: From not knowing whether to swim or drown to achieving 38% y-o-y growth at the time I left Gutenberg communications as the India head

Me in 2020: Going beyond communications function at Quikr; Working towards my own restaurant idea

What gives me the kick in my work environment: Applying communication methods to create a business impact

Most inspiring communicator: Ashok Soota

Advice to communicators of tomorrow: Follow your passion, continue to build on your positives and work on your negatives. Question things around you and try to find answers too.

Vice President, Marketing and Corporate Communications, Ambit Private Limited

**Shveta
Singh, 37**



Educational Qualification: Bachelor of Commerce

WOW Moment: Directly interacting with senior political leaders, such as state chief ministers, governors and senior bureaucrats

Me in 2020: Working for brands and companies that are making a meaningful difference, and set benchmarks in ethics, diversity, innovation and sustainability

What gives me the kick in my work environment: Seeing the impact of corporate communications' work, through enhanced internal and external reputation

Most inspiring communicators: Michelle Obama, Anand Mahindra

Advice to communicators of tomorrow: Have an open mind and be collaborative

Educational Qualification: Post Graduate Diploma in Communications

WOW Moment: During a CSR experience an interaction with a mother-daughter duo who had a *kholi* right next to a toilet block. A simple solution of switching male and female cubicles had actually changed their life, I was amazed.

Me in 2020: Increasing Viacom's work base under the CSR umbrella; Helping each team member grow professionally

What gives me the kick in my work environment: Going beyond the conventional realms of communication and finding newer avenues to position the company spokespersons nationally and internationally

Most inspiring communicator: J K Rowling

Advice to communicators of tomorrow: Know your worth; Find that one skill set that sets you apart from others.



**Sonia
Huria, 36**

Senior Vice President and Head, Corporate Communications and CSR, Viacom18 Media

Educational Qualification: Post Graduate Diploma in Mass Communications

WOW Moment: Managing communication during investments from large global investors like CDC Group, and General Atlantic and changing the perception of my firm from a broker to a diversified financial company

Me in 2020: Becoming an admired reputation management professional

What gives me the kick in my work environment: Being responsible for the brand and reputation of my firm, the opportunity to have an owner's mindset despite being an employee

Most inspiring communicator: Narendra Modi, Barack Obama

Advice to communicators of tomorrow: Don't oversell yourself to the journalists or clients; Be honest while pitching; Be a voracious reader and practice knowledge-driven simple communication.



... Sourav
Mishra, 37

Head, Corporate Communications, IIFL

Director, Perfect Relations

Suncina
Jairath, 36



Educational Qualification: Post Graduate Diploma in Communication

WOW Moment: I think it's not a good career graph if there's only one high point in it! I work hard to make sure that I have many WOW days

Me in 2020: In the words of Robert Frost - I have miles to go before I sleep

What gives me the kick in my work environment: Learning something new every day; Not being restricted to an industry; Interacting and working on challenging assignments with the best team

Most inspiring communicator: Barack Obama

Advice to communicators of tomorrow: Work passionately; Take ownership; Be proactive and take initiatives

Senior Partner, PRHUB

Sumoathi
Chari, 36



Educational Qualification: MBA (Marketing)

WOW Moment: Being appointed as Director and Partner at PRHUB

Me in 2020: Driving growth at PRHUB

What gives me the kick in my work environment: Empowerment to drive key business and organisation functions, continued passion for the smaller milestones, consistent learning and a great team to grow together with

Most inspiring communicator: Barack and Michelle Obama, Sheryl Sandberg

Advice to communicators of tomorrow: Get your hands dirty, go in depth and build a strong foundation in your initial years and always continue learning

Educational Qualification: Bachelor of Technology

WOW Moment: When I ended my successful software engineering career and moved to communications, with no formal prior education or experience but only heart full of passion and enthusiasm

Me in 2020: In a senior role as a communicator in a dynamic company

What gives me the kick in my work environment: Every time a story or message that I have conceptualised and worked upon comes out well in the media

Most inspiring communicator: Dilip Cherian

Advice to communicators of tomorrow: Media or journalists are not just a means to an end. Respect journalists, invest time and build long term relationships with them.



... Tinu
Cherian, 36

Manager, PR and Communications, Ola

Educational Qualification: MMS Marketing

WOW Moment: Whenever my work contributes towards a worthy cause

Me in 2020: I will always be a story teller, and a continue to see myself as a communications strategist with a focus on excellent execution

What gives me the kick in my work environment: Doing things to the best of my ability with focus, determination and commitment

Most inspiring communicator: Sadhguru Jaggi Vasudev

Advice to communicators of tomorrow: Make it a motto to learn something new about your area of work every day.



Vikas Sahni, 39

Senior Vice President, Ketchum Sampark

Senior Group Head, Adfactors PR

Vikram Kharvi, 38



Educational Qualification: Masters of Arts (Journalism and Mass Communications)

WOW Moment: When I setup a social media engagement architecture from scratch at Tata Housing and again at Adfactors PR; every time I was on stage receiving accolades; when I published my first book; when I founded Indian PR Forum

Me in 2020: Doing more strategic communications, dealing with new situations and helping youngsters achieve their dreams of being a PR practitioner

What gives me the kick in my work environment: The happiness I see in my team members' eyes when they have achieved something significant; Winning new business and being recognised for your efforts

Most inspiring communicator: I get inspired by every communicator who demonstrates a better way of doing things.

Advice to communicators of tomorrow: Never stop learning; be humble; do better than yesterday; give credits to others and enjoy the process of doing your daily chores

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- + PRAXIS 2017 and Fulcrum Awards Night (Jaipur) with a single occupancy room for two nights at PRAXIS venue
- + Subscription to Annual magazine

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PRAOCIS 2016 REPLAY



Kathy Bloomgarden (Ruder Finn) in a conversation with **Abhishek Mahapatra** (Uber India) after her engaging session on The Digital Era and The Promise of Disruption: Communications Role in Getting it Right



Aedhmar Hynes (Text100) in a conversation with **Devdarshan Chakraborty** (Strong Koffee) after her stimulating session on The Power of Creativity in Building Corporate Reputation



Jon Higgins (Ketchum) in a conversation with **Minari Shah** (Amazon India) after his keynote address on The Role of Reputation Management in the age of Artificial Intelligence and Virtual Reality



Alok Sanwal (Dainik Jagran, iNext) in a conversation with **Amit Narayan** (Edelman) after his enlightening session on The Transformation of Print Media and Readers of Middle India - Implications for Corporates



Alan Vandermolten (WE Communications) in conversation with **Paroma Roy Chowdhury** (Soft Bank International) after his keynote address on Reputation in a Real-time World



Pascal Beucler (MSLGROUP) in a conversation with **Shreya Krishnan** (First Advantage) after his session on The Role of Millennials and their Impact on Brand Reputation

PRACIS 2016 REPLAY



Aseem Sood (Impact Research and Measurement) shares the State of the PR Business in India: An executive summary by PRCAI



Sarab Kochhar (Institute of Public Relations) speaks on The Importance of Research in Building Reputation



Sachin Bhandary (Eccentrics) does a Pecha Kucha session as he speaks about his trip around the world



The energetic, enthusiastic and spirited audiences of **PRACIS 2016**.



Sonia Dhawan (Paytm) receiving the ABC Award for In-house Professional from **Seema Ahuja** (Biocon)



Parekh Bhattacharjee (Genesis BM) receiving the ABC Award for Consultancy Professional from **Seema Ahuja** (Biocon)

PRACCIS 2016 REPLAY



Gregor Halff (Global Alliance) talks about What are PR Academics Good for, Anyway?



The super supportive volunteers from SCoRe - Twinkle Jayson, Nicole Fichardo, Amy Crasto, Judelyne Banerji, Mehernaz Fitter, Sumitha Naik, Prerna Porwal, Priyadarshini Mazumdar



Roger Bolton (Arthur W Page Society) takes a special address on The New CCO – Transforming Reputation of an Enterprise in a Changing World



The Core Team at PRACCIS 2016 – Amit Nanchahal, Amith Prabhu, Tinu Cherian, Roshan Alexander, Kanika Dayal Mathur, Falguni Patel, Divya Singh, Anubhuti Mathur, Julia Joseph, Ajit Pai, Hemant Gaule, Ritesh Shete, Anup Sharma, Daksh Juneja and Kiruba Shankar



A big thanks to our esteemed partners for their encouraging support at **PRACCIS 2016**.

PRAOCIS 2016 REPLAY



Devashish Dasgupta (SAB Miller), **Ophira Bhatia** (Mondelez), **Vivek Rana** (The PPractice), **Gayatri Rath** (Microsoft) and **Pradeep Wadhwa** (PepsiCo) in a panel discussion on The Evolution of the Chief Reputation Officer



Anand Subramanian (Ola Cabs), **Anindita Guha** (Gupshup), **Ravi Shankar** (Aim High Consulting), **Poonam Thakur** (Oyo Rooms) and **Saumil Majmudar** (SportzVillage) in a panel discussion on How Startups Build and Protect Reputation



Alan Vandermolen (WE Communications), **Pascal Beucler** (MSLGROUP), **Aedhmar Hynes** (Text 100), **Kathy Bloomgarden** (Ruder Finn) and **Jon Higgins** (Ketchum) in conversation with **Siddhartha Dubey** (KSK Communications) on A Global Viewpoint on Reputation Management



Roger Darashah (Adfactors), **Charu Raizada** (PR Pundit), **Ria Mukherjee** (Value 360), **Bhavna Singh** (Genesis BM), **Girish Balachandran** (Avian Media) in a panel discussion on Content as a Catalyst in Powering Reputation for Emerging Companies



Prerna Porwal (SCoRe) and **Sumitha Naik** (SCoRe) after receiving the **Vishwajeet Ganpate Scholarship** from **Fr Dominic** and **Fr Renold**



The rocking live concert by **The Indian Jam Project**

PRACIS 2016

Public Relations And Corporate
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40 tips for leaders under 40



Believer in human potential and its realisation; loves communications, its application and its impact in our daily lives; has tremendous faith in values!

Ambuj is a business advisor, communications consultant and a leadership coach. Firmly believes that people build businesses and not the other way round. Hence, grooming leaders and teams under them that understand the value of processes, discipline and culture is his approach towards building robust organisations.

He is a partner at Blaq (experts in Internal Communication & Employee Engagement). He can be reached at ambujdixit@blaq.in.



AMBUJ DIXIT

1. Everything around you is Communications – people's behaviour, outbursts, silence ... everything!
2. Communication starts with thought. Verbal, visible and written expressions are an outcome.
3. Communication flows inside out, always.
4. Documentation is 60% battle won – the biggest campaigns have a solid foundation in the form of documentation.

30 and around

5. The age of 30 is a mile stone – decision taken around this time affects the rest of your life.
6. Between 25-30 we develop our hard skills; between 28-32 - warm ourselves up to leadership requirements; between 30-40 - test our leadership credentials.
7. Develop right skills at the right time – like basic business writing skills cannot be developed at 30.
8. The only next step for PR professionals between 30 and 40 is gearing up to be advisors.

The protagonist called clarity

9. Clarity has to be one's best friend. It takes time and impacts every action.
10. Write, write, write – writing helps in gaining clarity.
11. Clarity keeps on changing its subject and decides our advancement – we stop, we stagnate. We also stagnate if we have clarity but don't act upon it.
12. Develop common sense – clarity is linked to its development
13. It helps you write good briefs and good briefs are God.
14. Help clients arrive at a good brief – very crucial to manage employee productivity and client relationships
15. Always question the obvious.

As a Communications Consultant

16. Our positioning will decide how we are perceived
17. Positioning is directly affected by self-awareness.
18. Setting clear expectations and backing them with tangibles is the key.
19. Politics happen everywhere – it emerges out of human nature – it needs to be understood and not escaped

from.

20. How things/situations are and how they should be, are two different things.
21. We are developing case studies in the present – what we have done is already old.
22. Never use old work to start a new project
23. Walk alone to walk fast, walk together to walk far – make a choice and live by it. Whatever you choose, the choice will become irreversible sometime.
24. Balance expectation with your subordinates.
25. Focus on the growth of the team – money is always a by-product.
26. An agitated mind, a mind full-of-itself is not capable of producing innovative campaigns. Be calm and humble to produce good work.
27. We are not important – work is!
28. Leader always doesn't lead, many times s/he follows.
29. The visual sense is almost prevailing over every other sense - packaging everything we do is a new hygiene.
30. Everything that affects the company is of concern to a communications consultant/advisor – everything!
31. The line manager is the culture of the team.
32. Observe. One cannot be a communications expert if s/he doesn't like observing people.

The being called You!

33. Your mind and your expressions have to be in sync. One cannot fake it.
34. Having an open mind will be a bigger challenge than ever – more important is to remember it.
35. If it overwhelms you, you cannot handle it.
36. Mere action won't do – mindful action is the key.
37. Get your own definition of values and vision – don't refer to a book or an internet article please.
38. Observe nature to understand how it communicates – it is full of surprises.
39. Your mind is smarter than you. Beware.
40. If you think any of the above is obvious – go to point number 15.

Millennial Mapping: YOUTH can make a difference!



Applying engaging strokes throughout her career canvas is Shree Lahiri, who has been by and large, involved in reputation management. Having worked in Corporate Communications teams, she has experience of advertising, public relations, investor and employee communications, after which she moved to the other side – journalism. She enjoys writing and believes the power of the pen is indeed mighty. She is Senior Editor at Reputation Today and hopes to move from one focus area to another in the editions that will be released this year.

Mail your reactions to: shree@reputationtoday.in



SHREE LAHIRI

With the focus on youth in this issue, I take the liberty to look at the young in the country. India is a young country and the youth want to challenge the rules. They are shaping the world's largest democracy, where 40 percent of the population is under age 35 and they are significantly reshaping India and the world - politically, economically and environmentally.

Promoting the youth, President Pranab Mukherjee, said in Chennai recently, "We need more of India's youth to work tirelessly in defending the nation". Even PM Narendra Modi shared the same views when during the 'Make in India Week' in Mumbai he said, "We want our youth to become job creators instead of job seekers".

According to reports, by 2020, India is set to have 64 per cent of its population in the working age group. With the West, Japan and even China aging, this demographic potential offers India and its growing economy a winning edge that economists believe, could add a significant 2 percent to our GDP growth rate.

Fact is – youth is contributing heavily to the rapid change in the Indian economy and are fast making a difference in India Inc. too. No surprise then, that youth have become a key focus in the marketing strategy of most brands. Estimates suggest that India is trending towards a median age of 28 in 2020.

This is very relevant here, as "Forty under 40" is the theme for this edition, featuring rising stars in the PR and Corporate Communication community. Take a look at the engaging diversified teams at work. Will a cross section of Boomers, Gen X, Millennials and Gen Z manage to pull out all stops in a work environment?

Reality is that companies are going all out to involve the workforce.

Like the Virgin Group, who organised what it called 'a corporate day' asking its employees to behave in the way many traditional firms do - for just one day. This meant wearing formal business wear, arriving at 9 am, using titles Mr and Mrs, no looking at social media and no personal calls either. It was a horrible experience for everybody, shared Sir Richard Branson. The purpose of the exercise was to give its people "a taste of what a lot of the world is still run like".

This brings us to the term 'Millennials' - a group that accountancy firm Deloitte predicts will make up 75% of the global workforce by 2025.

The findings in Deloitte's fifth global Millennial Survey, this year focused on Millennials' values and ambitions, drivers of job satisfaction, and their increasing representation on senior management teams. Representing an increasing share of the workforce, Millennials are growing and now occupy senior positions. They are no longer leaders of tomorrow, but increasingly, leaders of today.

Interestingly, another national survey conducted by Telenor Group recently was an eye-opener. It revealed that India's youth believes that robots in the workplace will be a common phenomenon in future, and 100% respondents supported this statement.

If youth are to engage in changing the workplace to improve society, then companies should reach out to them. When companies adapt the way they work to Millennials' strengths, experts believe it will be effective. India is certainly experiencing the rise of a new generation of young leaders, who can transform the country.

Taking Pride in the 40 under 40



Amith Prabhu takes pride in calling himself a Public Reputation Professional. With nearly 15 years of work experience, Prabhu is currently a semi-entrepreneur, a passionate fundraiser and a PR educator.

He is the Founding Dean of the Indian School of COmmunicators & REputation (SCoRe), India's first independent school of Public Relations. He is also the Founder of The PRomise Foundation, the only organisation from India which is a member of the Global Alliance and which organises the largest annual communications conference in South Asia.

Amith can be reached at @amithpr on Twitter.



AMITH PRABHU

What does it take to be a 40 under 40? The Editorial Team asked this question as they set out to put this piece together. The one thing that stood out was that the individual should inspire confidence from his or her public persona and online profile. In simple terms, he or she should be someone that one would blindly hire and put complete faith in. They were young, yet highly respected and were groomed to be in their current roles through a rigorous process or had climbed the ladder of achievement through hard work and intelligence. The Editorial Team met several of them personally over the course of the year. With some there were telephonic conversations. And in some cases, a reference check was undertaken.

What we have is a solid list of men and women that have achieved outstanding success early on. Most of them had a few traits that were common. They were all organised go-getters.

They did at least one long stint in an organisation. Several had international exposure. They were well qualified. Most were PR natives and not immigrants from another field, which means they are career communicators. They were leading from the front. They showed promise and inspired new thinking and younger professionals.

We are aware there are few who would feel upset that

they did not make it to the first list but they have age on their side and will certainly have scope in the years ahead. We hope to make this a once-in-two-year or better still, an annual feature. There has been an equal mix of in-house and consultancy professionals and an almost equal number of women and men. We are confident you will trust the transparency and fairness with which the editorial team went about putting this list together. While the names are displayed in alphabetical order we realised there were no first among equals. These forty were the best of the best are here to stay.

On a different note, this year a PRAXIS Privilege card has been launched.

This is based on feedback we got. This card is a great deal for eager learners and great networkers. There are details in the magazine about this card. It enables 100 individuals to be on par with the Platinum and Gold sponsors in terms of access to all our four events in four cities through the year as well as accommodation in the same hotel that hosts the annual summit.

We have a long way to go. Together we can get there. It's the start of a new year and we wish you a fabulous 2017. As always your feedback and suggestions are eagerly awaited.



Indian School of Communications & REputation
www.scoreindia.org

January

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Designed by Judelyne Banerji (@juzzzybe) - Batch of 2017

The trophies were for us. But our gratitude is for our clients.

PRWeek South Asia Consultancy of the Year, 2016

Holmes Report India Consultancy of the Year, 2016

PRmoment Fulcrum Large Consultancy of the Year (PRAXIS), 2016

IPRCCA PR Consultancy of the Year, 2016

Campaign South Asia PR Agency of the Year, 2016

ICCO APAC Regional Independent Consultancy of the Year, 2016

Holmes Report Global Corporate Agency of the Year, 2016

According to every corporate brand expert, in the 21st century, the organisation that will thrive will be the one that **learns** faster than its competitors.

There is no other metric of success in a VUCA world.

So what did we **learn** after becoming the PR agency that won every single Agency of the Year award meant for PR agencies in India in 2016?

After winning such recognition ALSO at the APAC and global level?

After winning over 50 awards for campaign excellence at the prestigious Holmes Report, PRWeek, Public Affairs Asia, Exchange4Media, PRmoment (PRAXIS) fora?

Here's what we learnt: without clients who empower us to think out of the box, our cupboards would be empty.

We pick up the trophies, but the real winners are our clients.

Come to think of it, these achievements are also not possible without the support of our well-wishers in the media, financial, legal, PR and MarComm communities... all of whom have supported us.

Simply put, our gratitude is not just for who you are, but for what you allow us to be.

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