

— Vol 2: Issue 3 | Price ₹150/- —

# Reputation TODAY

The official magazine of #PRAXIS6

## PRAXIS 2017

Public Relations and Corporate  
Communications India Summit

*The Beauty of  
Communications  
- Integration of  
Content,  
Creativity &  
Community*







— Vol 2: Issue 3 | Price ₹150/- —

# Reputation

TODAY

A magazine for Public Relations and Corporate Communications Professionals



# 100

**MOST IMPORTANT PROFESSIONALS**

*in Indian Public Relations and Corporate Communications*





# PRAXIS 2017 AGENDA

FAIRMONT - JAIPUR

## Day 1 Friday, 15 September 2017

12.30 pm	Venue check in and Lunch over Conversations
1.30 pm	Summit check-in
1.45 pm	Welcome Remarks
2.15 pm	Special Session 1: Inaugural Session: Role of Communications in Building Communities
2.45 pm	Keynote 1: Staying True to the Calling of Communications
3.35 pm	Keynote 2: What it takes to be a Fearless and Fast Communicator
4.25 pm	Power Panel 1: Independent, Indian and Impactful: What sets them apart?
5.10 pm	Special Session 2: Partner Address from Times Internet
5.25 pm	Tea Break and Group photograph
5.55 pm	Power Panel 2: Using the Power of Communications to take Healthcare Closer to Patients
6.45 pm	Special Session 3: The Digital Tsunami
7.25 pm	Keynote 3: Creating a Culture of Creativity in Public Relations
8.15 pm	Special Session 4: Felicitations – Scholarship, Prizes and Cannes Lion Winner Celebration
8.30 pm	Cocktails and Dinner over Conversations
9.15 pm	Live Concert by The Raghu Dixit Project
10.45 pm	End of Day 1

## Day 2 Saturday, 16 September 2017

7.30 am	Breakfast over Conversations (in respective hotels, until 9 am)
9.15 am	Lucky Draw
9.30 am	Special Session 5: Challenges to the PR Profession
10.10 am	Power Panel 3: Corporate Communication Leaders on The Future of Communications
11.00 am	Tea Break
11.30 am	Power Panel 4: Young Leaders on Creativity from In-House and Consultancy
12.15 pm	Keynote 4: Being Relevance Obsessed and Relevance Equipped Communicators
1.00 pm	Lunch Break
1.45 pm	PRCAI Presentation
2.00 pm	Keynote 5: Communicating for Brands in Motion
2.50 pm	Power Panel 5: Will Asia lead the way in the next wave of Creative Communications?
3.40 pm	Keynote 6: Augmented Influence: How a second technology revolution is changing PR once again
4.30 pm	Special Session 6: The Master Keynote
5.15 pm	Power Panel 6: PRAXIS Closure: Vote of Thanks and Awards to follow
5.45 pm	Tea Break and Free Time for Conversations
7.00 pm	Awards evening reception: Organised by The Promise Foundation and PR Moment India
8.45 pm	Cocktails, Conversations, Celebration Dinner and Dancing to the tunes of DJ Angel

## Day 3 Sunday, 17 September 2017

6.30 am	Morning Jog (optional)
7.30 am	Breakfast
10.00 am	Check out. Time for sight-seeing, conversations and relaxing

### Cover Page Picture Collage

Left Panel: Dr Pragnya Ram, Arunachalam Muruganantham, Gabriela Lungu, Tara Rogers, Darren Burns, Fred Cook, Guillaume Herbette  
Right Panel: José Guardado, Jennifer Granston, Margaret Key, John Saunders, Rob Flaherty

“ Power lasts ten years;  
Influence not more than  
a hundred. ”

When we decided to put together a list of the 100 Most Important People in Communications we knew we were setting ourselves up for a herculean task. How do you separate 100 men and women from over a thousand who work in leadership positions in consultancies and in-house teams and then rank them?

But it had to be done. We are convinced that the Public Relations profession has come of age and these things help in offering youngsters a pool of people to be inspired by and recognise about eight dozen senior professionals. So how did we come up with the list and how did we rank them?

Thousands of professionals work at consultancies and in-house teams but the movers and shakers are about a hundred who drive excellence, inspire confidence and have come to become role models.

As always, we are about inclusion and diversity, so we aimed at having an average of 25 men from in-house and 25 from consultancies. Similarly, we aimed at having 25 women from in-house and 25 from consultancies. Nominations and self-nominations to the list were opened in June. The nominations poured in and we had about 150 names.

We then spent most of July eliminating 50 names. This was a difficult task. In the consulting category, we looked at leaders who have founded or built big brands. People who have created employment, won big mandates, stayed the course, run the race long enough and grown leaps and bounds. In the in-house category, we looked for those who have two decades of experience and longer. There are a few exceptions. We talked to peers, looked for contribution

to knowledge sharing and also gauged the respect they command among subordinates. This list will recur at least once or twice every two years.

The ranking was based on editorial discretion and multiple conversations over the month of August based on which each one was assigned points. We ran the long-list by an advisory board comprising of two senior editors – Anant Rangaswami and Pradyuman Maheshwari as well as two senior communicators including Roma Balwani. Their feedback was incorporated wherever possible and the list was arrived at. Thereafter the editorial team put a ranking to each name in the order you see it.

These lists are subjective and as mentioned earlier the primary purpose is to recognise people and offer them as inspiration to the new generation of professionals. We tried and avoided more than one person from an organisation unless they are co-founders in the case of consultancies or they were from a different group company in case of corporate communications. We finalised the list based on affiliation as on August 20th, 2017. We are aware there could be a Vice President in one PR firm who may have a larger business unit than that of a CEO of a small PR firm. But this list is not only about influence and impact but about importance. And importance is derived from the organisation one represents and jobs one has created.

We are open to your feedback and will improvise to make this list the most sought-after directory of the leading men and women, by clients who want to hire a consultancy, by young professionals who are looking at making that job change and by senior professionals who aspire to become leaders. Cheers to the 100 who made it...

www.ReputationToday.in  www.facebook.com/ThePraxisMag  @RepTodayMag

## THE PUBLISHER

 The P Promise  
Foundation

## TEAM

**SHREE LAHIRI**  
Senior Editor

**ANUBHUTI MATHUR**  
Content Director

**ROSHAN ALEXANDER**  
Business Head



## CONTENTS

- 04 | Interview: Dr Pragnya Ram
- 06 | 100 Most Important Professionals
- 56 | Fulcrum Shortlist
- 64 | Column: Taking Pride



## DESIGN

**BLAQ.** www.blaq.in



# 100 MOST IMPORTANT PROFESSIONALS (RANKS 1 - 50)





# 100 MOST IMPORTANT PROFESSIONALS (RANKS 51 - 100)





Dr. Pragnya Ram

### FIRST AMONG EQUALS

“Corporate communications today face far greater complexities than ever before.”

**RT:** You have seen the world of communication changing over the years. How would you describe this journey?

**Dr Ram:** It's been a fascinating four decades. Exciting but extremely challenging. Earlier, you had the wire services as you huddled in a room, waiting for the news release; then trudged to the newspaper offices, meeting the business editors/reporters to explain the narrative.

Faxes were the order of the day. Now, everything has changed dramatically - tectonic technological shifts have totally altered the way you reach out to media.

As the pundits say, it's the VUCA syndrome – volatile, unpredictable, complex and ambiguous. And one has to tackle it, proactively.

What's most important is that, it continues to be a great learning.

**RT:** How do you see the growth of Aditya Birla Group in terms of the corporate communication scenario?

**Dr Ram:** One would like to set the context. Our visionary leader at the helm, our Chairman, Mr. Kumar Mangalam Birla, believes in the power of strategic communication.

One feels most privileged and honoured to have led this function from the start. Our businesses too accept that strategic communication and public relations provide a positional advantage. Today all our key businesses have a communications head.

It is a critical function that has evolved over two decades and has grown in size, scale and reputation. For three consecutive years our Group has enjoyed the pole position in Nielsen's Corporate Image Monitor.

**RT:** The discipline of Public Relations and Corporate

Communications has evolved. Where do you think it has reached today? What are the challenges faced today?

**Dr Ram:** Corporate communications today face far greater complexities than ever before. We live in a world where disruption is accelerating. There is the fact of intense public and media gaze. The tyranny of instant timelines and the media pressure is unrelenting. Alongside, the social media does create an asymmetric impact. While it is a great space online, often one hears the voice of aggression and unreasonable challenging – at a general level.

The expectation level has sky rocketed. Given such a changed milieu, communicators have to be much more strategic. Attune the content in a spirit of total transparency and honesty. Follow the highest standards of corporate governance. One has to keep on adding value, 24x7. Again it's serendipity!

**RT:** Organisations need to embrace CSR (Corporate Social Responsibility) as a business imperative, and it is time they became socially conscious. How do they go about achieving this goal?

**Dr Ram:** Embedding the CSR mandate into the corporate strategy is increasingly happening. The mandatory 2% CSR spend has been a shot in the arm. One of the major upsides has been that many corporates are now aware, that they can do well in their business, by doing good.

The reputational lever, the ability to attract, retain and energise talent, the tremendous goodwill of consumers, the pride that the shareholders and investors take and above all garnering of community support, all are the direct outcomes of genuine CSR engagement. Interestingly, corporates are moving beyond altruism, and realising that doing good makes good business sense too.



Dr Pragnya Ram, Group Executive President - Corporate Communications & CSR, Aditya Birla Group was actively involved with the group's community initiatives. Backed by a strong academic background, with a PhD from Bombay University and Master's degrees in History and Sociology, she has a number of prestigious awards in her kitty too. Conversing with Shree Lahiri, she talks about the evolving communication space, CSR activities transforming communities and more...

Giving and caring for the underprivileged is embedded in our Group's DNA. It comes from the top. Mrs. Rajashree Birla, Mr. Kumar Mangalam Birla and Mrs. Neerja Birla implicitly believe in service to society, which is at the very heart of our value system.

Our work rests on four pillars - Embedding our social vision in the business vision; Having a razor sharp strategy, for execution, factoring milestones, targets, performance management, and accountability; Getting our work audited by reputed agencies in the CSR domain, to ascertain the reports of the field workers; Working in tandem with Government agencies, and re-coursing to their various development schemes, which foster inclusive growth.

**RT: Do you think CSR activities, followed by companies, actually transform communities?**

**Dr Ram:** Absolutely! The beneficiaries of CSR initiatives are the underprivileged communities. Where we work, we can actually see how slowly and silently our teams are changing the face of villages - from abject poverty to meeting the necessities of life, from dependence to freedom, from backwardness to progress.

There is a perceptible difference in the lives of the people. Tens of thousands of villagers now are self-assured, confident and happy at being able to move towards a sustainable livelihood. There is a new found dignity among them.

**RT: You have received many awards as recognition for the contributions made by you. How much value do you attach to awards?**

**Dr Ram:** One values all awards, each one has a distinct place. That said, being named in the "The Holmes Report's Influence 100 - Most Important & Influential In-house Communicators from around the World", for four consecutive years, is a unique recognition. One feels humbled as well. More importantly, the awards are a signal that we are on the right track.

But two awards that mean a world to me include - "The Aditya Birla Group Chairman's Outstanding Leader Award (2002)" and "The Chairman's Special Award for creating Aditya Birla Scholarships as a vibrant sub brand under the Aditya Birla Group brand (2014)".

**RT: How would you communicate your philosophy of life?**

**Dr Ram:** One follows the Gita. It teaches you to take life as it comes and maintain your equanimity and fortitude at all times. Live in the moment. Go with the flow. Do your best. Reach out to others and try and make a difference, however small. And of course it's important to be nice, to see the goodness in every human being. For in the end all that you leave behind is the bank of goodwill.

**RT: What do you enjoy doing in your free time?**

**Dr Ram:** Reading Pulitzer, Man Booker and other applauded authors, including the New York Times bestsellers, listening to music (mostly jazz and Indian classical) and watching good movies.

**RT: Do you have any tips for the younger generation, who want to join this profession?**

**Dr Ram:** No rocket science tips. Just five simple guidelines, which I believe in:

1. Train yourself to be a 'values' driven professional of the highest order. Keep authenticity on your radar always.
2. Be passionate and give more than 100% commitment.
3. Keep reinventing yourself, keep learning.
4. Never take shortcuts. Set the highest benchmarks.
5. Enjoy the journey, for if you do not enjoy the journey, you can never reach the destination. Live your dream...Chillax!



# 100

**MOST IMPORTANT PROFESSIONALS**

*in Indian Public Relations and Corporate Communications*

The list in front of you has been painstakingly and objectively put together over 10 months. We hope to make this an annual list where some people will move out and some new names will come in. As we have said earlier the list is a collection of four sub-lists of men and women in consulting as well as men and women from in-house communications' departments. We asked the 100 individuals a dozen common questions and asked them to answer atleast five.

If you made it to the list congratulations, and if you did not, there will be another list in the future. The goal is to celebrate 100 men and women who have taken the road less travelled. Enjoy reading about the life and times of those who made it. We look forward to your comments on this list at [team@reputationtoday.in](mailto:team@reputationtoday.in)

## Dr Pragnya Ram

GROUP EXECUTIVE PRESIDENT, CORPORATE COMMUNICATIONS & CSR, ADITYA BIRLA MANAGEMENT CORPORATION PRIVATE LIMITED

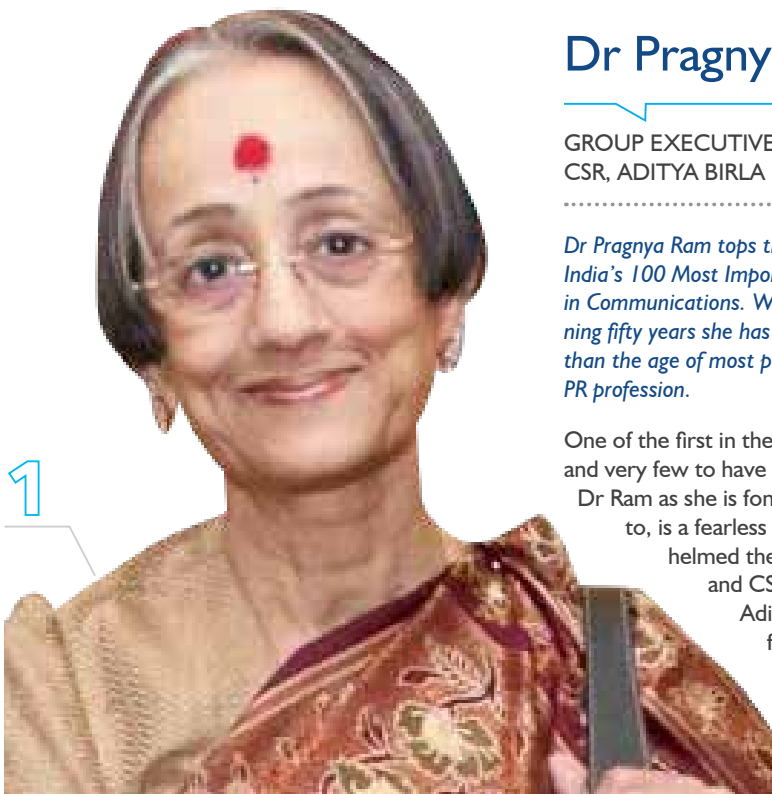
*Dr Pragnya Ram tops the maiden list of India's 100 Most Important Professionals in Communications. With a career spanning fifty years she has worked longer than the age of most people in the Indian PR profession.*

One of the first in the profession and very few to have a doctorate, Dr Ram as she is fondly referred to, is a fearless leader who has helmed the communications and CSR function at the Aditya Birla Group for over two decades.

She was born in pre-Independent

India on 16th October 1945. After a decade in academics, she joined Crompton Greaves as Deputy Manager – Communications in 1977 where she spent close to ten years. Thereafter she spent an equal number of years as Head of Corporate Communications at Hindustan Ciba-Geigy Limited (which is today part of a merged entity called Novartis).

In 1997 she joined the Aditya Birla Group as President of Corporate Communications and then on rose to the position of Senior President and Group Executive President. There is no one like her and there may not be someone of her stature for a long time to come. For this reason alone, she is the Number One professional in our maiden list.





## Madan Bahal

MANAGING DIRECTOR, ADFACTORS PR

*In January 2016 The Holmes Report named him as one of the 16 people from the international marketing communications and public relations business, who were poised to make waves in 2016. Mr Bahal has been in the PRWeek Global Power Book since June 2015. In 2013, he was recognised for 'Individual outstanding achievement' in Asia-Pac by The Holmes Report.*

**Biggest challenge about being in the business of communications:** The business of communication requires understanding of a broad range of subjects and issues such as business environment, strategy, policy, capital markets, activism, media and the interplay of all of these. These requirements change from client to client and practice to practice. Finding professionals who have the bandwidth to provide perspectives on such diverse issues is the biggest challenge.

**Indispensable skills to a CCO in the future:** CCOs of the future will need a high emotional quotient, a high degree of arbitration competence and a good understanding of Risk Management.

### Recommended books:

- Public Relations - Edward Bernays
- Crystallizing Public Opinion - Edward Bernays
- Influence: The Psychology of Persuasion - Cialdini Robert B.
- Thank You for Smoking - Christopher Buckley
- Homo Deus: A Brief History of Tomorrow - Yuval Noah Harari

**Describe the Indian PR scenario in one word:** Inflection Point

**My first owned wheels:** A Lambretta scooter

**My work mantra:** Outwork everyone else!

## Rajesh Chaturvedi

CHAIRMAN, ADFACTORS PR

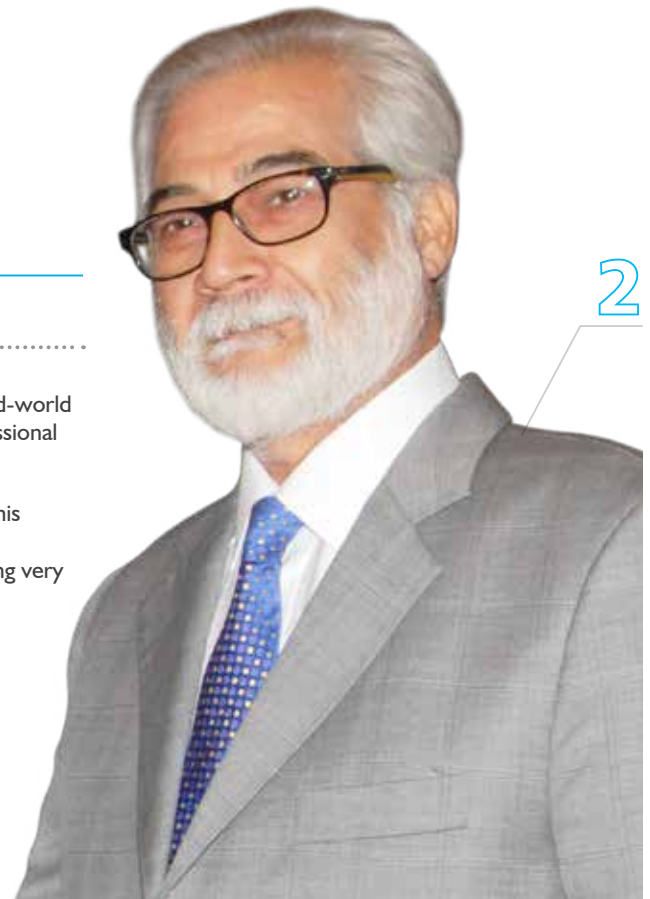
Behind every successful collaboration there is a quiet partner who can be the wind beneath the other partners' wings.

Rajesh Chaturvedi is the Chairman of India's largest Public Relations firm and has built an institution.

The Agra-born Chaturvedi was a national-level hockey player and retains the quintessential tehzeeb – the Urdu

expression that denotes the old-world culture – in his everyday professional life.

Widely loved and admired for his charm, he is friends with three generations of media, something very few can claim to their credit.





## Prema Sagar

VICE CHAIR, BURSON-MARSTELLER,  
ASIA PACIFIC & PRINCIPAL/FOUNDER, GENESIS BURSON-MARSTELLER

*Named among the most influential PR professionals by PRWeek as part of the Global Power Book 2016; named among the 50 most influential people in PR in their Asia Power List 2014; named by the Impact magazine among the 50 most influential women in India in the field of media, marketing and advertising for four consecutive years, Prema Sagar was the first Asian to be inducted into the ICCO Hall of Fame in October 2005.*

**Biggest challenge about being in the business of communications:** Getting the right message across, and doing it creatively in your space in a way that differentiates you, and resonates with your audience is the challenge—as well as the opportunity.

**Indispensable skills to a CCO in the future:** Understanding the target audience, getting the message right, delivering it in the right format at the right time combined with the power of data analytics, visual storytelling and

innovative and swift delivery of the message will be the arsenal the CCO.

**Describe the Indian PR scenario in one word:** Disruptive/Dynamic

**Favourite quote:** “Not all of us can do great things. But we can do small things with great love” – Mother Teresa

**My way of giving back to the society:** Inspired by Mother Teresa, my husband Jyoti Sagar and I established the Genesis Foundation in 2001, which facilitates medical treatment for critically ill, under-privileged children with heart disorders.



4

5

## Meenu Handa

DIRECTOR, CORPORATE COMMUNICATIONS, GOOGLE INDIA

*Single mom to a 21 year old daughter and an 18 year old son, Meenu started her career in PR almost three decades ago. From devising communication strategies for brands like Microsoft, Amazon and now Google, to designing the public affairs campaign for reduction of excise duty on cosmetics and toiletries, Meenu has done it all. In 2016, she won the APAC SABRE awards for Individual Achievement.*

**Biggest challenge about being in the business of communications:** The uncontrolled and ambiguous environment we work in can sometimes be challenging. We are truly “renaissance artists” just for the sheer number of skills we need to possess and the diverse areas of understanding we need in order to be true partners to CEOs.

**Indispensable skills to a CCO in the future:** Business leadership and marrying the art of PR to the metrics of a science form

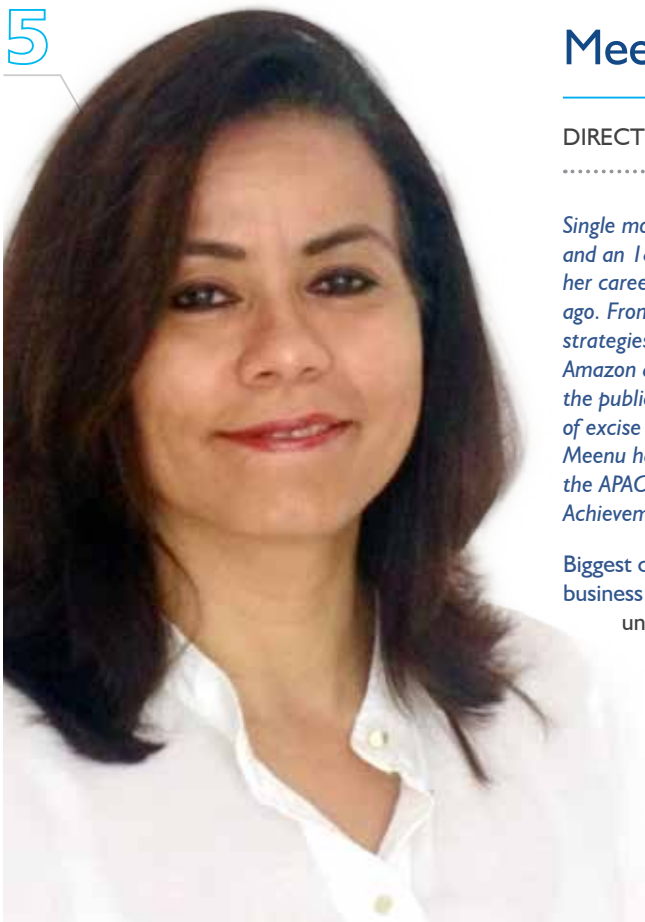
**Recommendations:** Thank you for smoking (Movie), Jerry McGuire (Movie), Wag The Dog (Movie); House of Cards (Movie), How to Win Friends and Influence People (Book)

**Describe the Indian PR scenario in one word:** Predictable

**My idea of a perfect vacation:** Adventure sports

**My hobbies that I took to the next level:** India Level Basketball Player, Certified Advanced Open Water Diver, Pottery

**My work mantra:** Give it all you have; if your team succeeds, you succeed and stay open to learning



## Dilip Cherian

FOUNDER & CONSULTING PARTNER, PERFECT RELATIONS

*Labelled as the Image Guru to corporates and political parties, an editorial flâneur sometimes syndicated, occasionally talking head for TV but specialist in giving facelifts to beleaguered corporations and politicians, Dilip Cherian is an Independent Director on several Corporate and Media Boards including India's largest Daily Hindi Newspaper – Jagran.*

**Biggest challenge about being in the business of communications:** Staying Relevant is a constant challenge! The world today is shrinking and going global- information overload is greater

than ever before with attention spans reducing. The challenge is constantly re-vamping oneself with precisely what strikes a chord with the audience and current trends.

**Indispensable skills to a CCO in the future:** Storytelling - Stories make ideas stick; They help persuade.

**Favourite car:** Tesla – Sustainable technology is the future!

**Most inspiring personality:** Mahatma Gandhi

**My work mantra:** The dogs bark, but the caravan moves on.

6



## Bobby Kewalramani

CO-FOUNDER & CEO, PERFECT RELATION

6



*Pradeep Kewalaramani is better known as Bobby. He is an Economics Honours graduate from St Stephens College who launched Perfect Relations with Dilip Cherian as co-founder from a rented room in the official residence of JMM*

*MP, Shibu Soren in 1992. The company is now part of the Dentsu Aegis Network and has four brands including Perfect Relations that include Accord, Imprimis and Image PR.*

### BLOCK YOUR DATE

FRIDAY, 24TH NOVEMBER 2017

MUMBAI



#kf2017

[www.knowledgefactory.co.in](http://www.knowledgefactory.co.in)



@KnowFactInd



KnowFactInd



## Amit Misra

CEO, MSLGROUP INDIA

Recently named in PRWeek's Global Power Book for 2017, Amit has been in the Public Relations space for over two decades now. He leads the MSLGROUP in India to emerge as the preferred choice for clients and colleagues.

A true professional who enjoys the small pleasures of life, Amit is fond of eating at Dhabas and recalls swimming in the Narmada river in Jabalpur as his fondest childhood memory.

Biggest challenge about being in the business of communications: Losing talent, especially when they are about to assume the next-level of leadership and adopting technology

Indispensable skills to a CCO in the future: Managing boardroom dynamics and having a nuanced understanding of ethical and legal frameworks

Describe the Indian PR scenario in one word: Dynamic

Recommended movies: Jerry Maguire, Ferris Bueller's Day Off, The Shawshank Redemption, Forrest Gump and Alive

My idea of a perfect vacation: Solo travel to unexplored places

My first owned wheels: Hyundai Santro

My favourite quote: Keep Walking

My way of giving back to the society: I work with the Amar Jyoti Foundation, doing my best to foster integrated learning and supporting girl child education

8



9

## Rakesh Thukral

MANAGING DIRECTOR, EDELMAN INDIA

A seasoned industry veteran with more than 25 years of experience, Rakesh took over as MD, Edelman India in October 2014. Prior to joining Edelman, Rakesh was the COO of Comma Consulting for over four years, a company that he helped set up. He also worked at IPAN, now known as Hill+Knowlton Strategies, for 14 years. His work mantra - plan and slot time for every small aspect of the business.

Biggest challenge about being in the business of communications: Responding to changes in the business caused by technology and digital intervention is a challenge. Differentiating fake from the real world is another

challenge that will be prominent for some time now.

Indispensable skills to a CCO in the future: Create, oversee and run campaigns that are relevant, multi-channel and appealing to audiences across the board

Recommended movies: Gandhi

Describe the Indian PR scenario in one word: Growing

Favourite Cuisine: Indian

Childhood memories that shaped me: My father brought home books regularly for me to read. That helped me gain immense knowledge and shaped my understanding of things.

My favourite quote: "By failing to prepare, you are preparing to fail." - Benjamin Franklin



# For the privilege of serving the best and the biggest businesses in India for 20 years... by the precepts of PR, there's just one way of expressing our gratitude.

In 1997, the first Harry Potter book was published, the first mammal was cloned,  
and Adfactors PR was born.

Between that eventful year and now, we have had the privilege of serving the best and the biggest  
businesses in India: above 2800 in number.

Just our current *listed* clients represent a combined market capitalisation of US \$ 375 billion.

While partnering with these businesses, we honed existing capabilities and adopted new ones:  
with the objectives of increasing understanding between diverse stakeholders, minimising  
prejudices, deepening relationships, widening positive influences, arbitrating conflicts, reducing  
social friction, giving truth a new voice.

Today, we are proud to be an independent Indian entity that is also the most-awarded,  
fastest-growing and biggest PR agency.

So how do we express our gratitude to the galaxy of clients who made this possible?

How do we express our gratitude to I-banks, private equity firms, law firms, consulting firms,  
media, the larger financial community, corporate communications professionals... who  
collaborated seamlessly and trusted us like friends?

Saying "Thank you" won't do.

Doing "Thank you" is the only true way.

*(Remember, behaviour trumps communication is the First Precept of PR!)*

We will continuously challenge and transform ourselves to meet the needs of our stakeholders  
in a VUCA world.

That's a promise.

For the next 20 years.

**Adfactors PR completes 20 years!**

[www.adfactorspr.com](http://www.adfactorspr.com)



**ADFACTORS PR**  
Knowledge-driven communications

India • Singapore • Sri Lanka



## Varsha Chainani

SENIOR VICE PRESIDENT, GROUP COMMUNICATION, MAHINDRA & MAHINDRA

*A luxury traveller with an adventurous streak, Varsha found her true calling when she moved from an Operations & Sales and Marketing role to the Corporate Communication function way back in 1998. During her stint at Abbott Laboratories, she established the public affairs function for Abbott in India.*

**Biggest challenge about being in the business of communications:** Doing more with less and proving the value of the outcomes which have the highest impact on the company's reputation.

**Indispensable skills to a CCO in the future:** Creativity – to cut through the

clutter; consistency in communications; enhanced art of storytelling; move to a broader base to include advocacy, influencer programs, crisis management, public affairs and brand marketing leveraging owned, paid, earned and social media.

**Describe the Indian PR scenario in one word:** Dynamic

**Favourite Cuisine:** Pan-Asian

**My exercise regime:** Running, Functional Training and Swimming

**Most inspiring personality:** Indra Nooyi, CEO, Pepsico

10



11

## Debasis Ray

HEAD, COMMUNICATIONS & PUBLIC RELATIONS, TATA TRUSTS

**Biggest challenge about being in the business of communications:** Establishing the authenticity of one's organisation

**Indispensable skills to a CCO in the future:** Sensibility to read changing social trends and their impact on organisations

**Sectors that do not work with PR today:** Charitable organisations

**Describe the Indian PR scenario in one**

**word:** Fecund

**My professional mentor:** The late Irfan Khan

**My exercise regime:** Running

**Most inspiring personality:** Mahatma Gandhi

**My work mantra:** Being honest about what I am not capable of

**My favourite quote:** A promise is a promise is a promise.



## Prabhat Choudhary

FOUNDER, SPICE PR

*Featured as part of the 50 Most Influential Young Leaders in the July 2016 issue of GQ India, Prabhat has been in the business of connecting with audiences for more than a decade now. He is the founder of Spice PR - the communications firm responsible for Public Relations strategies for top grossers like Bahubali, Dangal, PK and Bajrangi Bhaijaan. Through Spice PR, Prabhat also handles portfolios like Aamir Khan, Deepika Padukone, Sanjay Dutt, Hrithik Roshan, Shraddha Kapoor and Sushant Singh Rajput to name a few.*

**Biggest challenge about being in the business of communications:** The business seems to be in a state of flux and our relevance is dependent on being able to stay ahead of the curve. It is a growing maze; an entropic and chaotic scenario. To understand and accept this, and make the best use of it is the real challenge.

**Indispensable skills to a CCO in the future:** The ability to break through the clutter – a huge amount of clutter.

**Describe the Indian PR scenario in one word:** Dynamic

12



## Sujit Patil

HEAD, CORPORATE COMMUNICATIONS, LEADING INDIAN CONGLOMERATE

13

*Winner of the International IABC Gold Quill Award, Sujit is among the few IABC accredited business communicators in India. He is part of the Arthur W Page Society and was also listed on the PRWeek Global Power Book 2017. An active player in shaping the future of Public Relations in India, Sujit is the National chair for branding and communications for CII - Young Indian's (Yi) for 2016-17 and volunteers as a faculty at various B schools.*

**Biggest challenge about being in the business of communications:** Explaining what I do to my kid daughter.

**Indispensable skills to a CCO in the future:** In today's VUCA world CCOs should be better listeners and observers. They should let go of past stereotypes and build strategic foresights. Navigating through newer

idiosyncrasies, adapting to situations, being agile, empathetic, humble, staying connected and delivering to expectations along with demonstrating quantifiable power of communications are some of the indispensable skills.

**Describe the Indian PR scenario in one word:** Indispensable

**Turning point of my career:** Shift from being a sales engineer to marketing and communications

**Favourite Cuisine:**  
Home-cooked authentic Maharashtrian food

**Favourite leisure activity:**  
Weekend farming

**Favourite Quote:**  
"There is no substitute for hard work." – Thomas A Edison



Celebrating **25** Years of Pushing Boundaries



At Genesis Burson-Marsteller, we believe that creativity has the potential to push boundaries and change the world. We invite you to use your creativity to tell us how public relations can contribute to a cause.

### PUSHING BOUNDARIES CHALLENGE

Submit a 2-minute video on how PR can help create social change.

**Who:**

Any PR hopeful or professional born between 1992 and 1999

**How:**

Pick a cause, create a video, send it to GBM-Marketing@bm.com with your contact details

**By When:**

September 29, 2017

➤ **Winning entry gets a cash prize of Rs 25,000!**  
(And an invite to our Founder's Day celebrations in November.)

➤ What's more, your entry will be featured on **Reputation** TODAY

For details, visit: <http://www.genesisbm.in/pushing-boundaries-challenge>

#GBM25Years



### Nikhil Khanna

FOUNDER & MANAGING DIRECTOR, AVIAN MEDIA

*Nikhil Khanna started Avian Media in 2004 with one client, Airbus. After handling the account for 10 years from 1991 to 2001 in his capacity as Director, Good Relations, Nikhil decided to put to good use the experience and knowledge*

*he had amassed in his 15 years in public relations. He is a man for all seasons and is one of the best connected Public Relations honchos in New Delhi. Nikhil is the founder trustee of Neeti Foundation.*

14



### Nitin Mantri

CEO AND BUSINESS PARTNER, AVIAN MEDIA

*In 2015, Nitin was awarded The Global PR Leader of South Asia at the ICCO Global Awards. In 2006 he moved from UK to India to join Avian Media as a Business Partner and there has been no looking back since.*

**Biggest challenge about being in the business of communications:** Constantly broadening the required range of skills along with the pressure to measure efforts and show bottom-line results.

**Indispensable skills to a CCO in the future:** CCOs of the future need to raise their game for sure. They need

to be more agile, have better foresight and be a team player with better people skills.

**Describe the Indian PR scenario in one word:** Avant-garde

**Recommended movies:** Wag the Dog, All the President's Men, Chicago, Jerry Maguire, Miss Sloane

**My first owned wheels:** Maruti 800

**My exercise regime:** Swimming and cycling

**My work mantra:** Look after your people and business will follow

14



### Senjim Raj Sekhar

HEAD, CORPORATE COMMUNICATIONS, FLIPKART

*Probably the best brand ambassador of the north-east in communications, Senjam or Raj as he is fondly called, knows the art of being in the right place at the right time. He has been writing India's longest running weekly quiz column for over two decades. In 2013 he*

*quit the corporate world to travel the real world and live in different continents with his wife and son. He previously worked at Samsung, Bharti and Vedanta. He is responsible for driving the communication and reputation agenda of India's largest ecommerce company - Flipkart.*

16



### Seema Ahuja

VICE PRESIDENT & GLOBAL HEAD,  
CORPORATE COMMUNICATIONS, BIOCON

**Biggest challenge about being in the business of communications:** Being committed to your role 24x7 often superseding your personal life.

**Indispensable skills to a CCO in the future:** Technological advancement as communication through digital mediums becomes mainstay.

**Describe the Indian PR scenario in one word:** Evolving

**My favourite cuisine:** Continental and Oriental

**My exercise regime:** Walk, Gym/ Zumba and Yoga

**My work mantra:** Take ownership. Focus on Excellence. Success has no shortcuts

**My favourite quote:** Nothing is impossible

17



**GENESIS FOUNDATION**

SAVE LITTLE HEARTS 

## THE AARA PROJECT

Delighted to be the official Cause Partner  
at #PRAXIS6!

Contribute to #SaveLittleHearts, before,  
during and after PRAXIS.

**#ShareForAHeart**

Website : [www.genesis-foundation.net](http://www.genesis-foundation.net)





## Bela Rajan

FOUNDER & DIRECTOR, KETCHUM SAMPARK

**Biggest challenge about being in the business of communications:** Gaining the trust and confidence of people and maintaining healthy relationships in business

**Indispensable skills to a CCO in the future:** Domain knowledge coupled with compelling, credible and convincing content

**Recommended movies:** Bombay Velvet, No One Killed Jessica, Thank

you for Smoking, Rang De Basanti, Peepli Live

**Describe the Indian PR scenario in one word:** Dynamic

**Most inspiring personality:** All women who have made their mark despite challenges!

**My idea of a perfect vacation:** Anywhere with family

18



18

## N S Rajan

GLOBAL PARTNER & MANAGING DIRECTOR, KETCHUM SAMPARK

**Biggest challenge about being in the business of communications:** Keeping pace with the fast-moving business environment along with earning the trust and respect of clients, colleagues and media.

**Indispensable skills to a CCO in the future:** Storytelling; creating powerful and relevant content; sectoral and media knowledge; influencer engagement and management

**Recommended books:**

How to Win Friends and Influence People - by Dale Carnegie

Crystallizing Public Opinion - by Edward L. Bernays

Confessions of an Advertising Man - by advertising legend David Ogilvy

**Reputation Rules: Strategies for Building Your Company's Most Valuable Asset** - Daniel Diermeier

**Made To Stick: Why some Ideas Survive and Others Die** - Chip Heath and Dan Heath

**My idea of a perfect vacation:** Mountains

**My family in Public Relations:** My wife Bela Rajan founded Sampark and has been longer in Public Relations and is perhaps more accomplished than me!

**My first owned wheels:** Dukkari Fiat

**My work mantra:** Honesty, Patience and Perseverance

**My favourite quote:** I cried for I had no shoes till I saw a child who had no feet. – Helen Keller



Poised with **energy**  
and a **culture** that  
supports long  
standing teams,

Driven by **young minds**  
excelling in storytelling  
and dawning new age  
public relations in the  
industry,



Value 360 Communications  
is the preferred  
communications partner to  
**global brands**, power  
plugged startups and  
Unicorns.

Recognized as the **4th**  
**fastest growing PR firm** in  
APAC, MEA region by Global PR  
Agency Rankings, 2017, The  
Holmes Report,



+91 11 4665888

bd@value360india.com





20

## Sonia Huria

SENIOR VP & HEAD, COMMUNICATIONS & CSR, VIACOM18

**Biggest challenge about being in the business of communications:** Separating fact from fiction

**Indispensable skills to a CCO in the future:** If a communicator wants to survive the future, s/he has to constantly stay updated especially where social, mobile, analytics and cloud (SMAC) is concerned.

**The highest point of my professional life:** When I was appointed one of the youngest leaders at Viacom18

**Recommended movies:** Thank You for Smoking, The Queen, Wag the Dog, The Joneses, The Ides of March

**Recommended TV shows:** House of Cards, Newsroom, Suits

**The turning point of my career:** My shift from consultancy to corporate – when I joined Viacom18

**My exercise regime:** Yoga

**My work mantra:** Live life like everything is rigged in your favour- Rumi



21

## Vivek Suchanti

CHAIRMAN & MANAGING DIRECTOR, CONCEPT COMMUNICATION

*Vivek Suchanti serves as the Chairman and Managing Director of the Concept Communications Group – a firm his father bought and nurtured close to 30 years ago from its original owners. Vivek has built a niche by building a holding*

*group through investments in creative shops and digital marketing firms. A BCom graduate from Sydenham College, Vivek is quietly building India's first independent network.*



22

## Archana Jain

MANAGING DIRECTOR, PR PUNDIT

**Biggest challenge about being in the business of communications:** Keeping pace with the fast-evolving communications ecosystem and ensuring all stakeholders understand how to exploit its possibilities and appreciate its limitations

**Indispensable skills to a CCO in the future:** Employing Artificial Intelligence for analytics

**Recommended movies:** Wag the Dog, The Insider, All the President's Men, Thank You for Smoking, Ides of March

**Describe the Indian PR scenario in one word:** Evolving

**The turning point of my career:** Setting up PR Pundit in 1998

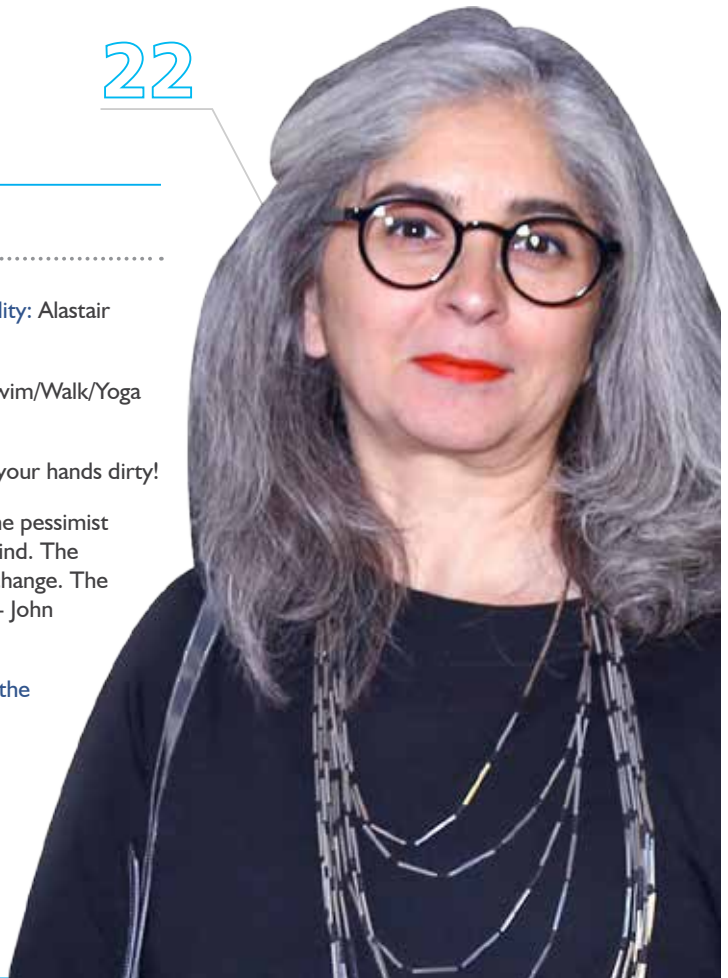
**Most inspiring personality:** Alastair Campbell

**My exercise regime:** Swim/Walk/Yoga daily

**My work mantra:** Get your hands dirty!

**My favourite quote:** The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sail. - John Maxwell

**How do I give back to the society?** By supporting education of young girls and a livelihood programme for women



## Ameer Ismail

PRESIDENT, GOLINOPINION

**Biggest challenge about being in the business of communications:** Navigating change. There is a need to constantly be able to forecast and structure a business play that remains relevant and delivers value.

**Indispensable skills to a CCO in the future:** In the future a CCO will necessarily need breadth and depth of experience in various communications functions. Consultancy experience prepares you for this. The ability to visualise, strategise, and curate quality content and the knowledge of digital will be critical.

**Recommended books/movies:** Confessions of an Advertising Man by David Ogilvy, How to Win Friends and Influence People by Dale Carnegie,

**Unconventional Career Advice from an Unlikely CEO by Fred Cook, Jerry Maguire, The Social Network**

**Describe the Indian PR scenario in one word:** Undervalued

**The turning point of my career:** 1996, the year I was hired by Prem Mehta to join the Lintas group. It has been an incredible journey of over 20 years doing what I am passionate about in one of the best institutions in the communications business.

**My idea of a perfect vacation:** Mauritius by the beach, soaking in nature, good restaurants, enjoying friends and family time

**My first owned wheels:** Fiat

**I aspire to own:** Lamborghini Diablo

**Most inspiring personality:** Fred Cook



23



## Paroma Roy Chowdhury

VICE PRESIDENT, CORPORATE COMMUNICATIONS & PUBLIC AFFAIRS,  
SOFTBANK GROUP INTERNATIONAL

**Biggest challenge about being in the business of communications:** Helping achieve business objectives instead of just existing as a pillar of functional excellence

**Indispensable skills to a CCO in the future:** Digital literacy, a deep understanding of technology and the complex interplay of economy, politics and society

**Describe the Indian PR scenario in one word:** Chaotic/Low-grade

**My favourite cuisine:** Chinese and Thai

**I aspire to own:** A Mercedes S Class

**The turning point of my career:** The decision to shift from Journalism to the corporate sector

**Most inspiring personality:** Barack Obama

**My exercise regime:** Yoga, swimming or walking

**My awards & accomplishments:**

1. GE Best Country Communicator Award
2. First Communications Director in Asia for Google

24



25

## Sunayna Malik

MANAGING DIRECTOR, TEXT 100 INDIA & SENIOR VICE PRESIDENT, TEXT 100 APAC

**Describe the Indian PR scenario in one word:** Confused

**Recommended Books/Movies/TV Shows:**

Thank you for Smoking

Made to Stick

The Tipping Point

How to win friends and influence people

Confessions of an Advertising Man

Only the Paranoid Survive

House of Cards

**My professional mentors:**

While all my bosses have been great mentors, I would like to specially mention two - Ashok Jain (my boss at ICIM) and Vineet Nayar (my boss at HCL Comnet)

**The turning point of my career:**

My move from in-house to consultancy side

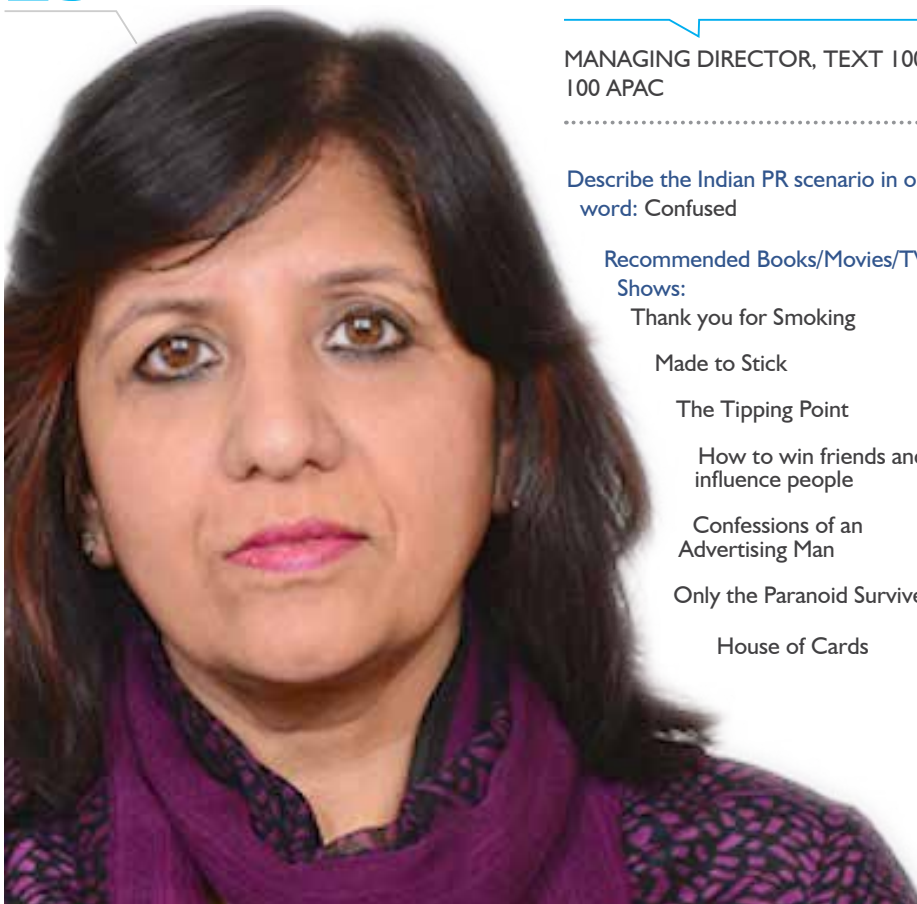
**I aspire to own:**

A Mini Cooper

**My favourite quote:**

The heights by great men reached and kept were not attained by sudden flight, But they, while their companions slept were toiling upwards in the night.

- Henry Wadsworth Longfellow



## Gaurav Patra

FOUNDER DIRECTOR, VALUE 360 COMMUNICATIONS

**Biggest challenge about being in the business of communications:** Staying abreast with the technological and socio-economic evolution as it entails unlearning the past and adapting to the future

**Indispensable skills to a CCO in the future:** Understanding data and using it to reach the target audience with a targeted communications approach.

**Describe the Indian PR scenario in one word:** Theatrical

**Recommended books:** Trust Me; I'm lying: Confessions of a Media Manipulator by Ryan Holiday and Multimedia Storytelling for Digital Communicators in a Multiplatform World by Seth Gitner.

**My favourite cuisine:** Mexican and traditional Oriya

**I aspire to own:** A Maserati

**The turning point of my career:** My shift from journalism to Public Relations - when I got the chance to be part of the Founding team at Value360

**My work mantra:** Honesty and hard work never go in vain.



## Manisha Choudhary

CO-FOUNDER, VALUE360



*Manisha co-founded Precision PR straight out of Madhubala College in Delhi way back in 2003 when most others her age are wondering what to do. Later, with two other partners, one of whom include her husband Kunal, she created Value 360*

*which in less than a decade has grown to become one of the Top 3 Indian firms. Manisha is a behind-the-scenes person with a fine knack of handling people.*

## Kunal Kishore

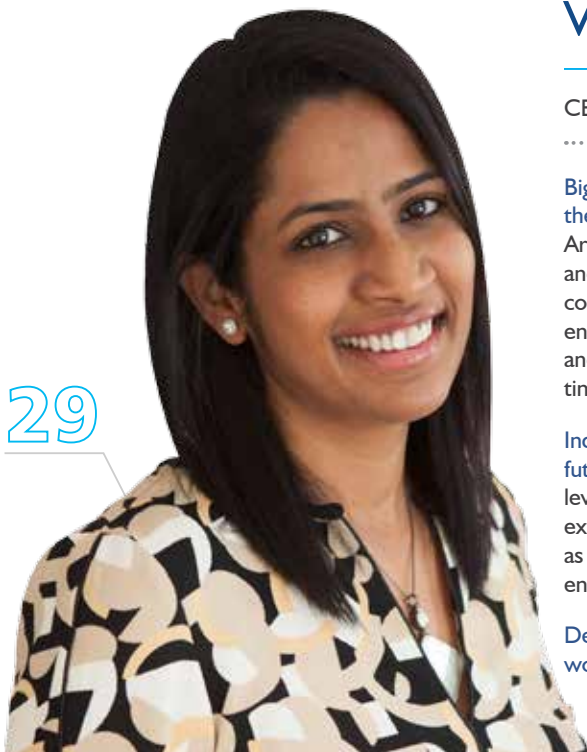
CO-FOUNDER, VALUE360

*Kunal is ambitious, driven and understated - a rare combination among millennials. His company Value 360 has grown rapidly over the last decade. Notable clients in the past included Snapdeal and Shopclues. But the client*

*that remains completely in sync with the firm Kunal has co-created is Paytm where Kunal plays an active role on a daily basis to make it a media darling in more ways than one.*







## Valerie Pinto

CEO, WEBER SHANDWICK, INDIA

29

**Biggest challenge about being in the business of communications:** Articulation of business needs and marrying that with creative communications that leads to engagement and talkability is critical and the most challenging in today's times

**Indispensable skills to a CCO in the future:** Ability to see the future, leverage new technology, big data, and extreme EQ application will be critical as we move into a world of automated engagement and digitisation

**Describe the Indian PR scenario in one word:** Scavengous

**My idea of a perfect vacation:** South of France – the deep blue sea, a book, good food with a glass of wine!

**My favourite cuisine:** Japanese

**My mentors:** Dilip Cherian and my mother

**My exercise regime:** Running and swimming

**My favourite leisure activity:** Cooking

**My favourite quote:** Life isn't about waiting for the storm to pass by it's about learning to dance in the rain!

30

## Sonia Dhawan

DGM, CORPORATE COMMUNICATIONS, PAYTM

**Biggest challenge about being in the business of communications:** Staying constantly updated with news and business developments in different business categories

**Indispensable skills to a CCO in the future:** Understanding the company's ambition; being a profound spokesperson; optimally leveraging the power of online and social media

**Describe the Indian PR scenario in one word:** Evolving

**My favourite cuisine:** Italian and Mediterranean

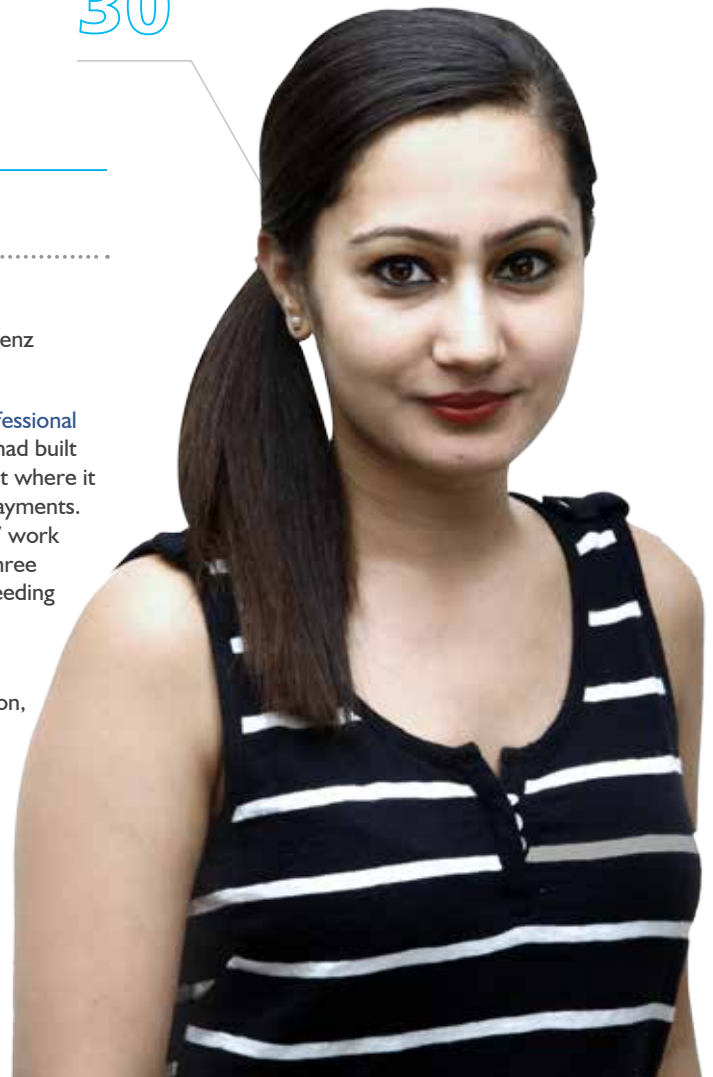
**My professional mentor:** Vijay Shekhar Sharma, Founder, Paytm

**I aspire to own:** Mercedes-Benz C-Class Cabriolet

**The highest point of my professional life:** The realisation that we had built the Paytm brand to an extent where it became synonymous with payments. We created magic with 24x7 work hours, handling more than three crises everyday and still exceeding expectations.

**My work mantra:** Speed, Smart Execution, Prioritisation, Breaking the rules, Trust

**My favourite quote:** Hard work is glory, everything else is theory





*Fairmont*  
JAIPUR

*Turning moments into memories*

PROUD HOSPITALITY PARTNER FOR #PRAXIS6

T +911426 420000 / E JAI.RESERVATIONS@FAIRMONT.COM  
WWW.FAIRMONT.COM/JAIPUR

31



## Raza Khan

HEAD, GROUP CORPORATE COMMUNICATIONS, BHARTI

*Raza hails from naxal-infested Bastar in Chattisgarh and is a chemical engineer from the National Institute of Technology, Raipur. He holds a PG Diploma in communications from the Delhi School of Communication. He*

*spent a decade in PR consulting at Perfect Relations and Genesis BM before moving to the Bharti Group ten years ago. He oversees communications for the various businesses the group is into and predominantly telecom.*

## Rachana Panda

CHIEF COMMUNICATIONS OFFICER, GE SOUTH ASIA

**Biggest challenge about being in the business of communications:** Showing relevance of the Public Relations business in terms of business outcomes; Convincing business leaders to engage us during the strategic business planning stage instead of much later

**Indispensable skills to a CCO in the future:** Resilience, Data analytics, number crunching, trend spotting and the right attitude

**Describe the Indian PR scenario in one word:** Young/Evolving

**Recommended books:**

- The Cultural Map by Erin Meyer
- Ultimate Nation: Relentless invention of modern India By Adam Roberts
- Lean In by Sheryl Sandberg
- How to win Friends & influence people by Dale Carnegie
- It is not how good you are, it is how good you want to be by Paul Arden

**My idea of a perfect vacation:** Eat... Drink... Sleep; Take time to learn something new and reflect on yourself



32

33



## Gayatri Rath

DIRECTOR, CORPORATE COMMUNICATIONS & CITIZENSHIP, MICROSOFT INDIA

*Gayatri hails from Orissa. She is a Zoology graduate from the Utkal University after which she did her post graduation from IIMC. She spent her early years at Corporate Voice and TBWA PR before moving to spend considerable*

*time as communications leader at Oracle and GE Capital. She has been director of communications and city at Microsoft since 2013 where she looks after external and internal communications.*



# PRINFLUENCREATIVIGITAL

If your integrated communication  
looks like that, this ad is for you.

Write to [india inquiry@edelman.com](mailto:india inquiry@edelman.com)



34



## Aseem Sood

CEO, IMPACT RESEARCH AND MEASUREMENT

**Biggest challenge about being in the business of communications:** The pace at which stake holders are changing their content consumption patterns and behaviour is challenging. Another challenge is that co-workers, i.e. professionals in other disciplines in the firm, do not take the Communications discipline seriously.

**Indispensable skills to a CCO in the future:** CCOs will need to operate on integrated campaigns, not just earned media

**Recommended books:**

- Give and Take by Adam Grant
- The Digital Tsunami: Succeeding in a World Turned Upside-Down by Abhijit Bhaduri

- Rework: Change the way you work forever by Jason Fried and David Heinemeier Hans-son
- Say It With Charts: The Executive's Guide to Visual Communication by Gene Zelazny
- Outliers by Malcom Gladwell

**My idea of a perfect vacation:** Walking on the streets of new cities and meeting and talking to locals. My favourite city is Krakow in Poland.

**Most inspiring personality:** Jason Fried, CEO, Basecamp

**My favourite quote:** We are defined by our choices, not abilities.

## Chetan Mahajan

PRESIDENT & CEO, H+K STRATEGIES INDIA

**Biggest challenge about being in the business of communications:** Talent crunch

**Indispensable skills to a CCO in the future:** Social dynamics and related consumer behaviour, analytics, social media and influencer relations and the art of listening

**Describe the Indian PR scenario in one word:** Commoditised

**My idea of a perfect vacation:** Any place that is 'Out of Coverage Area'

**My favourite cuisine:** Japanese

**My favourite leisure activity:** Skiing

**My all time favourite car:** Toyota Fortuner

**My first owned wheels:** LML Vespa – NV 150

**My exercise regime:** Gymming

**My work mantra:** People first, clients second

35



# INDIA'S LEADING COMMUNICATIONS CONSULTANCY

NETWORK | MEDIA | SEAMLESS DELIVERY



100+ MEMBER  
OUTREACH TEAM



AWARD WINNING  
CAMPAIGNS IN  
15+ LANGUAGES



FOOTPRINT ACROSS  
100+ CITIES

**QuikRelations**  
*THINK OF **BHARAT**, THINK OF **US***



REACH OF 10K  
JOURNALISTS DAILY



ADVISORY PANEL  
OF SENIOR JOURNALISTS



3000+ PROJECTS  
EACH MONTH

**1000+**  
CLIENTS

**ACROSS 5**  
COUNTRIES



CONTACT : SACHIN KHURANA PH : 9888908706 EMAIL : SACHIN@QRGROUP.IN



## Rishi Seth

GROUP CEO, COHN AND WOLFE SIX DEGREES, INDIA

*Rishi is a post graduate in Marketing from the Fore School of Management in Delhi. He began his career at Perfect Relations and had a short stint at Genesis before embarking on a leadership role at Text 100 where he spent eight*

*years as the Managing Director. In 2009 he co-founded Six Degrees which was acquired in 2015 by WPP owned Cohn & Wolfe. Rishi is a partner at Alphabet Consulting.*

36



## Zacharia James

GROUP CEO, COHN AND WOLFE SIX DEGREES, INDIA

36



**Biggest challenge about being in the business of communications:** Lack of quality talent

**Indispensable skills to a CCO in the future:** The ability to provide counsel and execute on integrated marketing communications campaigns

**Describe the Indian PR scenario in one word:** Exciting

**My idea of a perfect vacation:** Any place with family

**Most inspiring personality:** Mother Teresa

**My favourite cuisine:** Indian

**My exercise regime:** Badminton

**My work mantra:** You'd never know until you try!

## Ishteyaque Amjad

VICE PRESIDENT, PUBLIC AFFAIRS & COMMUNICATION, COCA COLA, INDIA AND SOUTH WEST ASIA

*Ishteyaque has had a glorious career first in the Indian Army where he retired from as Captain and later in the corporate world. A graduate from the Aligarh Muslim University, Ishteyaque spent a decade in corporate affairs at HCL*

*Technologies, Cargill - both in India and Singapore and now is responsible for Corporate Communications, Government Relations, Industry Relations and Sustainability at Coca Cola India and South West Asia.*

38





# Google Duo

**“The highest-quality  
video calling app\*”**

- NDTV Gadgets 360

\*Based on NDTV Gadgets 360 study. On average over WiFi/4G connections. Benchmark study conducted across a variety of network conditions on top video calling apps. This is a Google sponsored study.

# 'REGIONAL DIGITAL'

## A new wave in Indian PR Industry

What started as a dream amidst the hustle of metro conglomerates 12 years ago, is enabling many to turn their vision towards Regional India. Fuzion PR Pvt. Ltd., a Fuzion group company, is a synonym to Regional PR in India and has created a platform for brands to explore the potential of Tier II and III regions of our diverse nation. With the acquisition of Digital PR firm 'SocialOCD' by Fuzion group, we are geared to initiate and hopefully conquer a new era in the Indian PR Industry that would explore the hidden gravity of digital platforms and people influencing them in Regional India. We call it 'THE ERA OF REGIONAL DIGITAL'.

Regional PR needs no introduction in the communication industry today. The ever growing and continuous demand to expand customer footprint in regional cities by brand says it all. Gone are the days when the word Metro Cities used to be the nucleus of PR planning. The struggle has been real and worth it that makes Regional Media the new cynosure in brand building strategy. But now is the time to go further, mapping the digital horizons in the same geographic interface.

It was imperative to understand that Digital consumption has increased manifold in India and especially in non-metro regions. The usage of all the social platforms ranging from Facebook to LinkedIn are not ephemeral in nature but are being highly used for absorption of brand information and making a well-informed-price-sensitive decision. Hence, it is integral for any brand to put out the right and informed content across their platforms, which is well-tailored for their regional audience in a language that is not so alien to them. However, the digital market is still cluttered and SocialOCD offers strategic interface which provides comprehensive solutions to break this stagnancy and provides unique and unparalleled solution/strategy to clients to stand out in the crowd.

With PR industry continuing on its growth trajectory and is expected to grow double digits annually, digital sector will be the key factor for its growth and with SocialOCD coming under the umbrella of Fuzion, we are aiming to bridge the gap in non-metro regions both through traditional PR as well as via digital PR between the client and their target group residing in tier II and tier III cities.

The Fuzion umbrella of companies is all set to become a one-stop-solution for anything and everything a brand aspires to be in Regional India, as we continue to meticulously shape creative strategies that are in line with our client business models. With the trust Industry has bestowed in us, I am sure Fuzion with new divisions but similar set of values, will soon establish a stout, stable and an even wider array of services for our esteemed clients.

Mukesh Kharbanda | MD and CEO

**FUZION GROUP OF COMPANIES**

✉ [mk@fuzionpr.co.in](mailto:mk@fuzionpr.co.in)







A passion that became obsession to compulsively work towards perfecting social disorders and eventually creating a digital platform to bring a proposition of 'Social like never before'! A strategic interface ingrained in analytics, precision, creativity, science and innovation but everything wrapped in passion, brings to you a digital strategy and execution firm - SocialOCD.



Admst a cluttered ecosystem, where literally nothing can be ignored, specially in the digital space, the only thing that brings your brand messaging on the aisle, is creative presentation. SocialOCD is a platform created to compulsively develop scientifically driven social interface for brands which allows the flow of pioneering content which clasps the interest and creates an indelible impact on consumers in the language and form they are familiar with.



@OCDSocial  
 @social.ocd  
 @SocialOCD

info@socialocd.com, info@fuzionpr.co.in  
 www.socialocd.com



39

## Neeraj Jha

HEAD, CORPORATE COMMUNICATION, HDFC BANK

*Neeraj started as a business journalist after graduating from Ranchi University. After spending close to a decade as a reporter he moved to Reliance Communications in 2004 where he spent two years. Since 2006 he has been the*

*head of the corporate communications department at HDFC Bank and is responsible for building its reputation working closely with the CEO. Besides English and Hindi, Neeraj speaks Maithili.*

## Minari Shah

DIRECTOR, PUBLIC RELATIONS, AMAZON, INDIA

**Biggest challenge about being in the business of communications:** Managing customised messaging for the converging and fragmenting audiences along with the rising scepticism of mass media and dangers of fake news

**Indispensable skills to a CCO in the future:** Understanding algorithmic behaviour influences and the ever-evolving media consumption habits of audiences

**Describe the Indian PR scenario in one word:** Fast growing and inconsistent

**Recommended books:** Fooled by Randomness and The Black Swan by Nassim Nicholas Taleb, Disruptive Innovation by Clayton Christensen, AP Style Guide, The Long Tail by Chris

Anderson, Liar's Poker by Michael Lewis, The Tipping Point by Michael Gladwell

**My favourite cuisine:** South Indian & Mediterranean

**The turning point of my career:** The time I realised that Public Relations was not just a support function for businesses and that it should play a role in all key business decision making, my approach towards the business and my career changed.

**My work mantra:** Understand the business and not just Public Relations

**My favourite leisure activity:** Writing



40



41

## Poonam Kaul

VICE PRESIDENT, COMMUNICATIONS, PEPSICO INDIA

*Poonam wears her Kashmiri pride on her sleeve. She is an MBA from the University of Jammu and started her career in communications at Mudra. She later spent close to fifteen years collectively, heading communications at Microsoft*

*and Nokia before she was roped in by PepsiCo India in December 2015 to lead communications. She drives reputation building programmes for a portfolio of over 22 brands.*

## Subhayu Mishra

COUNTRY HEAD, CORPORATE AFFAIRS, STANDARD CHARTERED BANK

**Biggest challenge about being in the business of communications:** Today's complicated business context is challenging. Where on one hand, there's unbridled 'democratisation' of media with increasing voice of informal and social media, on the other we are seeing some sort of an oligarchy with large media houses or even diversified corporate houses acquiring media and aggregating. This calls for different constructs, tones, emphases of narrative and relationships.

**Indispensable skills to a CCO in the future:** Ability to leverage online communication nuances and social media behaviour from opinion shaping / influencing standpoint; Understanding the role of unconventional stakeholders like the civil society, communities, independent thought leaders & influencers; Data and information mining on a constant basis to engage with stakeholders including, but not limited to, media.

**Describe the Indian PR scenario in one word:** Adolescent

**Recommended movies:** Rashomon, Citizen Kane, Frost/Nixon, Thank You for Smoking and Fahrenheit 9/11

**Recommended books:** How to Win Friends and Influence People by Dale Carnegie, The Hidden Persuaders by Vance Packard, The Medium is the Message by Marshall McLuhan, Confessions of an Advertising Man by David Ogilvy and Reputation Rules: Strategies for Building your Company's Most Valuable Asset by Daniel Diermeier

**I aspire to own:** A Beetle

**My favourite quote:** Growth for the sake of growth is the ideology of the cancer cell – Edward Abbey

**Most inspiring personality:** Amartya Sen



## Manish Kalghatgi

HEAD, CORPORATE BRAND MANAGEMENT AND COMMUNICATION, LARSEN AND TOUBRO

**Biggest challenge about being in the business of communications:** Developing a broader range of skills; Crafting messages that break the clutter; Accuracy of messaging; Measuring impact

**Indispensable skills to a CCO in the future:** Understanding and mastering technology and its impact

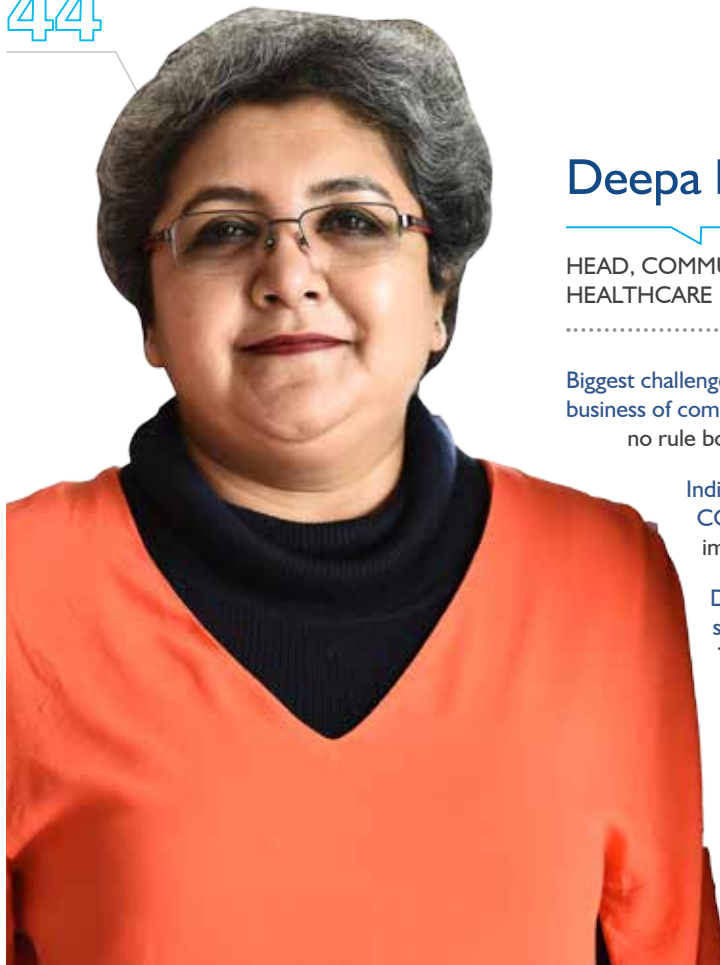
**The turning point of my career:** The decision to shift from Journalism to Communications

**My work mantra:** I don't take myself too seriously.

**My favourite quote:** You must be the change that you wish to see in the world. – Mahatma Gandhi



44



## Deepa Dey

HEAD, COMMUNICATIONS & CSR, GLAXOSMITHKLINE CONSUMER HEALTHCARE

**Biggest challenge about being in the business of communications:** There is no rule book!

**Indispensable skills to a CCO in the future:** Re-imagining

**Describe the Indian PR scenario in one word:** Teenager

**Recommended book:** Improvise by Fred Cook

**My family in Public Relations:** My husband Nikhil Dey, President (Public Relations & Public Affairs) Genesis Burson-Marsteller

**My exercise regime:** Yoga and Cardio

**My childhood memories that shaped me:** The story of Cinderella – It taught me that life is full of changes, some magical even. Enjoy it but always keep your eyes on the clock!

**My favourite quote:** Be bold and mighty forces will come to your aid. – Basil King

## Amrit Ahuja

MANAGING DIRECTOR, 2020MSL

**Biggest challenge about being in the business of communications:** It does not get the deserved attention.

**Indispensable skills to a CCO in the future:** Understanding of the digital medium and reducing dependency on media relations

**Describe the Indian PR scenario in one word:** Nascent

**Recommended books:**

- Crossing the Chasm by Geoffrey Moore

- The Innovators Dilemma by Geoffrey Moore
- Inside The Tornado by Geoffrey Moore

**The turning point of my career:** Joining a tech PR firm and working with a Founder who came from an IIT, IIM background

**My exercise regime:** Yoga

**The highest point of my professional life:** Being part of PM Modi's Townhall at Facebook HQ in Menlo Park

45



## Ashwani Singla

FOUNDING MANAGING PARTNER, ASTRUM



46

**Biggest challenge about being in the business of communications:** Understanding the shifting mindsets and preferences and their impact on business

**Indispensable skills to a CCO in the future:** Ability to leverage data science and cognitive technologies like Artificial Intelligence and Machine Learning to mine deep insights and move from reactive to predictive behaviour

**Describe the Indian PR scenario in one word:** Developing

**Recommended books:** The Trusted Advisor by David Maister, Crystalizing Public Opinion by Edward Bernays, Influence by Prof. Robert Cialdini, Generations by Strauss & Howe and The Reputation Economy by Michael Fertik

**Most inspiring personality:** Harold Burson, Founder, Burson-Marsteller and Mark Penn, Founder, The Stagwell Group

**My exercise regime:** Workout and Swimming

**My work mantra:** Only people crazy enough to think that they can change the world, can do it.

**My first owned wheels:** A Kawasaki Bajaj 110 cc motorcycle

**My favourite quote:**

Every morning in Africa, a gazelle wakes up knowing that it must outrun the fastest lion or it will be killed.

Every morning a lion wakes up knowing that it must outrun the slowest gazelle or it will starve to death.

It does not matter whether you are a lion or a gazelle, when the Sun comes up, you better start running.

## Ajay Jasra

DIRECTOR, CORPORATE COMMUNICATIONS, INDIGO AIRLINES

**Biggest challenge about being in the business of communications:** Communicating with people at different levels in a language they understand

**Indispensable skills to a CCO in the future:** Understanding and working with the ever evolving communication chaos

**Describe the Indian PR scenario in one word:** Confused

**Recommended books:**

- The New Rules of Marketing and PR by David Meerman Scott
- Trust Me, I'm Lying by Ryan Holiday
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! By Alex Singleton
- The Art of Perception: Memoirs of a Life in PR by Robert Leaf

**My favourite cuisine:** Thai and Indian

**My all-time favourite car:** Thar jeep

**The turning point of my career:** My political PR stint with the Late Pramod Mahajan

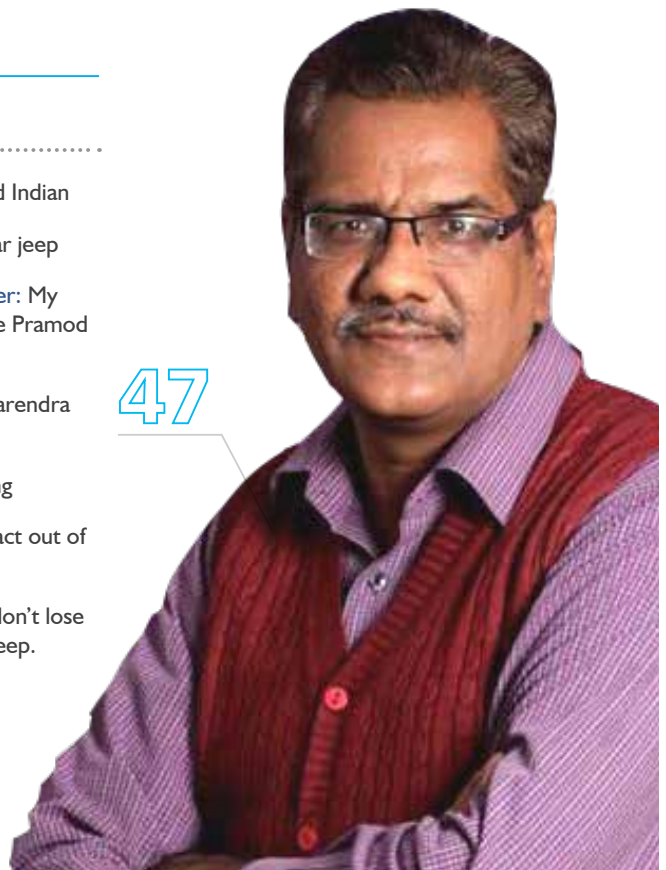
**Most inspiring personality:** Narendra Modi

**My exercise regime:** Gymming

**My work mantra:** Think and act out of the box!

**My favourite quote:** Wolves don't lose sleep over the opinions of sheep.

47



48



## Nikhil Dey

PRESIDENT, PUBLIC RELATIONS & PUBLIC AFFAIRS, GENESIS BURSON-MARSTELLER

**Biggest challenge about being in the business of communications:** Keeping pace with the speed at which the communication landscape is evolving and constantly finding ways to demonstrate the business impact of good communication

**Indispensable skills to a CCO in the future:** The ability to marry technology (the science) with the trade (the art) and using data-driven

methodologies to derive insights that can be acted on will be crucial.

**Describe the Indian PR scenario in one word:** Underpaid

**My best friend in the business:** My wife, Deepa Dey

**My exercise regime:** Tennis

**My work mantra:** You are only as good as your team. Treat people with respect. Always give it your best, but remember to work harder than the rest, there is no substitute for hard work.

**My favourite quote:** Creativity is intelligence having fun

## Yusuf Hatia

MANAGING DIRECTOR, FLEISHMANHILLARD

**Biggest challenge about being in the business of communications:** Keeping up with the fast-moving and constantly changing nature of the business.

**Indispensable skills to a CCO in the future:** Deeper understanding of the interconnectedness of the different disciplines and evolved strategic and tactical capabilities

**Describe the Indian PR scenario in one word:** Dynamic

**Recommended movies:** Game Change, The Social Network, Spotlight

**The turning point of my career:** When I decided to move from Journalism to Public Relations

49





50



## Sunil Gautam

FOUNDER & PARTNER, PITCHFORK PARTNERS STRATEGIC CONSULTING

**Biggest challenge about being in the business of communications:** The tremendous amount of patience and commitment needed – day after day and year after year

**Indispensable skills to a CCO in the future:** Understanding global trends and geo political scenarios

**Describe the Indian PR scenario in one word:** Organised chaos

**Recommended books:**

- Fall of Advertising and Rise of PR by Al Ries
- The Brothers: The Rise & Rise of Saatchi & Saatchi by Ivan Fallon

**My favourite cuisine:** Indian

**My idea of a perfect vacation:** Anywhere with family and grandkids

## Jaideep Shergill

FOUNDING PARTNER, PITCHFORK PARTNERS STRATEGIC CONSULTING

**Biggest challenge about being in the business of communications:** The continuous hard work

**Indispensable skills to a CCO in the future:** Understanding digital, business and numbers

**Describe the Indian PR scenario in one word:** Underrated

**My favourite leisure activity:** Music, Films and collecting rare books

**My favourite quote:** He who laughs last, laughs best.

50



### Shivani Gupta

MANAGING DIRECTOR, SPAG

**Biggest challenge about being in the business of communications:** Finding committed talent; Integrating creative thinking between traditional and digital PR

**Indispensable skills to a CCO in the future:** Understanding of digital marketing, Data Analytics and social

media

**Recommended book:** Made to Stick: Why Some Ideas Survive and Others Die by Chip and Dan Heath

**My family in Public Relations:** Aman Gupta, my husband and partner



52

### Aman Gupta

MANAGING PARTNER, SPAG

**Biggest challenge about being in the business of communications:** Integrating data and technology into offerings; Building digital capacities that can compete with advertising and pure play digital firms

**Indispensable skills to a CCO in the future:** Data Analytics and Data Sciences, Technology languages – Python, Django and Digital Marketing

**Sectors that do not work with PR today:** Education

**Describe the Indian PR scenario in one word:** Evolving



52

### Shalini Singh

HEAD, CORPORATE COMMUNICATIONS, TATA POWER

*Shalini has been with Tata Power since 2004. She is a woman Director and a Board Member on Tata Power's subsidiary Tata Power Delhi Distribution which*

*distributes power in North Delhi. She has a Master's degree in Communications & Extension from M.S. University Baroda.*



54

55



### Heena Kanal

HEAD, CORPORATE COMMUNICATIONS & GLOBAL CENTRE OF EXCELLENCE, BRAND PR & DIGITAL CONTENT, MARICO LIMITED

**Biggest challenge about being in the business of communications:** Maintaining multiple personalities - of being a thinker and a doer, being a trendsetter but understated, a leader and soldier

**Indispensable skills to a CCO in the future:** Managing reputation with little

or no direct control

**Describe the Indian PR scenario in one word:** Chrysalis

**My professional mentor:** R Narayanan

**My work mantra:** When in doubt, do the right thing.

## Nandini Chatterjee

EXECUTIVE DIRECTOR & CHIEF COMMUNICATIONS OFFICER, PWC INDIA

**Biggest challenge about being in the business of communications:**

Navigating through the new, nuanced, converged eco-system of internal and external communications where almost everything is at real-time. This is challenging and exciting at the same time

**Indispensable skills to a CCO in the future:**

Data analytics along with high emotional quotient, quality, integrity and social consciousness

**My work mantras:** Surrounding myself with talented people who complement me and each other, so that the team is greater than the sum of its individual team members; Asking myself at the beginning of every year, 'what new thing are you doing this year?' That to my mind is a way to evolve, stay relevant.

**My all-time favourite car:** Ambassador



56



57

## Paresh Chaudhry

CEO, MADISON PR

**Biggest challenge about being in the business of communications:** Talent with passion and the lack of clarity among clients in understanding the role of public relations

**Indispensable skills to a CCO in the future:** Understanding consumers and target group behaviours and the impact of social, economical and environmental initiatives

**The turning point of my career:** My move from Marketing to Corporate Communications

**Most inspiring personalities:** Amitabh Bachchan and Narendra Modi

**How do I give back to the society?** By building schools for the underprivileged for the last 25 years

## Anand Subramanian

SENIOR DIRECTOR, MARKETING COMMUNICATIONS, OLA

**Biggest challenge about being in the business of communications:** Increasing complexity of audiences and the need to build relatable narratives for each constituency along with the changing dynamics of media

**Indispensable skills to a CCO in the future:** Understanding of the Digital/ Social space and the cyclical impact of its consumption, and the ability to

build parallel narratives for diverse stakeholders

**Describe the Indian PR scenario in one word:** Just starting

**My all-time favourite car:** An Ola car!

**My idea of a perfect vacation:** By the beach



58



### Ophira Bhatia

DIRECTOR, CORPORATE & GOVERNMENT AFFAIRS, INDIA & SOUTHEAST ASIA, MONDELEZ INDIA

**Biggest challenge about being in the business of communications:** The pace of change in the business and the need for communication professionals to stay ahead of that change

**Indispensable skills to a CCO in the future:** Greater expertise in dealing with ambiguity and change

**Describe the Indian PR scenario in one word:** Evolving

**My favourite cuisine:** Indian Chinese

**My favourite quote:** When you go through hardships and decide not to surrender, that is strength. – M K Gandhi

59



### Mahesh Jayaram

DIRECTOR, CORPORATE COMMUNICATIONS, DELL INDIA

*Mahesh is the Director of Corporate Communications at Dell India. A graduate from the University of Mysore, Mahesh has had long stints at reputed*

*technology companies in Bangalore, including GE Medical Systems, IBM and British Telecom among others.*

60



### Vipin Nair

GLOBAL HEAD, COMMUNICATIONS, WIPRO

**Biggest challenge about being in the business of communications:** Delivering messages in an open, transparent yet credible manner

**Indispensable skills to a CCO in the future:** Adaptability, deeper expertise of social media and crisis communication on multiple platforms

**Recommended movies:** All the President's Men, Wag the Dog, The

**Queen, Spotlight, Thank You for smoking**

**My favourite cuisine:** Indian & Japanese

**Most inspiring personality:** Mahatma Gandhi

**My exercise regime:** Jogging and badminton

61



### Sujit Ganguli

HEAD, BRAND AND CORPORATE COMMUNICATIONS, ICICI BANK

*Sujit has been with ICICI Group for over a decade, including a stint as head of marketing at ICICI Prudential Life Insurance. He is a graduate from*

*Fergusson College and a post graduate from IIM Bangalore. He oversees brand and corporate communications at ICICI Bank.*

62



## Shravani Dang

VICE PRESIDENT & GLOBAL GROUP HEAD, CORPORATE COMMUNICATIONS, THE AVANTHA GROUP

**Biggest challenge about being in the business of communications:** Talent – Finding, recruiting and retaining good talent

**Indispensable skills to a CCO in the future:** Complex problem solving, critical thinking, decision making and earning the confidence of the C Suite

**Describe the Indian PR scenario in one word:** Maturing

**My exercise regime:** Walk, swim and yoga

**My work mantra:** Get the work done!

63



## Nandini Goswami

DIRECTOR & HEAD, PUBLIC AFFAIRS, ABBOT HEALTHCARE



64

**Biggest challenge about being in the business of communications:** Measuring success

**Indispensable skills to a CCO in the future:** A deep understanding of the business or industry being supported along with anticipating changes in the media spaces

**Describe the Indian PR scenario in one word:** Pulsating

**My favourite cuisine:** Assamese

**My exercise regime:** Walk

**Something about my family:** Mother: Retired journalist - Was the first lady reporter for the North East; Sister: Director, SSMC, Bangalore

## Vandana Shenoy

CORPORATE COMMUNICATIONS DIRECTOR, ORACLE INDIA

*Vandana began her career with stints at Linopinion, Ogilvy Public Relations and IBM India. With over twenty years of*

*experience, she has been with Oracle for over a decade. She is a graduate from St. Xaviers College, Mumbai.*

65



## Nitin Thakur

DIRECTOR, BRAND & COMMUNICATIONS, MAX GROUP



66

**Biggest challenge about being in the business of communications:** The unpredictability of where, when and how fast would your organisations' next reputational challenge can come from

**Indispensable skills to a CCO in the future:** Technological advancement, interpretation of big data, usage of latest listening tools and such

**Describe the Indian PR scenario in one word:** Geared for launch

**My idea of a perfect vacation:** Unspoiled nature

**My first owned wheels:** Hero Honda Slick

**My favourite quote:** Life is what happens to you every day.

## Nandita Lakshmanan

FOUNDER & CHAIRPERSON, THE PRACTICE

**Biggest challenge about being in the business of communications:** Being seen as credible and reliable in today's complex, volatile and dynamic market realities

**Describe the Indian PR scenario in one word:** Underleveraged

**Indispensable skills to a CCO in the future:** Complete understanding of the stakeholders and their relation to the business along with deep acumen of the business environment from

an economic, political and social perspective

**Recommended movies:** Peepli Live, Spotlight, Wag the Dog, Frost & Nixon and Erin Brockovich

**My favourite quote:** The softest pillow is a clear conscience.

**The turning point of my career:** My move to Bangalore in 1995 to set up the first regional office for Genesis, I was all of 25 years then

67



## Atul Ahluwalia

FOUNDING PARTNER, FIRST PARTNERS

68



**Biggest challenge about being in the business of communications:** Managing several different variables at any given point of time like media, employees, investors, government, business partners and consumers to name a few

**Indispensable skills to a CCO in the future:** Deep knowledge of business management aspects along with linking communication efforts to business results

**Describe the Indian PR scenario in one word:** Emerging

**The turning point of my career:** My move from Advertising to Public Relations

**The highest point of my professional life:** Co-founding First Partners in 2016

**My work mantra:** Be innovative, be creative but also be result-oriented!

## Dilip Yadav

FOUNDING PARTNER, FIRST PARTNERS

**Biggest challenge about being in the business of communications:** Operating in a hyper real-time environment and balancing between several stakeholders

**Indispensable skills to a CCO in the future:** The best of technology skills, human skills and communication skills

**Describe the Indian PR scenario in one word:** Bollywood (with its flop/blockbuster campaigns, rising stars and unsung heroes and the action and drama)

**Recommended books:**

- The Art of Thinking Clearly by Rolf Dobelli

- Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time by Susan Scott
- Platform: Get Noticed in a Noisy World by Michael Hyatt
- The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell
- Multimedia Storytelling for Digital Communicators in a Multiplatform World by Seth Gitner

**My favourite quote:** Thinking should become your capital asset, no matter whatever ups and downs you come across in your life." - A.P.J Abdul Kalam

68







70

## P K Khurana

FOUNDER & CMD, QUIK RELATIONS

**Biggest challenge about being in the business of communications:** Driving the change rather than just being a part of it

**Indispensable skills to a CCO in the future:** Being able to drive business and not just communications

**Describe the Indian PR scenario in one word:** Flourishing

**The turning point of my career:** Becoming an entrepreneur

**My work mantra:** Find a solution or let the solution find you.

**My favourite quote:** Stop wishing. Start doing!

## Radha Roy

COUNTRY HEAD, RUDER FINN, INDIA

**Biggest challenge about being in the business of communications:** Staying relevant, well-informed and ahead of the times

**Indispensable skills to a CCO in the future:** Not just understanding but expertise of the new media

**Describe the Indian PR scenario in one word:** Dynamic

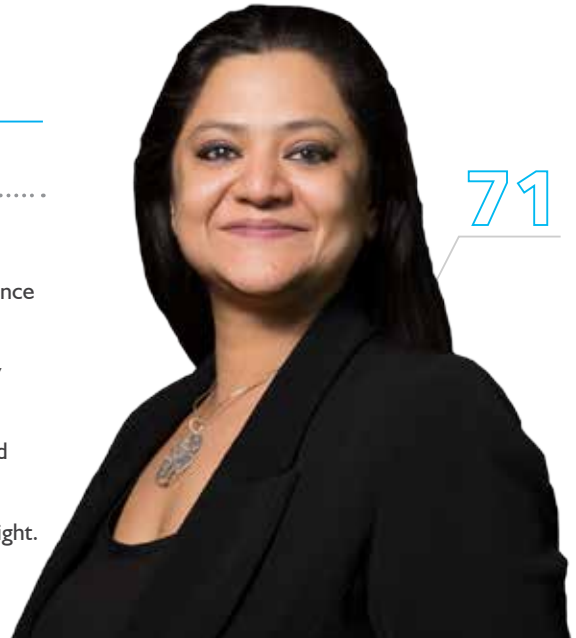
**Recommended movies/books:** Mad

men, Our Brand is Crisis, Jerry Maguire, Pre-Suasion by Robert Cialdini and Never Split the Difference by Chris Voss

**The turning point of my career:** My media advocacy work at CRY

**My exercise regime:** Meditation and Beer Yoga

**My favourite quote:** Show me the light.



71

## Girish Huria

HEAD OF COMMUNICATIONS, EBAY INDIA

**Biggest challenge about being in the business of communications:** Evolving to a level where businesses start looking at the function as a tool to drive business and meet corporate objectives, earning a seat at the table

**Indispensable skills to a CCO in the future:** Understanding of data analytics, consumer behaviour and new-age digital tools

**Describe the Indian PR scenario in one word:** Half-done

**My idea of a perfect vacation:** Switch-off and/or Silent-mode

**My family in Public Relations:** My wife, Hina Huria, Independent Public Relations Consultant

**I aspire to own:** A Mercedes

**My exercise regime:** Running

**My favourite quote:** There is only one life... live it!



72

## Harshendra Verdhan

HEAD, PUBLIC RELATIONS & COMMUNICATIONS, IFFCO



73

**Biggest challenge about being in the business of communications:** The rapidly changing business environment along with unpredictable issues cropping up everyday

**Indispensable skills to a CCO in the future:** Technological skills along with understanding of local markets and

consumers

**Recommended books:** Corporate Chanakya by Radhakrishnan Pillai and Raag Darbari by Shrilal Shukla

**My work mantra:** Politeness, Kindness and Patience

## Gaurav Sinha

HEAD, MARKETING & PUBLIC RELATIONS, AUDI INDIA

**Biggest challenge about being in the business of communications:** Arriving at the right mix of technology usage

**Indispensable skills to a CCO in the future:** Understanding data and communicating it to the stakeholders, policy makers and media

**Describe the Indian PR scenario in one word:** Developing

**My favourite cuisine:** Mughlai and Indian-Chinese

**My work mantra:** Today, try to be better than you were yesterday

74



## Shailesh Goyal

FOUNDER & DIRECTOR, SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES



75

**Biggest challenge about being in the business of communications:** Educating the client about the intangible value of communications

**Indispensable skills to a CCO in the future:** Sharp listening skills, power to deduce analytically and ability to deliver in multiple mediums

**Describe the Indian PR scenario in one word:** Chaotic

**Recommended books:** The Reputation Economy by David C Thompson and

Michael Fertik, TED talks by Chris Anderson, The Crisis Book by Rick Hughes, Andrew Kinder, Cary Cooper, 18 immutable laws for Corporate Reputation by Ronald Alsop and Propaganda by Edward Bernays

**My exercise regime:** Aerial Yoga

**My favourite quote:** It is better to be honourable than be honoured – Shiv Khera

## Suresh Rangarajan

HEAD, CORPORATE COMMUNICATIONS, TATA MOTORS

*Suresh is an engineer-MBA from Pune University and currently is enjoying his dream job at Tata Motors. He started in PR consulting at Clea PR and then spent*

*several years at Vaishnavi Corporate Communications before moving to Vodafone.*

76



## Pradeep Rajasekharan

DIRECTOR, CORPORATE COMMUNICATIONS, INDIA, MIDDLE EAST, AFRICA AND CEE, FRANKLIN TEMPLETON INVESTMENTS

*Pradeep is an alumnus of XIC. He began his career at Linopinion and later moved to Hanmer & Partners which then became MSLGROUP. He spent two*

*years at the London and Dubai offices of Brunswick. He currently oversees communications for Franklin Templeton in multiple countries.*

77



## Rakhee Lalvani

VICE PRESIDENT, PUBLIC RELATIONS & CORPORATE COMMUNICATIONS, TAJ HOTELS PALACES RESORTS SAFARIS

78



**Biggest challenge about being in the business of communications:** Ensuring competencies and capabilities to effectively handle and sustain the reputation of the organisation online along with churning out good content really rapidly to keep up with the 24/7 news cycle

**Indispensable skills to a CCO in the future:** Listening, which effectively means observing and learning from your audiences

**My professional mentors:** Camellia

Panjabi and Dr Mukund Rajan

**My idea of a perfect vacation:** At a beautiful beach, reading a book

**My favourite leisure activity:** DJ'ing

**My exercise regime:** Walk, run and yoga

**My favourite quote:** Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it. - Michael Jordan

## Varghese Thomas

VICE PRESIDENT & GLOBAL HEAD, COMMUNICATIONS, TVS MOTOR COMPANY

*Varghese began his career twenty years ago with stints at Corporate Voice and Genesis before moving to Intel, Cisco*

*and Blackberry. He is the global head of communications for TVS Motor Company. He played soccer for his university.*

79



## Sudeep Bhalla

SENIOR VICE PRESIDENT, CORPORATE COMMUNICATION & SUSTAINABILITY, VODAFONE INDIA

**Biggest challenge about being in the business of communications:** Maintaining corporate reputation in an era of post truths, alternate facts and irresponsible use of social media

**Indispensable skills to a CCO in the future:** Holistic business acumen and data analytics

**Describe the Indian PR scenario in one word:** Energetic

**Recommended books:** Trust Me, I'm Lying: Confessions of a Media Manipulator by Ryan Holiday and The New Rules of Marketing and PR by David Meerman Scott

**The turning point of my career:** Entering the communications business after stints in sales, consulting and business development

**My work mantra:** Murphy's Law – If anything can go wrong, it will

80





## 10 Week Part Time Programme

**Helping working professionals add  
Public Relations as a skill set**



Leading faculty of  
PR & Corporate  
Communications



Covering fundamental  
& technical aspects  
of PR



Access to case  
studies of winning  
PR campaigns



Include visits to  
leading PR  
consultancies

### Modules Covered

#### Business Writing

Quick research &  
analyses, building  
powerful content  
strategies

#### PR Techniques & Practice

From crafting the right  
sector-wise PR  
approaches to effective  
crisis communications

#### Media Management

Understanding the  
media ecosystem &  
engaging media  
effectively

#### Digital Media

Using the power of  
social media to identify  
& engage influencers, &  
deploying PESO

#### Schedule

6pm – 8pm  
Tue, Wed, Sat

#### Duration

Oct 24 - Dec 23  
(27 Sessions)


#### Fee


Rs. 45,000  
+ GST

#### Venue

SCoRe, Kohinoor Education Complex,  
Kohinoor City, Kurla W, Mumbai

For details **visit: [www.scoreindia.org](http://www.scoreindia.org)** or **Sign Up at [bit.do/ACPR](https://bit.do/ACPR)**

 98115 72673

 [TalkToUs@scoreindia.org](mailto:TalkToUs@scoreindia.org)

   /SCoReInd



81

## Yashmeen Barua

CHIEF MANAGER, PUBLIC RELATIONS & CORPORATE COMMUNICATIONS, TIMES INTERNET

*Yashmeen drives external communications for the Times Internet. Her remit includes managing corporate communication strategy for*

*online ventures such as news sites, communities, e-commerce, and leisure portals among others.*

## Lorraine Martin

GROUP COMMUNICATIONS OFFICER, THE OGILVY GROUP, OGILVY & MATHER INDIA

**Biggest challenge about being in the business of communications:** Relationships, Speed and Trust

**Indispensable skills to a CCO in the future:** Crisis management

**Describe the Indian PR scenario in one word:** Evolving

**My favourite cuisine:** Thai

**My idea of a perfect vacation:** In the mountains with the people I love

**My work mantra:** Change is an easy panacea. It takes character to stay in one place and be happy there.

**My favourite quote:** If you are losing your leisure, look out! You could be losing your soul.

82



## Amit Narayan

NATIONAL REPUTATION LEAD, EXECUTIVE VICE PRESIDENT, EDELMAN INDIA

**Biggest challenge about being in the business of communications:** Measuring and analysing business impact and leveraging data into insights

**Indispensable skills to a CCO in the future:** Understanding and defining an organisation's social impact

**Recommended movies/books:** Cloud Atlas by David Mitchell, The Wild Sheep Chase by Haruki Murakami, The Forty Rules of Love by Elif Shafak, Shawshank Redemption and Anand

**Describe the Indian PR scenario in one word:** Interesting

**My idea of a perfect vacation:** Japan

**My family in Public Relations:** My wife, Bishnupriya Narayan

**My favourite quote:** You can't plough a field simply by turning it over in your mind.

83



## Dimple Kapur

HEAD, CORPORATE COMMUNICATIONS, PIRAMAL GROUP

*Dimple spent close to fourteen years in various consulting firms before moving to the corporate world. She heads corporate*

*communications for the Piramal Group. She has been a state-level basketball player.*

84



## Harjiv Singh

FOUNDER AND CEO, GUTENBERG



85

**Biggest challenge about being in the business of communications:** Understanding the combination of traditional, digital, social media landscapes coupled with the fragmentation of audiences

**Indispensable skills to a CCO in the future:** Ability to navigate the evolution of marketing communications as technology and marketing converge

**Describe the Indian PR scenario in one word:** Growing

**Recommended books:** The Power of Myth by Joseph Campbell, Thinking Fast & Slow by Daniel Kahneman and Ogilvy on Advertising

**I aspire to own:** A 1950 MG T-Type

**My work mantra:** You don't make mistakes, mistakes make you.

**My favourite quote:** There is nothing to fear but fear itself - Franklin D Roosevelt

## Latika Taneja

HEAD, CORPORATE COMMUNICATIONS, SOUTH ASIA, MASTERCARD

**Biggest challenge about being in the business of communications:** Combining strategy with creativity in a way that it differentiates you and resonates with your audiences

**Indispensable skills to a CCO in the future:** Being prepared for communications and storytelling in a way that is bendable, flexible and fit for every device

**Describe the Indian PR scenario in one word:** Share-ability

**Recommended movies:** The Pursuit of Happyness and Pulp Fiction

**My idea of a perfect vacation:** Adventure and relaxation

**My family in Public Relations:** My husband Shamik Nandi (Head, Marketing & Communications, Daikin Airconditioning)

**The turning point of my career:** Demonetisation – It triggered an all-time high about digital payments

**My favourite quote:** Live and let live!

86



## Arun Arora

CHIEF COMMUNICATIONS OFFICER, CAIRN INDIA



87

**Biggest challenge about being in the business of communications:** Building and sustaining the credibility of the profession along with managing expectations

**Indispensable skills to a CCO in the future:** Being fully cued with all digital platforms and social media

**Describe the Indian PR scenario in one word:** Evolving

**Recommended books:** The Tipping Point by Malcolm Gladwell, It's not the big that eat the small by Jason Jennings, Reputation rules by Daniel Diermeier, Spin by Michael Sitrick and For immediate release by Ronn Torossian

**My work mantra:** Be righteous, persistent and keep learning

**My favourite quote:** Success spoils the joy of the game.



## Dhrubajyoti Gayan

MANAGING DIRECTOR, CANDOUR COMMUNICATIONS



88

**Biggest challenge about being in the business of communications:** Staying on top of business environment which is as dynamic as this

**Indispensable skills to a CCO in the future:** Deeper understanding of the overall business, audiences and mediums along with interacting with everyone at a completely different level

**I aspire to own:** A 1967 Ford Mustang GT 500

**The turning point of my career:** In 2001, with five years of account management experience, I joined TBWA PR as a branch head. In a year's time my predecessor left and I was left heading a consultancy with seven offices nationwide. I survived!

**My favourite quote:** Common sense is not so common. - Voltaire

## Xavier Prabhu

FOUNDER & MANAGING DIRECTOR PRHUB

**Biggest challenge about being in the business of communications:** Finely balancing the businessman hat with the deftness of a diplomat in handling client scenarios and issues, being accessible and informal with your employees along with understanding that in this business you don't control target audience, media, clients or even influencers and still need to deliver superior results

**Indispensable skills to a CCO in the future:** Analytical skills, familiarity with technology/tools, deeper

understanding of consumers, ability to showcase direct and real value to business versus visibility and a deeper understanding of content marketing and it's various hues

**Describe the Indian PR scenario in one word:** Dynamic

**The turning point of my career:** Becoming an entrepreneur

**My work mantra:** Never give up

89



## Vineet Handa

CEO & FOUNDER, KAIZZEN PR SERVICES



90

**Biggest challenge about being in the business of communications:** Handling stakeholders who think that they know it all

**Indispensable skills to a CCO in the future:** Better interpersonal skills along with greater understanding of digital platforms and technology

**Describe the Indian PR scenario in one word:** Emerging

**Recommended books:** The New Rules of Marketing & PR by David Meerman Scott, The Fall of Advertising and Rise of PR by Al and Laura Ries, Crisis Communications by Steven Fink and Public Relations Writing and Media Techniques by Dennis Wilcox & Bryan Reber

**My exercise regime:** Walk and Yoga

**My work mantra:** Lead from the front

## Ravi Shankar

CO-FOUNDER & CEO, AIM HIGH CONSULTING



91

**Biggest challenge about being in the business of communications:** Finding the right set of talent to suit our requirement

**Indispensable skills to a CCO in the future:** Being more data aware and digital responsive

**Describe the Indian PR scenario in one word:** Frenzied

**My best friend in the business:** Gopinath G

**My favourite leisure activity:** Writing

**My favourite quote:** Live as if you were to die tomorrow. Learn as if you were to live forever." Mahatma Gandhi

**My exercise regime:** I used to exercise, but I'm fine now!

## Gopinath G

CO-FOUNDER & COO, AIM HIGH CONSULTING

**Biggest challenge about being in the business of communications:** Mediocrity of talent

**Indispensable skills to a CCO in the future:** Ability to be a Chief Business Officer, at no notice

**Recommended movies:** Frost/Nixon, Spotlight, Nightcrawler, Zero to One and Delivering Happiness

**The turning point of my career:** The transition from being an employee to being entrepreneur

**My best friend in the business:** Ravi Shankar

**My work mantra:** Hard work can be a substitute for anything



91

## Udit Pathak

FOUNDER & DIRECTOR, MEDIA MANTRA

**Biggest challenge about being in the business of communications:** Ensuring desired return on investment

**Indispensable skills to a CCO in the future:** Planning and implementing business plans and strategies, open to continuous learning

**Describe the Indian PR scenario in one word:** Promising

**My family in Public Relations:** My wife, Pooja Pathak

**My favourite quote:** Think big, think fast, think ahead. Ideas are no one's monopoly. – Dhirubhai Ambani



93

## Madhavi Jha

DIRECTOR, CORPORATE COMMUNICATIONS, HONEYWELL INDIA

*Madhavi is the Director of Corporate Communications at Honeywell India, and Director at Honeywell Hometown Solutions India Foundation. She was*

*instrumental in setting up the function at this corporation. She has had a four-year stint with HCL and prior to that she was with the CII.*



94

95



## Radhika Shapoorjee

VICE PRESIDENT, COMMUNICATIONS, HIKE

**Biggest challenge about being in the business of communications:** Finding the right purpose of all communication

**Indispensable skills to a CCO in the future:** Understanding data and recognising trends along with having an eye for real issues that can impact businesses and their reputation

**Describe the Indian PR scenario in one word:** Fragmented

**My favourite cuisine:** Chinese

**The turning point of my career:** My shift from Advertising to Public Relations

**How do I give back to the society?** I am a mentor to young women entrepreneurs and I have helped many start ups in their business and communication; I have worked with NGO's in education and cancer to create their narrative and communication strategy.

## Praveen Rikhy

CHIEF CONSULTANT, MELCOLE

**Biggest challenge about being in the business of communications:** Constantly dealing with new subjects, new businesses and new challenges

**Indispensable skills to a CCO in the future:** Communicating with different audiences in a medium of their choice

**Describe the Indian PR scenario in one word:** Crowded

**My idea of a perfect vacation:** In the mountains, with family

**My professional mentor:** M L Kaul

96



## Kapil Rampal

FOUNDER & CEO, CREATIVE CREST

**Biggest challenge about being in the business of communications:** Staying positive and managing expectations

**Indispensable skills to a CCO in the future:** Performing flawlessly under pressure - internal, external or personal, thorough analytical skills and understanding of business and non-communication subjects

**Describe the Indian PR scenario in one word:** Turbulent

**Recommended books:** Connected or Disconnected – the art of communicating in the connected world by Micke Darmell, The Governance of China by Xi Jinping, The Maverick by Luke Johnson, Lead between the lines by Sjoerd de Waal and Communication: Principles & Practices by Dr. J. Jethwaney

**I aspire to own:** A Toyota Celica GT-Four

97



## Nazeeb Arif

EXECUTIVE VICE PRESIDENT, ITC

*Nazeeb did a stint of over fourteen years with the Indian Chamber of Commerce as Secretary General and CEO. He has been*

*with ITC since 2006 and spearheads communications for the conglomerate.*

98







99

## Ruby Sinha

MANAGING DIRECTOR, KOMMUNE BRAND COMMUNICATIONS

**Biggest challenge about being in the business of communications:** Managing the multiple channels of communication effectively and creating the right content mix and messaging for traditional and new media channels

**Indispensable skills to a CCO in the future:** Cultivating a strong integrated communications approach with knowledge of marketing, events and social media

**Describe the Indian PR scenario in one word:** Evolving

**My work mantra:** Investing time and effort in hiring the right people, delegating responsibilities to team members but believing that the buck stops with me.

**My favourite quote:** You've got to think about big things while you're doing small things, so that all the small things go in the right direction. - Alvin Toffler

## Rajat Mukarji

CHIEF CORPORATE AFFAIRS OFFICER, IDEA CELLULAR

*Rajat serves Idea Cellular as the Chief Corporate Affairs Officer and has been with the group from the Birla AT&T days. He is a History Honours graduate from*

*St Stephens College and had early stints in sales and marketing in the far and middle-east.*

100



# Reputation TODAY

A magazine for Public Relations and Corporate Communications Professionals

### I would like to subscribe:

No. of issues	Newsstand Price	You pay	You save	Tick
04 (1 year)	₹150 x 04 = ₹600/-	₹540/-	₹60/-	
08 (2 years)	₹150 x 08 = ₹1200/-	₹1000/-	₹200/-	
12 (3 years)	₹150 x 12 = ₹1800/-	₹1450/-	₹350/-	

Name:

Mailing Address:

Pin:

Designation:  Organisation:

Mobile:  Email:

Please find enclosed cheque no.  Dated:  For ₹

Favouring **February Networks**

#### TO PLACE ORDER COMPLETE FORM AND POST TO:

**Reputation Today**, #412 A, MGF Metropolis, MG Road, Gurgaon - 122002, Phone: 0124-4007283



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



To subscribe online: <http://bit.ly/RepTodaySub>



For queries regarding subscription: [roshan@promisefoundation.com](mailto:roshan@promisefoundation.com)

# BRANDWIRE.in

ASSURED VISIBILITY FOR BRANDS

# 115 MILLION EYEBALLS\*

## JUST 1 CLICK.

Introducing Brandwire, Times Group's self-service online publishing platform, guarantees publishing of your brand's stories on to India's largest digital news platforms:

**THE TIMES OF INDIA · THE ECONOMIC TIMES**

Join the Brandwire revolution, and get:



Guaranteed  
publishing in  
TOI and ET



Verbatim  
publishing  
promise



Rich  
media  
support



Publication  
within  
30 minutes

For more information and sales queries:  
Write to us at **[sales@brandwire.in](mailto:sales@brandwire.in)** or  
give a missed call on **8470-044-044**.

# #RT100MIP IN ALPHABETICAL ORDER

Sr No.	Name	Organisation
1	Ajay Jasra	IndiGo
2	Aman Gupta	SPAG Asia
3	Ameer Ismail	Golinopinion
4	Amit Misra	MSLGROUP
5	Amit Narayan	Edelman
6	Amrit Ahuja	2020 MSL
7	Anand Subramanian	Ola
8	Archana Jain	PR Pundit
9	Arun Arora	Cairn India
10	Aseem Sood	Impact
11	Ashwani Singla	Astrum
12	Atul Ahluwalia	First Partners
13	Bela Rajan	Ketchum Sampark
14	Bobby Kewalramani	Perfect Relations
15	Chetan Mahajan	H+K Strategies India
16	Debasis Ray	Tata Trusts
17	Deepa Dey	GSK Consumer Healthcare
18	Dhrubajyoti Gayan	Candour Communications
19	Dilip Cherian	Perfect Relations
20	Dilip Yadav	First Partners
21	Dimple Kapur	Piramal Group
22	Dr. Pragnya Ram	Aditya Birla Group
23	Gaurav Patra	Value 360
24	Gaurav Sinha	Audi India
25	Gayatri Rath	Microsoft
26	Girish Huria	Ebay India
27	Gopinath	Aim High Consulting
28	Harjiv Singh	Gutenberg
29	Harshendra Verdhani	IFFCO
30	Heena Kanal	Marico
31	Ishteyaque Amjad	Coca Cola India
32	Jaideep Shergill	Pitchfork Partners
33	Kapil Rampal	Creative Crest
34	Kunal Kishore	Value 360
35	Latika Taneja	Mastercard
36	Lorraine Martin	Ogilvy
37	Madan Bahal	Adfactors
38	Madhavi Jha	Honeywell
39	Mahesh Jayaram	Dell
40	Manish Kalghatgi	L&T
41	Manisha Choudhary	Value 360
42	Meenu Handa	Google India
43	Minari Shah	Amazon India
44	N S Rajan	Ketchum Sampark
45	Nandini Chatterjee	PwC
46	Nandini Goswami	Abbott
47	Nandita Lakshmanan	The PRactice
48	Nazeeb Arif	ITC
49	Neeraj Jha	HDFC Bank
50	Nikhil Dey	Genesis BM

Sr No.	Name	Organisation
51	Nikhil Khanna	Avian Media
52	Nitin Mantri	Avian Media
53	Nitin Thakur	Max India
54	Ophira Bhatia	Mondelez
55	Pareesh Chaudhry	Madison
56	Paroma Roychowdhury	Softbank
57	PK Khurana	Quik Relations
58	Poonam Kaul	PepsiCo India
59	Prabhat Choudhary	Spice PR
60	Pradeep Rajsekharan	Franklin Templeton
61	Praveen Rikhy	Melcole
62	Prema Sagar	Genesis BM
63	Rachana Panda	GE
64	Radha Roy	Ruder Finn India
65	Radhika Shapoorjee	Hike
66	Rajat Mukarji	Idea
67	Rajesh Chaturvedi	Adfactors
68	Rakesh Thukral	Edelman India
69	Rakhee Lalvani	Taj Hotels
70	Ravi Shankar	Aim High Consulting
71	Raza Khan	Bharti
72	Rishi Seth	Cohn & Wolfe Six Degrees
73	Ruby Sinha	Kommune
74	Seema Ahuja	Biocon
75	Senjam Rajsekhar	Flipkart
76	Shailesh Goyal	Simulations
77	Shalini Singh	Tata Power
78	Shivani Gupta	SPAG Asia
79	Shravani Dang	Avantha
80	Sonia Dhawan	Paytm
81	Sonia Huria	Viacom18
82	Subhayu Mishra	Standard Chartered
83	Sudeep Bhalla	Vodafone
84	Sujit Ganguli	ICICI Bank
85	Sujit Patil	Leading Conglomerate
86	Sunayna Malik	Text 100
87	Sunil Gautam	Pitchfork Partners
88	Suresh Rangarajan	Tata Motors
89	Udit Pathak	Media Mantra
90	Valerie Pinto	Weber Shandwick
91	Vandana Shenoy	Oracle
92	Varsha Chainani	Mahindra
93	Vasudha Jha	Reliance Jio
94	Vineet Handa	Kaizen Communications
95	Vipin Nair	Wipro
96	Vivek Suchanti	Concept
97	Xavier Prabhu	PR Hub
98	Yashmeen Barua	Times Internet
99	Yusuf Hatia	FleishmanHillard
100	Zach Thomas	Cohn & Wolfe Six Degrees



Aims at encouraging campaign planning  
and nurturing leaders of tomorrow



**Reputation**  
TODAY

presents

# The Young Pride Challenge

**EXCLUSIVELY FOR YOUNG PROFESSIONALS  
IN PR CONSULTING FIRMS**

[bit.ly/YPC2017](http://bit.ly/YPC2017)

## THE ACE BUSINESS COMMUNICATOR PRIZE



**EXCLUSIVELY FOR YOUNG PROFESSIONALS  
IN CORPORATE COMMUNICATIONS**

[bit.ly/TheABCPrize2017](http://bit.ly/TheABCPrize2017)

# THE FULCRUM AWARDS 2017

## SHORTLIST

### Technique Category

Awards Category	Campaign Title	Entrant Name	Partner Organisation
<b>C1.</b> Best Use Of Content	#TeaForTrump 'It Starts With You' A culture change programme Putting Canola Oil in Every Indian Kitchen 'It Starts With You' A culture change programme Building Bitcoin - "Bit-by-Bit"	ARM Digital Avian Media Edelman India Avian Media Value 360 Communications	Tea-a-Me Teas Anheuser-Busch InBev (AB InBev) Canola Council of Canada Anheuser-Busch InBev (AB InBev) Unocoin
<b>C2.</b> Best Use Of Creativity & Innovation	Saffola Masala Oats BreakUpWithJunk UnHungry India - A Beginning Bringing Back the charm of flying #CrossTheLine Hunting down Fraudsters with Experian HUNTERTM	20:20 MSL Adfactors PR Avian Media Genesis Burson-Marsteller Weber Shandwick	Marico Godrej Appliances Vistara Star Sports Experian India
<b>C3.</b> Best Use Of Event	Saffolalife #SmallStepsToHealthyHeart Love Digital in the times of Demonetisation #Daywithasaathi Lakme Fashion Week Winter Festive 2016 Big Billion Days 2016	20:20 MSL Adfactors PR Cohn & Wolfe Six Degrees Edelman India Flipkart	Marico ICICI Bank Google India Unilever
<b>C4.</b> Best Use Of Digital	#TeaforTrump Khul Ke Jiyo Ghar Ke Baahar! Flipkart Seller Community Conceptualisation and Build Paytm Blog Get Angry!	ARM Digital Godrej MSLGROUP-India Paytm Viacom18 Media	Tea-a-Me Teas Godrej Flipkart
<b>C5.</b> Best Use Of Integrated Communications	Elephants can fly Back To Work with Medela Change is Here SAP enables India Inc. become GST-ready PaytmKaro Changing the way India makes payments	Adfactors PR Genesis Burson Marsteller MSLGROUP India SAP India Value 360 Communications	Government of Jharkhand Medela India Saifee Burhani Upliftment Trust Paytm
<b>C6.</b> Best Use Of Public Affairs	Elephants can fly Breaking Barriers to Open Skies Blazing a New Trail in Tobacco Control: The DDC Model Sankalp India's Journey Towards a Healthier Future Safety Sensitization Campaign with Employees Customers &Community	Adfactors PR Avian Media MD Niche Media Consultants S.P.A.G. The TATA Power Company	Government of Jharkhand Vistara Campaign For Tobacco Free Kids Partnership To Fight Chronic Diseases
<b>C7.</b> Best Management of Crisis	State Bank of India : Braving the tsunami of demonetization Saving Cloud Telephony	Adfactors PR Value 360 Communications	State Bank of India Knowlarity
<b>C8.</b> Best Use Of Internal Communications	Learn VPO, Live VPO, Love VPO Reignite Flipkart Studio 34 - What's the buzz? With You Non-Stop DONT GO RED - Maintaining Integrity at Viacom18	Avian Media Flipkart Flipkart TATA Power Delhi Distribution Viacom18 Media	Anheuser-Busch InBev (AB InBev)
<b>C9.</b> Best New Product Launch	Baby Dove - Trust Your Way #MakeMusicSocial Launch of Goodknight Fabric Roll On Different Creates Better Rooting for Rooter	Edelman India Genesis Burson Marsteller Godrej Text100 Value 360 Communications	Hindustan Unilever Logitech Electronic India Lenovo India Router
<b>C10.</b> Best Use Of Media Relations	Know Your Banking Rights Elephants can fly Dream BIG with Ola Vivo Himalayan Escapade Bringing half a billion Indians To Mainstream Economy	Adfactors PR Adfactors PR Adfactors PR Perfect Relations -Accord PR Value 360 Communications	The Banking Codes and Standards Board of India (BCSBI) Government of Jharkhand OLA Vivo Mobiles Paytm
<b>C11.</b> Best CSR Campaign	Because educating a girl will change the society EMBED (Elimination of Mosquito Borne Endemic Diseases) Sparkling Eyes Program - Titan Eyeplus Chakachak Mumbai - Aao Zindagi Chamkayein YES! I am the CHANGE	Adfactors PR Godrej Godrej -Edelman Viacom18 Media Yes Foundation	Godrej & Boyce Godrej Consumer Products Titan

## Special Awards

Awards Category	Participant Name
<b>E1.</b> In House Team of the year MID-SIZE	Infosys Motilal Oswal Financial Services Oracle India OYO Paytm
<b>E2.</b> In House Team of the year LARGE	Flipkart Ford India Godrej Industries Tesco Bengaluru Viacom18
<b>E3.</b> PR consultancy of the year EMERGING	Ideosphere Consulting Kaizen Communications Media Mantra Wordswork
<b>E4.</b> PR consultancy of the year MID SIZE	Fuzion PR  S.P.A.G.
<b>E5.</b> PR consultancy of the year LARGE	Avian Media  Value 360 Communications
<b>E6.</b> PR consultancy of the year GIANT	Adfactors PR Edelman India Genesis Burson-Marsteller MSLGROUP India

## Fulcrum Partners



Powered by



An Initiative of



Process Reviewer

Associate Partner



Academic Partner

Magazine Partner

Association Partners





# Reputation TODAY

[bit.ly/RT30TCCT](http://bit.ly/RT30TCCT)



Nominations open 1st February

[bit.ly/RT50BPRF](http://bit.ly/RT50BPRF)



Nominations open 1st April

## ANNUAL LISTS

[bit.ly/RT100MIP](http://bit.ly/RT100MIP)



Nominations open 1st June

[bit.ly/RT40UForty](http://bit.ly/RT40UForty)



Nominations open 1st August

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

**RESERVE YOUR SPOT**

**Reputation**  
TODAY  
**SUPER NIGHT**

**THURSDAY, 21ST DECEMBER 2017**

**BANGALORE**

**#RTSuperNight**

For details: [bit.ly/RTSN2017](http://bit.ly/RTSN2017)

For reservations: [bit.ly/RTSNbook](http://bit.ly/RTSNbook)



# INNOVATION FIRST

## COMMUNICATION CONCLAVE

DELHI NCR | MARCH 1, 2018 | #IFCC2018

**BLOCK YOUR DATE**

[bit.ly/IFCC2018](http://bit.ly/IFCC2018)

An initiative of

**FP**  
FIRST PARTNERS

**Reputation**  
TODAY



PRAXIS 2017 will have four global CEOs, six keynotes, six panels and six special sessions. We are indeed celebrating the coming of age of Public Relations in India.

- Amith Prabhu



Another PRAXIS is upon us. Every year hundreds of professionals come together to share stories, create memories and take back an experience that several have come to make a habit of. This year is no different. What started as a tiny idea on Twitter in 2012 has grown to become a large movement in five years. The sixth edition of PRAXIS has beaten all records. We have four global CEOs who have flown all the way from different cities just to share and inspire at #PRAXIS6. We have six keynotes, six panels and six special sessions. We are indeed celebrating the sixth edition.

Well, I will use this opportunity to remind delegates and readers about six unique features about PRAXIS, which very few events have tried and tested.

01. We are possibly the only event of its kind in the world which does not repeat speakers. We also go to the extent of refusing sponsorships from consulting firms if they come with caveats of an assured speaking opportunity. We generally prefer to invite Indian speakers who have been to a previous PRAXIS and most speakers register to attend.
02. We do not repeat the host city or the entertainment. In a country with few venue options and few good bands that cater to various age groups, this is a challenge. But, we are able to curate this and hope to continue this tradition. Our co-chairs every year are young professionals who get just one chance to do the honours so that more professionals get an opportunity.
03. We do not sell segments. Every sponsor is equal. The only variation is the placement of the logo and the number of passes based on the investment they make. So, you will never see a lanyard sponsor or a lunch sponsor or a kit sponsor. We do not reserve tables for sponsors or offer any preferential treatment. An ordinary delegate booking well in advance can stay in the same hotel as a delegate from a partner company.
04. We ensure diversity and inclusion. All partners do not get a speaking opportunity at every edition and all speakers do not necessarily come from partner companies. They are dealt with independently of each other with fairness and transparency. We make sure every session has men and women. Sometimes only women, but never only men. We are against 'manels'.
05. Our registration fee may seem high but it is value for money. We charge exactly what the hotel charges us for all meals and beverages. However, we open ticket sales more than 11 months in advance and offer deep discounts to let those who plan in advance, save big. So, for next year, we have already opened registrations at 60% discount until Diwali and then the discount keeps reducing.
06. Lastly, PRAXIS is definitely about the content. But we have realised that 90% come to achieve a sense of belonging. To meet old friends and make new connections. To celebrate the pride one has in the chosen profession. There are few of you who have been to every edition and we salute you. There are some partners who are sincerely committed to this cause and are ever so generous to whom we are grateful.

If you are at Fairmont in Jaipur, we hope you enjoy this labour of love. If you are not make sure you sign up for next year. The dates are September 28th and 29th in 2018 and we will go back south of the Vindhyas. For any comments or feedback, you can reach out to me on Twitter at @amithpr.

## THE REPUTATION TODAY TEAM



### ROSHAN ALEXANDER

Business Head

Roshan is an education entrepreneur, a youth mentor and co-founder at February Networks. He was the founding national president of a youth organisation and has travelled across India and the world widely during his time as an office bearer. He has conceptualised and organised several events of varying magnitudes. He is the Chief Operating Officer at The PRomise Foundation, where he drives operations for platforms such as Manifest, Knowledge Factory and Fulcrum Awards. He is the publisher of Reputation Today and oversees the administration of PRAXIS - the world's largest communications conference. A graduate from the Punjab University, Roshan hails from Bathinda and currently shuttles between his home town and Gurgaon.



### SHREE LAHIRI

Senior Editor

Shree is the Senior Editor at Reputation Today and hopes to move from one focus area to another in the editions that will be released over the years. Having worked in Corporate Communications teams, she has experience of advertising, public relations, investor and employee communications, after which she moved to journalism. She enjoys writing and believes the power of the pen is indeed mighty. Covering the entertainment beat and the media business, she has been involved in a wide range of activities that have thrown open storytelling opportunities. She has lived and worked across India including cities like Kolkata, Pune and Delhi.



### ANUBHUTI MATHUR


Content Director

Anubhuti is a trained editor with over ten years of diverse experience in instructional designing and newspaper and TV news editing. She has worked at companies such as IBM, Aptara and Independent News Service. She has lived across diverse Indian cities including Jaipur and Jalandar. At The PRomise Foundation she oversees all things content. She ensures the running of the Reputation Today portal and quarterly magazine and has been involved at events such as PRAXIS, Manifest, the Reputation Today Conclaves and the Super Night. She holds an Economics degree from Fergusson College and is a post graduate in Mass Communications from Symbiosis Institute of Mass Communication. She hails from Pune and currently lives in Gurgaon.







A person's silhouette is shown looking through a telescope. The telescope is pointed towards a city skyline at sunset. The sun is low on the horizon, creating a warm, orange glow. The city buildings are silhouetted against the bright sky. The overall mood is contemplative and forward-looking.

# THE END OF SIGHT IS THE BEGINNING OF INSIGHT

*Let's look beyond the obvious in employee communications and engagement.*

Most probably, we are witnessing and experiencing the most intense transition in the history of human beings, society and businesses. Until everything - from business thinking to implementation – is performed by AI or robots, we only have people (read human beings) to build and grow the businesses.

AND PEOPLE CHANGE WITH THE 'CHANGE' AROUND THEM.

Let the *organisational communication* also keep pace with the transition!

CELEBRATING

10  
years

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

**BLAQ.**





**ADFACTORS PR**  
Knowledge-driven communications

PRESENTS

# GPRAOCIS 2017

Public Relations And Corporate Communications India Summit

IN ASSOCIATION WITH

**VALUE**  
360  
Measuring Brand Equity

**Reputation**  
TODAY

**SCoRe**  
School of Communications & Reputation

GOLD PARTNERS

**VIACOM**  
18

**MEDIA MANTRA**  
Creating a New Day

**Ketchum**  
Sampark

**FLEISHMANHILLARD**

**AvianMedia**  
Creating Great Communications

**BRANDWIRE.in**  
ASSURED VISIBILITY FOR BRANDS

SILVER PARTNERS

**genesis**  
Burson-Marsteller

**PR PUNDIT**

**impact**  
Corporate Communications

**FUZION**  
Corporate Communications

**SPAG**  
SPECIAL AGENTS

**W**

**Yamito**  
Innovative Content | Engaging

**CANDOUR**  
Creating the Right Visual Identity

BRONZE PARTNERS

**Kaizen**  
Communications

**SIMULATIONS**  
The 4th Dimension Communications

**JK**  
Corporate Communications

**H&H**  
Communications

**FP**  
FIRST PARTNERS

**SCATTER**  
Corporate Communications

**HousVair**  
Corporate Communications

**avignyata inc.**

**BLOO**

**HOLMES**  
TECH