

Vol 2: Issue 4 | Price ₹150/-

# Reputation TODAY

A magazine for Public Relations and Corporate Communications Professionals



## 40 UNDER FORTY

### FOCUS

YOUNG STARS  
IN PUBLIC  
RELATIONS

### INTERVIEWS

❖ **JOHN SAUNDERS**  
Global CEO  
FleishmanHillard

❖ **GUILLAUME HERBETTE**  
Global CEO  
MSL

❖ **JENNIFER GRANSTON**  
Global COO, WE  
Communications

❖ **GABRIELA LUNGU**  
Founder  
WINGS

❖ **FRED COOK**  
Global CEO  
Golin

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Last year, when we embarked upon the journey to create India's first list of 40 professionals to watch out for, under age 40 we were not sure how the response to the initiative would be from those who made it to the first list and from those who did not. Well, the fact that we are now bringing out the second list speaks volumes of the way the professional community is shaping in India. These are dynamic professionals who have spent close to a decade in the profession and have risen up the ranks to be in leadership positions. There are ten men and ten women from consulting and ten men and ten women who work in-house in this list.

The list was drawn from nominations and self-nominations that we received a few months prior. We did not refer the nominees to a jury because we used the test of elimination to arrive at the forty individuals. We ensured there was not more than one from an organisation. We reached out to all nominees to collect their proof of age. Interestingly, we got calls from couple of individuals requesting us not to feature them in the list as they felt they did not make the cut. Nevertheless, the list was based on editorial discretion and we did not give into these requests as we felt they all deserved to be in this list.

The list serves two purposes. It brings together 40 out of the over 4000 professionals between two covers of the magazine. In addition to the recognition, the list helps younger professionals to look up to this class of 2017 who in turn can be mentors to aspiring leaders. We looked for six attributes in each candidate – their education, their longevity at an organisation, their career moves, what people they worked closely with (bosses, subordinates and peers) thought of them and the content in the nomination form including their social media presence as a barometer of influence, wherever applicable.

We are confident that you will enjoy reading about them as much as we did curating this list of the Class of 2017. We hope to get several nominations and self-nominations next year as well. This edition of the magazine is our eighth and it includes interviews of the five keynote speakers who travelled from international locations to be part of PRAXIS 2017. Next year PRAXIS will take place in Hyderabad and registrations have already opened. Before that we have two conclaves – one each in Mumbai and New Delhi – details of which can be found on our portal.

SAVE THE DATES  
FOR 2018Mumbai  
9<sup>th</sup> FebruaryGoa  
6<sup>th</sup> – 8<sup>th</sup> AprilHyderabad  
28<sup>th</sup> – 30<sup>th</sup> SeptemberGurgaon  
14<sup>th</sup> MarchMumbai  
30<sup>th</sup> MayMumbai  
20<sup>th</sup> December



# FULCRUM WINNERS



The organisers of Fulcrum Awards - PRomise Foundation and PR Moment announced the winners on Saturday, September 16, 2017 at the Fulcrum Awards Night in Jaipur. The awards night saw over 600 professionals in attendance from the communications business, the largest such gathering of communicators in India. A jury of 18 eminent in-house Public Relations leaders, chaired by Balaji P of Vodafone India decided the winners through rigorous online and offline judging. This year onwards The Fulcrum Awards has partnered with PwC as the process reviewer, one-of-its-kind for the communications business.

The ceremony kicked off by honouring **Narahari KS** with the Lifetime Achievement Award. The evening saw compelling campaigns compete for the gold, silver and bronze in the 11 sub-categories for technique awards. Winners were also announced for individual achievers in the individual in-house and consultancy categories and the special awards categories.

## TECHNIQUE CATEGORY

Best Use of Content			
	Campaign Title	Entrant Name	Partner Organisation
Gold	#TeaForTrump	ARM Worldwide	Tea-a-Me Teas
Silver	Creating a Human Face	Flipkart	
Bronze	Building Bitcoin – “Bit-by-Bit”	Value 360 Communications	Unocoin
Best Use of Creativity & Innovation			
	Campaign Title	Entrant Name	Partner Organisation
Gold	UnHungry India – A Beginning	Adfactors PR	Godrej Appliances
Silver	#CrossTheLine	Genesis Burson-Marsteller	Star Sports
Bronze	Hunting down Fraudsters with Experian HUNTER	Weber Shandwick	Experian India
Best Use of Event			
	Campaign Title	Entrant Name	Partner Organisation
Gold	Big Billion Days 2016	Flipkart	
Silver	Love Digital in the times of Demonetisation	Adfactors PR	ICICI Bank
Bronze	Lakme Fashion Week Winter Festive 2016	Edelman India	Hindustan Unilever
Best Use of Digital			
	Campaign Title	Entrant Name	Partner Organisation
Gold	#TeaforTrump	ARM Worldwide	Tea-a-Me Teas
Silver	Get Angry!	Viacom18 Media	
Bronze	Khul Ke Jiyo Ghar Ke Baahar!	Godrej	
Best Use of Integrated Communications			
	Campaign Title	Entrant Name	Partner Organisation
Gold	Back To Work with Medela	Genesis Burson-Marsteller	Medela India
Silver	Elephants can fly	Adfactors PR	Government of Jharkhand
Bronze	PaytmKaro: Changing the way India makes payments	Value 360 Communications	Paytm
Best Use of Public Affairs			
	Campaign Title	Entrant Name	Partner Organisation
Gold	Breaking Barriers to Open Skies	Avian Media	Vistara
Silver	Blazing a New Trail in Tobacco Control: The DDC Model	MD Niche Media Consultants	Campaign For Tobacco Free Kids
Bronze	Elephants can fly	Adfactors PR	Government of Jharkhand

# FULCRUM WINNERS

Best Management of Crisis			
	Campaign Title	Entrant Name	Partner Organisation
Gold	State Bank of India: Braving the tsunami of demonetization	Adfactors PR	State Bank of India
Silver	Saving Cloud Telephony	Value 360 Communications	Knowlarity

Best Use of Internal Communications			
	Campaign Title	Entrant Name	Partner Organisation
Silver	Reignite Flipkart	Flipkart	
Bronze	DON'T GO RED – Maintaining Integrity at Viacom18	Viacom18 Media	

Best New Product Launch			
	Campaign Title	Entrant Name	Partner Organisation
Gold	Launch of Good knight Fabric Roll On	Godrej	
Silver	#MakeMusicSocial	Genesis Burson-Marsteller	Logitech Electronic India
Bronze	Different Creates Better	Text100	Lenovo India

Best Use of Media Relations			
	Campaign Title	Entrant Name	Partner Organisation
Gold	Elephants can fly	Adfactors PR	Government of Jharkhand
Silver	Vivo Himalayan Escapade	Perfect Relations -Accord PR	Vivo Mobiles
Bronze	Know Your Banking Rights	Adfactors PR	The Banking Codes and Standards Board of India (BCSBI)

Best CSR Campaign			
	Campaign Title	Entrant Name	Partner Organisation
Gold	YES! I am the CHANGE	Yes Foundation	
Silver	Sparkling Eyes Program– Titan Eyeplus	Rediffusion -Edelman	Titan
Bronze	Because educating a girl will change the society	Adfactors PR	Godrej & Boyce

## INDIVIDUAL AWARDS

### CONSULTANCY INDIVIDUAL

**Lifestyle & Luxury & Sports:** Gauri Kohli, Director, Luxury, PR Pundit

**Healthcare & Pharma:** Ritika Jauhari, Director PR & Advocacy, S.P.A.G.

**Not For Profit:** BN Kumar, Executive Director, Concept PR

**Associations:** Aman Gupta, Managing Partner, S.P.A.G.

**Banking & Financial Services:** Kunal Kishore, Co-Founder & Director, Value 360 Communications

### IN-HOUSE INDIVIDUAL

**Automobile:** Jatin Aggarwal, Director, Communications, Renault India

**Healthcare & Pharma:** Melissa Arulappan, Senior Director, Corporate Communications, Quintiles Research (India)

**Banking & Financial Services:** Mona Kwatra, Group Head, Corporate Communications, Edelweiss Group

**Services:** Amandeep Singh, Chief General Manager, Corporate Communications, Indraprastha Gas Limited

## SPECIAL AWARDS

**In-house Team of the year – Mid-size:** Motilal Oswal Financial Services

**In-house Team of the year – Large:** Flipkart

**PR Consultancy of the year – Emerging:** Wordsworx

**PR Consultancy of the year – Mid Size:** Fuzion PR

**PR Consultancy of the year – Large:** Avian Media

**PR Consultancy of the year – Giant:** MSL India



# JOHN SAUNDERS

President & CEO, FleishmanHillard

“I THINK INDIA CAN CONTRIBUTE HUGELY TO GREATER CREATIVITY IN OUR BUSINESS”

**You succeeded Dave Senay as FleishmanHillard's president and chief executive officer in 2015. How did you take up the challenge?**

**JS:** I'm just the fourth CEO at FleishmanHillard. I was heavily influenced by our CEO of 32 years John Graham who continues to be our inspirational Chairman. I also worked closely with his successor - and my predecessor - Dave Senay. So, I knew what I was getting into. I believe the greatest gift we can bring to others is our energy so I try to represent our people and our firm well. I try to stay fit and be alert at all times. I also believe to my core in the importance of servant leadership. It is a privilege to serve as FleishmanHillard's CEO and to be part of such a vibrant, talented, global, hard working, creative and ethical community of people. I am always meeting clients and love this.

**Please comment on the evolving PR business globally, and also in Asia.**

**JS:** Social has been a game changer of course. Today it is a much more visual business than it was - video storytelling plays an infinitely bigger part than even five years ago. The biggest change is the variety of people we are attracting nowadays with title and roles

previously unheard of. I'm blown away by the standards I have witnessed at FleishmanHillard in India.

I think India can contribute hugely to greater creativity in our business. My native Ireland produced so many great writers and musicians - that creativity came from adversity. Great creativity invariably comes from such a backdrop.

We won at Cannes, at Spikes Asia and picked up a coveted Black Pencil this year thanks to our Indian offices - that's a very big deal for us.

**You had overseen regions like Europe, Middle East, Africa (EMEA). How has the experience with these diverse cultures been?**

**JS:** Being Irish helps. As the Irish went around the world we always went wherever to add value - from our priests and nuns bringing education to India or Africa - to our great business leaders. We never went to take or to steal. We are unique in that respect. We were not colonialists. That neutrality is very helpful in business. I love India and your sense of humour and great sense of irony. You get irony better than any place I've ever been to outside of Ireland. In a sentence - I just try to bring value wherever I go.

I love learning about different cultures.

**You have been described as “a consummate public relations professional”. What is your comment on the talent that is available today?**

**JS:** I think I'm a consummate survivor! I think the talent coming into our business today is remarkable. I don't think I would get a job now. However, I think my upbringing taught me a lot about common sense and how 1+1=2 in any language. Surprisingly, not everyone gets this.

**How do you manage to stay ahead of the curve, having recognised the profound changes taking place in the PR and Communications' space?**

**JS:** God gave us two ears and one mouth so that we listen twice as much as we talk. I'm surrounded by fantastic senior colleagues at FleishmanHillard - many of them are true futurists - and together we are plotting our next incarnation. How do we embrace artificial intelligence - for example? Getting the correct balance between today and tomorrow is key. I've hired people in years gone by, who were so far ahead of the curve they were just not relevant to our clients. So that can be as big an error as not embracing change.



## GUILLAUME HERBETTE

Global CEO, MSL

“AUGMENTED REALITY CAN PLAY AN IMPORTANT ROLE IN THE WAY WE COMMUNICATE”

### How is Augmented Reality (AR) affecting Public Relations and what is its impact?

**GH:** Augmented Reality is really one of the exciting new tools that communicators can use to enhance their communication. AR technology superimposes content and information into real world environments via a marker code that triggers an enhanced sense of the real world. Imagine if you are shopping and the marker/code triggers a product review or rating at the moment you are deciding on the purchase. It's another way to use earned influence in a way that can directly impact sales.

Of course, it requires you be connected to a device that allows you to see the video, but that device can be as simple as your smart phone.

AR is becoming very accessible and so is the opportunity for public relations practitioners to become creative with the technology. We need to embrace the technology, use the technology and be comfortable with the technology in order to develop new uses.

### What are the big challenges facing the PR business today?

**GH:** Today's challenges are centered around a couple of things:

- Technology – We need to embrace

technology-driven change and see these as opportunities.

- Talent – We need to find talent who are comfortable with technology and understand the impact it can have on communication.
- Value – The question of value is an age-old issue in the PR business with the marketplace often undervaluing the work. But I think part of the issue is how we have thought about value. PR leaders need to turn this upside down. We need to look to new technologies in order to create new value for those we serve, whether they are clients or the companies and brands we work for.

### What is your opinion on measurement of PR? Any suggestions?

**GH:** As a business, one of the most important things we need to do is to advance our thinking in terms of how we measure results. I do think that technology and artificial intelligence hold the keys to enhancing how we think about measurement. We need smart people to help us unlock information from data and convert that to new measurement schematics. At MSL, we are busy working on this very issue. I do think you will see bold and innovative approaches to measurement in the next few years.

### We hear a lot about fake news today. How is the Public Relations profession

### responding in the age of fake news?

**GH:** First of all, it is not the age of Fake News. With respect, we need to stop those who spread that idea. We cannot let fake news define what we do or let the public confuse our work with this market trend. But fake news is something we as a profession are becoming better-equipped to deal with. Many of the business groups – the PR associations and consultancy councils – have developed and strengthened their codes of ethics to deal with this issue. I think the professional communication organisations and the communication firms need to work together to better enforce this.

### Any tips for aspiring PR professionals wanting to enter the business?

**GH:** I truly believe that this is a very exciting time to be considering PR. Our business will undergo tremendous change in the next decade and PR people will be on the cutting-edge of many of these changes. I would encourage everyone considering PR to not only focus on the liberal arts – such as writing – but also to fearlessly look at the STEM world, especially the technology part. The future will connect communication to technology and we will depend on the next generation of professionals to be the bridge for us.





# GABRIELA LUNGU

Founder  
WINGS Creative Leadership Labs

“I BELIEVE THE BIG, CREATIVE BREAKTHROUGH IN PUBLIC RELATIONS IS YET TO HAPPEN”

**Q:** You are a “multi-awarded creative leader”. Where do you think creativity in PR and communications has reached today?

**GL:** All around the globe, public relations firms are proving themselves to be more creative than ever before, with innovative and insightful campaigns, engaging branded content and experiences. Still, even though the evolution is noticeable, other communication mediums such as advertising or digital firms are still top of mind for clients in search of outstanding creativity. They are still the winners of most creative awards (including many top creative PR awards), and are still the employers of choice for great creative talent.

I think the big, creative breakthrough in Public Relations is yet to happen and I personally want to help making it happen sooner, by putting forward some feasible solutions that could support PR firms to realise their full creative potential. I think we need to shift the discourse about creativity in the global PR business from external obstacles, and what firms can't change, to self-imposed or unconscious internal barriers, and what is actually in PR firms' power to change.

**Q:** Having a varied and complex expertise in integrated communications, what is your take on how it has evolved?

**GL:** The lines between disciplines have become increasingly blurrier, with the technological revolution being at the heart of this change.

I do believe that there will always be a space for specialists in the future, but I also think that every good specialist of the future will have to have a much better understanding of the big picture, of other disciplines, and will have to navigate with much bigger ease between the various fields. I would definitely advise young PR professionals to try to get experience in more than just one area of communication; try to work at least for a few months in advertising, in digital and in media firms. It will be invaluable.

**Q:** You worked in an independent creative boutique, how would you describe the experience?

**GL:** It was one of the most fulfilling experiences of my professional life. It was my own firm – I founded THE PRACTICE in Romania, my home country, in 2006 as a consultancy focused on results through creativity. The company was acquired by

Publicis Groupe seven years later, when it was rated as one of the most creative PR firms in the world, and it is now the MSL office in Bucharest. It was such an exciting time; we were one of the top 10 local PR businesses in terms of financial results, and winning more awards than some of the biggest global networks. And we were only a firm of 13 people at the time... THE PRACTICE will always be a beautiful underdog story, and I love that I played such an important role in it.

**Q:** What led you to laying the foundation stone of WINGS? How would you describe your new company?

**GL:** WINGS is a Creative Leadership Lab that is just taking off. I wouldn't call it a “company” – for me it is more of a platform to share my knowledge and experience with high-potential creative organisations and people from all over the world, and help them soar through inspiring training, practical workshops, and bespoke consultancy.

WINGS is Pragmatic, Democratic, Convenient, Condensed, Engaging and Effective. We're a nomad Lab, and we fly everywhere we are needed.



# JENNIFER GRANSTON

Global COO, WE Communications

“BRANDS TODAY ARE FINDING THEMSELVES COMPETING ACROSS A MUCH MORE DIVERSE PLAYING FIELD THAN EVER BEFORE”



**Q:** WE works with some of the most innovative companies on the planet – “those focused on delivering the next big thing”. Could you elaborate on this?

**JG:** WE has a heritage with brands that are doing interesting and often complex things that are cutting edge, whether it's a product, or a new way of operating, or an initiative. We are good at driving a message - and adoption, at creating a market or category for something that has not been seen before. This has often been in the technology sector, but also within health brands and in the consumer segment. What is interesting now is the convergence that has happened where we are seeing brands have adjacencies into many different industries. Brands today are finding themselves competing across a much more diverse playing field than ever before, and needing to lean into new kinds of innovation stories in order to compete and stay relevant. This is the kind of work we love doing!

**Q:** Please throw some light on how you “partner with clients to transform their businesses through storytelling, in many different forms”, as you put it.

**JG:** WE's view is that all brands are in motion, relative to the geographies they operate in, the industries they are a part of and the stakeholders critical to their

success. The media ecosystem, in the broadest sense, is also in motion, and propelling brands through what we call stories in motion. Clients can be fearful of the motion and resist it, or they can embrace and use this motion to their benefit. Our specialty is in understanding these dynamics; what is driving it, where a client wants to go that is deeply tied with the consumer mindset, and then building the stories, narratives and campaigns that will take them there. We are big believers in the power of communications and the ability as storytellers to use this as a way to move people to action.

**Q:** You have put together some powerful, persuasive campaigns. Please tell us about the impact some of these campaigns have created.

**JG:** WE has served many clients doing groundbreaking things, in the technology industry, as well as the areas of health, consumer, and social innovation. One of the relationships we are the most proud of, is our 32-year-old history with Microsoft. We have been with them through the beginning, and remain their close partner today. Our firm has had the opportunity to work across all aspects of the Microsoft business, and through this relationship, have been key drivers of the technology revolution that has happened over that

same period of time. From the first Time Magazine article with Bill Gates balancing a floppy disc on his finger, talking about the promise of software, to bringing Windows, Office, Cloud to the world, to the recent launch of Satya Nadella's book “Hit Refresh”, WE has been with them every step of the way. The work happening at Microsoft, and the communications efforts surrounding it, are second to none, and has driven tremendous impact at global scale, not just with Microsoft as a company, but with what their technology brings to the world at large.

**Q:** How has WE's Corporate Citizenship program progressed, taking into account the firm's annual goal of giving 1% of its revenues back to the community through volunteer efforts, pro-bono engagements and donations?

**JG:** WE has always had purpose at its core, from the time that Melissa Waggener Zorkin, our Founder and CEO started the company and her father asked her, “But to what end? Why are you doing this?” To this day, both WE, and Melissa personally remain committed to this. As a company we have generous volunteering efforts including an annual day of giving that we do as a company, and global pro bono efforts that we support employees to pursue.



## FRED COOK

Chairman, Golin

“THE PUBLIC RELATIONS BUSINESS IS ALWAYS CHANGING AND OUR GOAL IS TO STAY AHEAD OF THE COMPETITION”

**Q:** Where has Golin reached as far as the long-term vision for the firm goes, through 2020?

**FC:** After 60 years, we are very proud of what we have accomplished but we are perpetually planning for the future. The Public Relations business is always changing and our goal is to stay ahead of the competition by

- Hiring the best people,
- Creating the best tools and
- Doing brave work for our clients

**Q:** Golin celebrated its 60th year, last year. How has the journey been?

**FC:** I have been at Golin for more than half of our 60 years and it has been a very rewarding experience to be part of the growth and transformation. I may be somewhat biased, but I believe we have the best culture of any Public Relations firm in the business, which means our best days are still to come. We've developed a world-class global management team and I could not be more confident about the future. Although I do miss Al Golin, everyday.

**Q:** Golin had redefined the structure of consultancy leadership with the

appointment of a CEO Team, in July, 2016. What is its progress report today?

**FC:** So far our three CEOs are working well together and making progress on many important fronts. Their complementary skills have allowed us to advance important initiatives with our clients, our people and our intellectual property. Together they will insure that the Golin brand remains strong for many years into the future.

**Q:** You had said that Golin “believes that having multiple people leading the company will allow it to be in more places around the world, stay closer to key clients and become more available for staff”. What is the present state of affairs?

**FC:** All of those things are coming true. As our firm has grown in size and sophistication, leading it has become too big a job for one person. Our new management structure allows our leaders to spend more time with our clients, prospects and people. And that is delivering strong results.

**Q:** Golin launched a program called “The Internship” program, which promised

to take an unusual approach to the talent search by offering applicants “Professional Experience Anywhere but in the Office”. How has this developed?

**FC:** Our third Untern has just started work in our Los Angeles office after a summer of travelling across the United States and experiencing many different cultures and geographies. And so far he is adding a lot of value to the firm. We have also expanded the program to London, Romania and Asia. We hope to continue to use the Unternship program to find bright young people who may not have considered a career in Public Relations.

**Q:** How is India performing in your scheme of things?

**FC:** I am very impressed with the caliber of our team at GolinOpinion. They have exceeded our expectations in terms of growth and have added so many top brands to their client roster. They are working closely with our offices around the globe and helping us develop and deploy new tools and new thinking. Our recent launch of Relevance in India was a huge success and I am confident we will see many new projects resulting from that work.

#RTSuperNight

# Reputation TODAY SUPER NIGHT

*Celebrating the year gone by ...*

**Thursday, 21st December 2017**

**The Oberoi, Bangalore**

**7 PM onwards**

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## #RT40UNDER40 - CLASS OF 2017

They're smart, they're seasoned, they're experienced and they believe there is more ... much more to achieve. Here is a list of 40 dynamic professionals who have spent close to a decade or more in the profession and have risen up the ranks to be in leadership positions. In a world where overachieving is the new normal, these women and men lead from the top! In an attempt to recognise these individuals and offer inspiration to other professionals we are delighted to present the Class of 2017 of the Reputation Today 40 Under Forty. (All names are listed in alphabetical order)



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### AMAN DHALL

Head, Corporate Communications  
PolicyBazaar.com  
Gurgaon

A Business Journalist with The Economic Times and the Founder of Pro4Sport Solutions & Sporting Maven, Aman has helped set up the corporate communications function from scratch for PolicyBazaar.com. He holds a post graduate diploma in journalism from Pioneer Media School and a M.Sc. in Sport Management from Loughborough University, Leicestershire. Ten years from now he hopes to see himself in a position where he can make an easy choice between being in a job or starting something of his own.

For him, communication is all about getting your message across in a clear way that influences the receiver being targeted.

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 [@amandhall25](https://twitter.com/amandhall25)



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### AMIT NANCHAHAL

Manager, Corporate  
Communications and PR  
Ola Cabs  
New Delhi

A Masters in Economics and a MBA in Human Resources, Amit has previously worked with Sabmiller India and as an Executive Officer with CII. While at Sabmiller India, he was selected for a global pitching event in London, where his project of implementing a shared value project in India won a funding of INR One Million. At 45, he sees himself as a social media influencer and leading the communications function and driving organisational growth with focus on sustainability. He is highly inspired by Narendra Modi who, according to him, has mastered the art of sensing the pulse of the country and communicating the right message at the right time.

Communication to him is all about creating messaging that builds positive perceptions, helps in enhancing the reputation and builds strong brand perception.

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## AMIT SHAH

Senior President & Country Head,  
Corporate Strategy, Mktg. & Comm  
YES BANK  
Mumbai

Amit has been a key pillar and an integral part of the journey of evolution of YES BANK. Today it is the fifth largest private sector bank in India. A post-graduate in management from NITIE, Mumbai, Amit has previously worked with L&T and the Tata Strategic Management Group. In less than a decade from now, he sees himself in a strategic leadership position which leverages communication as a tool for concrete business development outcomes. A technology and digital evangelist, he believes that good communication, internal and external, is essential for business excellence.

Rana Kapoor, MD and CEO at YES Bank has been his mentor as well as an inspiration in communications.


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## ANAND MAHESH TALARI

Co-Founder & MD  
Mavcomm Consulting  
Mumbai

Anand co-founded Mavcomm Consulting when he was 28 and today the firm has grown to a respectable stature servicing many established brands. Five years from now he sees himself successfully leading this business group with varied interests in communications as well as other verticals. A post-graduate in communications management from Symbiosis Institute of Media & Communication, Pune, Anand has previously worked with leading firms like Adfactors PR, Ogilvy PR and Mutual Public Relations.

Communication to him is all about understanding every form of expression from people and making sure they understand you too. The 44th President of the United States, Barack Obama remains his most inspiring communicator.


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## ANYA GERALDINE D'SOUZA

Asia Pacific Mktg. & Comm  
Leader, Honeywell E&ES India  
Pune

A post-graduate in advertising management from MICA, Ahmedabad, Anya believes that inspiring co-workers, positive customer reactions, significant innovation, commitment with exceptional execution, outstanding results and timely recognition of achievements are the highest points of her professional life. She strongly believes in and lives by the quote by Tony Robbins *If you do what you've always done, you'll get what you've always gotten*.

Living life to the fullest, infusing brands with action and engaging customers is what Anya aspires for. To her William Shakespeare is the most inspiring communicator as he understood human dilemmas and instinctively knew how to engage his audiences.


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## ARPAN BASU

Head, Communications  
Coca-Cola India & South West Asia  
Gurgaon

A Masters in Business Administration from Ohio University, Arpan has been in the business of communications for the last 14 years. Before joining Coca-Cola, he has worked with Max Life Insurance where he ideated and successfully implemented an integrated communication and rebranding campaign of 'Max Life Insurance' from the earlier 'Max New York Life'. His financial vulnerability and planning was awarded the Certificate of Excellence in Financial PR at the SABRE Awards South Asia 2014.

By age 45, Arpan envisages himself playing a key role in enabling the transformation of the Indian PR business by initiating path-breaking disruptive communications campaigns. He finds Abhinav Rahul, VP, Corporate Communications, Max Life Insurance as an inspiring communicator in the business.


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## ASHUTOSH MUNSHI

Director - Creative and Content  
Edelman India  
Mumbai

As Edelman's first creative director in India, Ashutosh set up the national creative team from scratch, which is now a full-service creative team across Bombay, Delhi and Bangalore, working on integrated communications marketing mandates with ideas at the heart. Ashutosh was recognised by The Homes Report in its Innovator 25 Report for India for 2016. Ashutosh holds a MA in Marketing and Advertising from the University of Leeds.

In the near future, he hopes to be able to split his time between driving big business outcomes for clients and riding a motorcycle across South America. He believes that communication (or lack of) is what makes or breaks people, relationships, corporations or nations. A quote by Thomas Edison - *We don't know a millionth of one percent about anything*, continues to inspire him and his constant curiosity.


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## BISHNUPRIYA NARAYAN

Group Account Head,  
Perfect Relations  
Gurgaon

A post graduate in Internet Marketing from the University of San Francisco, Bishnupriya has previously worked with Genesis Burson-Marsteller and also in Singapore with Rice Communications and the Singapore Tourism Board. She recalls her time spent with the Singapore Tourism Board as the highest point of her career as that was where she learnt everything from stakeholder engagement to strategic communications, revenue management and hands on experience with high decibel, large scale international media projects. In the coming years she hopes to be an inspiration for her team and looks forward to empowering them by being dependable, resourceful and a committed team player.

American author Arianna Huffington inspires Bishnupriya with her tongue-in-cheek humorous approach to serious issues that impact America and the rest of the world.


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[@meluha2016](https://twitter.com/meluha2016)


## BHAVNA SINGH

Director, Communications  
Organisation of Pharmaceutical  
Producers of India  
Mumbai



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Bhavna holds a post graduate degree in Marketing and prior to OPPI, she has worked in leading roles with Greaves Cotton, Asia MotorWorks and Parryware Roca. Today, although working for a research-based multinational pharmaceutical manufacturers' association, she does not limit herself to pedestrian communication. She believes that healthcare development is very essential for our nation and that social media is a critical communication tool to spread awareness on science, health days, patient safety and such.

She truly believes in the value of communications and finds

Dr Shashi Tharoor a highly inspiring communicator as he can articulate himself far better than most - be it a political, historical or social message, be it at the UN or anywhere in the world. To be able to communicate efficiently and articulate the value proposition effectively across geographical boundaries is her vision for herself at 45.


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## DEEPA SRIDHAR

Director, Corporate  
Communications, South Asia  
Turner International  
Mumbai



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A post graduate in Public Relations and Advertising, Deepa has previously led the communications' function at J Walter Thomson and Singapore Airlines. In 2010, while working for Singapore Airlines, she was recognised by the CEO of Singapore Airlines for the crisis communications campaign undertaken for the brand, in what was perhaps the lowest phase for the brand in India.

Five years from now, she sees herself breaking new ground and enjoying the continuous process of the ever-evolving world of communications. She holds Prema Sagar as the most inspiring communicator and mentions how Prema has set the highest benchmarks in the business right from the early days of Genesis on the bed of rock solid values and ethics, for individuals and firms alike.


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## DEEPA VAIDYANATHAN

*Gulf Communications & IMEA  
Femcare Communications Leader  
Procter & Gamble*

Responsible for Company Communications, Brand Communications & CSR, Deepa joined Procter & Gamble in India in 2008 after a five-year stint in Linopinion where she led the Lifestyle and Entertainment practice. A post graduate in Public Relations, she believes that she still has lots to learn and experience in her professional life. She remembers the P&G movement, Whisper Touch the Pickle as a high point of her career and she truly believes that this movement was the catalyst in helping women to break free from the regressive taboos surrounding menstruation.

She is inspired by two very different communicators - Barack Obama, who had an innate ability to make politics accessible and hip and Kim Kardashian, because she knows how to make social media work for her and not the other way around.


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## DEEPTI SHETTY

*General Manager,  
Corporate Communications  
Godrej Industries  
Mumbai*



A post graduate in Advertising and Public Relations from Xavier's Institute of Communication, Mumbai, Deepti has been with Godrej for almost a decade now. Previously she has worked with Vaishnavi Corporate Communications and L&T Infotech. Talking about the highest point of her career till date, she fondly remembers launching a multi-stakeholder engagement platform at Godrej Industries, where she led the end-to-end planning, conceptualisation and execution of the initiative.

Besides a focused career in communications, she foresees herself taking up teaching and sharing best practices in communications among young professionals. She is also deeply involved to the cause of child safety and is part of Project Masoom. She finds Narendra Modi as an inspiring communicator and believes in a famous quote that sums up communication as - *You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.*


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## GIRISH BALACHANDRAN

*Managing Partner  
On Purpose  
New Delhi*

An MBA in Marketing and Strategy from the University of Strathclyde, Scotland, Girish has previously worked in leadership roles with Avian Media, Waggoner Edstrom and Ketchum Public Relations, UK. In mid 2017, he had the courage to follow his dreams and founded a consultancy to drive social change in India. Within four months of launching, On Purpose was successfully working on issues like childhood obesity in India, vulnerability of children under five in Bihar, responsible service of alcohol in India and creating demand for a clean source of energy supply.

Girish hopes to continue helping brands stand for something and take charge of the future - On Purpose. He looks forward to working with a new generation of communicators and learning the skills of new technologies. He finds Elon Musk an inspiring communicator for being able to communicate a vision of the future we all aspire to.


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## KARAN BHANDARI

*Vice President, Consumer  
Marketing & Digital  
Weber Shandwick  
New Delhi*



A post graduate in Marketing Management, Karan started his career with the Merchant Navy. He successfully transitioned to Public Relations in 2006 and there has been no looking back since. He became the youngest branch head for Digitas for the Mumbai office and moved from a strategy and planning role to leading the P&L of a market in less than one year. Although 45 seems like an age that is a lifetime away, but planning ahead, he says he would like to be recognised as an individual who helped reorient thinking - internally and externally to a platform-agnostic manner to truly think integrated approach that brings compelling communication to life.

Narendra Modi and his highly adept communication skills inspire Karan. He gives Narendra Modi full marks on not just messaging and medium but even the tenor.


[bit.ly/KaranBhandari](https://bit.ly/KaranBhandari)

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## KUMARDEEP BANERJEE

Head, External Communications  
Vodafone India  
New Delhi

Kumardeep is a post graduate in TV and Radio Journalism from IIMC, Delhi and has worked as a journalist for almost a decade. Prior to joining Vodafone India in 2012, he was the Editor at Bloomberg TV, India. Being able to break news daily on reputed news channels and also being able to work in matrix-based structures of corporate world are some of his career highs.

Talking about his future plans, Kumardeep aspires to continue being relevant and agile with strategic inputs when required.

He believes that communication is the stage on which theatre of life plays out and holds nature to be the greatest communicator.

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## LIZA SAHA

Account Director  
Text100  
New Delhi

A post graduate in Advertising and Public Relations from IIMC, Delhi, Liza has been with Text100 for over a decade now. She has seen several high points in her career during this tenure - right from endorsements by client CEOs/Founders to collaborating with global teams and leading big wins. However, the highest point was coaching the young CEO of a start-up for his first set of media interactions which eventually resulted in a highly successful awareness campaign. At age 45, she sees herself leading communication for one of the top Fortune 500 brands in India along with going back to her Alma Mater as a teacher. She would also like to take up the cause of education for underprivileged kids.

She holds Richard Branson as one of the finest communicators - open, direct and a legendary spokesperson. She believes that communication is the basic for survival but the art of effective communication is developed with skills and experience.

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## MAHUL BRAHMA

Head, Corporate  
Communications & Branding  
mjunction  
Kolkata

Author of Decoding Luxe - a definitive guide to luxury brands in India, Mahul has also acted in a short film which was selected and screened at the Cannes Film Festival, 2016. Before entering the Public Relations business, he has been a journalist and a senior editor with CNBC TV 18 and Financial Chronicle. He is a Masters in Economics from the Calcutta University. He fondly remembers the highest point of his career as a compliment from Mr Ratan Tata, congratulating him for his good work in positioning mjunction as the biggest B2B ecommerce brand in India. At age 45, he wants to be a better communicator, adaptive to the ever-changing modes of communication and news and aspires to take the mjunction brand to Rs 1000-crore mark.

Harish Bhat, brand custodian, Tata Sons, is the most inspiring communicator according to Mahul who is motivated by how he manages to bring synergy in communication and branding among over 100 diverse companies and keeps Tata brand on the top.

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## MANISHA CHAUDHARY

Founder & Director  
Value 360 Communications  
New Delhi

A post graduate in Development Communication from Jamia Milia Islamia, Delhi, Manisha is the Co-Founder and Director at Value 360 Communications. Prior to this she was Director at Precision PR and has also worked as a journalist with Hindustan Times. Working with brands that were new and still finding their footing in the markets, she has been a communication partner to three brands which turned Unicorns. As a strategist she has been instrumental in carving a communication strategy which covered the entire gamut of business spectrum while not only selling the product but creating stronger relevance at all stakeholder levels. Ten years from now, she hopes to be in the role of communications partner to not only home-grown brands but international as well.

She finds Smriti Irani, as an inspiring communicator and a successful orator with sharp tonality and precision. She believes that communication is impeccable positioning using precise message, medium and timing.

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## MINAL D'ROZARIO

Co-Founder & Director  
Ideosphere  
Mumbai

Minal was one of the twenty-five women achievers from South and South-East Asia who were awarded the Women Icon Award by Business Excellence and Research Group (BERG), Singapore this year. A post graduate in Public Relations and Corporate Communication from Xavier's Institute, Minal has previously worked with Genesis Burson-Marsteller and the DDB Mudra Group.

Successfully being able to convince businesses to accept the model of Validations (Insights), Qualitative PR (not backed by Media Relations) and Idea-Centric (Campaign) approach has been a highpoint in Minal's career. She wants to be known for creating relevant change and innovation in PR, which drives a clear positioning and interest for the next generation.

Prema Sagar, Principal & Founder - Genesis Burson-Marsteller has been a huge inspiration to Minal in terms of her vision and positioning.



bit.ly/MinalDRozario



@minalroz

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## MOUSUMI HALDER GHOSH

Director, Corporate Communications  
PwC India  
Mumbai

A post graduate in Mass Communication from Jadavpur University, Mousumi has previously worked with Times of India as a senior correspondent. Becoming a Director in PwC India, has been the highest point in her career so far as the journey to achieving this has been extraordinary with passionate teammates, great mentors and exciting challenges. She aspires to lead a team of passionate communicators who constantly adapt and innovate to make a tangible and measurable difference in the way an organisation communicates its brand story.

She finds Michelle Obama an extremely powerful communicator. In a world where compassion is becoming rare, her communication exudes warmth – which facilitates building of trust and faster absorption of ideas.



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@nonstopbakwas

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## MUNAVAR ATTARI

Sr. Vice President & General Manager  
FleishmanHillard  
Mumbai

A stint on the client side much earlier on in his career showed him a client's perspective and helped him deepen his understanding of business dynamics in general. It reoriented his perception, broadened his thinking and accelerated personal growth in so many different ways. A post graduate in Management from IIM, Ahmedabad, Munavar has previously worked with PR firms like Edelman India, Weber Shandwick and Adfactors. He has also worked with an in-house team as Senior Marketing Manager at Blue Star Infotech. Talking about his vision for age 45 he says that the pace of disruptive change across makes it difficult to predict a decade ahead. The goal post is changing in real time.

"There is no such thing as public opinion. There is only published opinion" said Winston Churchill. If the power to sway masses with few words, irrespective of the purpose, was a criterion then Churchill is Munavar's most inspiring communicator. The original Twitterati he argues.



bit.ly/MunavarAttari



@munavar2011

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## NEHA MATHUR RASTOGI

Founder, CEO  
WordsWork  
New Delhi

WordsWork won the Fulcrum Award, 2017 for PR consultancy of the year (Emerging) – This has been the highest point of her career till date, says Neha. A Masters in Public Relations from MICA, Ahmedabad, Neha founded WordsWork in 2009. In the near future, she aims to take her firm to bigger and better prospects with a stronger national team and an international association. She hopes to soon be managing some of her dream clients who are currently on her bucket list!

She is highly inspired by Prema Sagar. According to Neha, Prema is the true personification of a humanitarian entrepreneur and she hopes to follow her footsteps some day.

She describes effective communication as a skill to simplify the complex and make sense of it.



bit.ly/NehaMRastogi



@nehamr



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## NIJAY NAIR

Director  
Adfactors PR  
Mumbai

As the youngest Director at India's largest Public Relations firm, Nijay Nair is not your typical PR professional. He leads the commercial and mergers and acquisitions initiatives at Adfactors. He has over 15 years of experience in diverse general management functions spanning strategy, business development, project management and planning, international relations, marketing and corporate communication. Nijay's general management experience is spread across diverse high-growth sectors including auto, information technology, and logistics and infrastructure. Along with management responsibilities for the company's margin management and other strategic Initiatives, Nijay is responsible for the seeding and stabilising of the Adfactors Group's geographic expansion.

He is a Physics graduate from Mumbai University and an MBA in International Trade and Finance from the US.

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## PALIN NINGTHOUJAM

Head, EXPD  
Avian Media  
New Delhi

Palin started Avian Media's Experiential Digital and Content practice (EXPD) and till date leads the 20+ team. A post graduate in Public Relations and Marketing, Palin has previously held lead positions with Weber Shandwick, Genesis Burson-Marsteller and Ernst & Young. The highest point of his career, he says, is now, when he is heading a profitable, award-winning business practice with passionate and hard working team members. Over the years he hopes to continue being a respected team leader, mentor, and thought leader in new technology communications, heading a leading digital and content marketing company.

Steve Jobs and Satya Nadella top his list of inspiring communicators. He believes that successful communication is one that goes beyond the obvious and has three clear qualities - clever demonstration, experiential, and emotional/meaningful.

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## NOOPUR SHARMA

Director  
PR Pundit  
Mumbai

Noopur has been with PR Pundit for over a decade now during which she has been instrumental in positioning PR Pundit at the forefront in the lifestyle domain. A post graduate in Public Relations from Bhartiya Vidya Bhavan, Delhi, Noopur always had PR as her first career choice. She has been consistent in creating innovative and meaningful award-winning PR campaigns for brands such as Swarovski & reviving the South Silk industry, Building the running community with adidas, ITC Vivel's Ab Samjhauta Nahin, Benetton India's Women Empowerment initiative among several others. At age 45, she hopes to make a positive impact in the business through her expertise and ethics; further creating a legacy to inspire the young & aspiring professionals.

Dr. APJ Abdul Kalam and Mark Zuckerberg top her list of inspiring communicators as she believes that no one ever became a great leader without first becoming a great communicator.

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## PAYAL BANERJEE

AVP & Head, Communications  
Sequoia Capital India Advisors  
Bangalore

A Masters in Public Relations from Manipal University, Payal has previously worked with Ogilvy PR Worldwide, AOL Online and Flipkart. She fondly remembers her stint at Flipkart which she joined in early 2011, when the entire team fit into one small office on half a floor. When she left Flipkart, they were a 30,000-employee strong ubiquitous brand. Being part of this transformational journey, she says, is the highest point in her career till date. Talking about her plans for the future, she says that her ultimate dream is to work for the United Nations.

She finds American author, Brandon Stanton an inspiring communicator. According to Payal, communication is the art of finding the exceptional in the everyday. Being able to get to the heart of what really matters and weave a story around it - one that hooks the listener in the middle of all the chaos of voices he/she is faced with today.

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## PIYAL BANERJEE

*India Practice Chair, Consumer Technology  
India Lead - Step Up  
Genesis Burson-Marsteller  
Mumbai*

A Masters in English Literature from Delhi University, Piyal has been with Genesis Burson-Marsteller for over a decade now. Joining GBM, working on integrated campaigns, across geographies and growing within the company are some of the high points of her career till date. Over the years to come she wants to lead a meaningful and healthy life, rich with experiences. She hopes to be able to truly give back to the society through her storytelling expertise.

She finds Prema Sagar a truly inspiring communicator, an extraordinary visionary, mentor, leader and friend. Piyal deeply believes in the power of communication and that it can change people, create mind-blowing ideas, move to action, and build better societies.


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## POONAM PRAHLAD

*Founder & Director  
Media Moments  
Bangalore*

With more than 15 years of experience in Consumer & Sports Marketing, Brand Communications, Campaigns and Digital Marketing, Poonam has today built Media Moments from a Public Relations firm to an intelligent communications company. The company's 100% year on year growth is one of the highest points of Poonam's career.

A Fashion Designer from NIFT Delhi, Poonam's dream is to build a company which can be a market accelerator to consumer-led businesses across the globe. She hopes to achieve this goal by age 45.

She finds American author, entrepreneur Tim Ferriss an inspiring communicator.


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## PRASIDHA MENON

*Head of Communications  
Uber India & South Asia  
New Delhi*

An MBA in Marketing and Finance from Indian Institute of Planning and Management, Prasadha has previously worked with Edelman India and Edelman Digital in San Francisco, where she was selected as a representative from India for the Daniel J. Edelman Global Fellows Program. This opportunity and stepping into the role of Head of Communications for Uber India, she says, are two high points of her career, though she still awaits the highest point. Valuing her professional journey more than the destination, Prasadha wants to continue striving to work harder with integration and commitment. She aspires to always be ready to learn something new.

Steve Jobs, Jack Ma and Anand Mahindra are in her list of inspiring communicators. The ability to tell a real, relevant, simple yet powerful story in a language that best resonates with the audience, both emotionally and functionally is true communication, according to Prasadha.


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## RUCHICA TOMAR

*Director, Communications  
MakeMyTrip Group  
Gurgaon*

After a decade-long stint in journalism, Ruchica moved to Public Relations in 2014. A post graduate in Broadcast Journalism from IIMC, Delhi, Ruchica has previously worked with the TV Today Network, Weber Shandwick and until recently with Uber India. Moving from journalism to PR has been the most defining decision of her career. From learning creative and credible storytelling to being acknowledged by journalists and editors as a good communications professional, are all high points of Ruchica's career. She wants to enjoy her professional journey and constantly learn along the way.

PR professional and Ruchica's former manager from Uber, Rachel Whetstone is her most inspiring communicator.


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## SARVESH TIWARI

Founder & Managing Director  
PR Professionals  
Gurgaon

With a two-member team and an 8x10 office size, Sarvesh set up PR Professionals when he was 31. Today, within a span of six years, they have offices across India and strength of over 50 people. PR Professionals has carved a niche in infrastructure PR. A post graduate in Mass Communication, Sarvesh has previously worked with IL&FS on the Gurgaon Rapid Metro project and DLF Developers. Talking about the future, Sarvesh foresees himself carving a niche among effective communicators and his PR firm making inroads in major cities across India and world. He also aims to continue being active on social fronts. Sarvesh believes that communication is always a two-way process, should always have an objective and should motivate engagement.

Anuj Dayal, Executive Director (Communications), DMRC is his role model, mentor and guide.



bit.ly/SarveshTiwari



@sarveshkt123



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## SHAILAJA RAO

Co-founder  
Skateboard Media  
New Delhi

After stints at several leading global PR firms, Shailaja co-founded Skateboard Media in 2013. This shift to entrepreneurship was certainly the highest point of her career till date. A post graduate in Public Relations, Shailaja oversees Strategy and Operations at Skateboard Media. At age 45 she sees herself being an integral driving force in making Skateboard Media one of the leading PR firms recognised for quality, trust, integrity and its people.

Shailaja is deeply inspired by Steve Jobs who once said *Innovation distinguishes between a leader and a follower*. She truly believes in creating something new each day to seek one's own greatest potential.



bit.ly/ShailajaRao



@shailajarao



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## SHREYA KRISHNAN

Vice President, Marketing &  
Communications  
Anviti Insurance Brokers  
Bangalore

A post graduate in Mass Communication, Shreya has previously worked with First Advantage where she set up the Marketing and Communications function. Her entire journey at First Advantage of ensuring that they are the best brand in the industry has been a high point in her career. A decade from now, she sees herself teaching, consulting with multiple businesses and also owning and running a social enterprise impacting communication and activism in the CSO space. She believes that communication in all forms plays a role in formulating humans both personally and as professionals.

Shreya had a chance to work and interact with Eric Falt, Assistant Director-General for External Relations and Public Information, UNESCO which has left her inspired for life.



bit.ly/ShreyaKrishnan



@shreya\_voxpop



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## SUNNY GUGLANI

Commercial Aircraft  
Marketing Team

Instrumental in bringing Airbus' 'Make in India' strategy alive from a communications stand-point, Sunny fondly remembers when their campaign 'We make it in India' received the award for the best reputation management project in Asia in the Asia-Pacific Communications Awards 2016 in Singapore. A Masters in General Management (Finance) from Italy, Sunny has previously worked with CNC Communications and Network Consulting and Tech Mahindra at Indian and global locations. Contrary to what some believe, as communicators, we are not the news makers! Talking about the future, Sunny envisions himself as a news maker who is in the media because of his contributions towards the realisation of our country's 'Make in India' ambitions in aerospace and defense.

He is inspired by Mahatma Gandhi – who, he believes, had the power to communicate and influence peoples' hearts and minds with few spoken words.



bit.ly/SunnyGuglani



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Director, Communications  
Netflix India  
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## TUSHAR BAJAJ

Vice President and Lead Digital  
MSL  
New Delhi

Tushar defines communication as the ability to package and share a message so it is consumable and understandable by the intended audience driving the desired action or reaction. A Masters in Business Administration from the Alliance Manchester Business School, Tushar believes that the dynamism and challenges of this business make each day exciting. He remembers the highest point of his career as winning the skunkworks challenge to win the Times of India Organ Donation Day Challenge beating 120+ other firms. At age 45, he sees himself as a change driver of this ever-evolving business and leading a team that creates the world's firsts.

Tushar finds Narendra Modi a highly inspiring communicator.



bit.ly/TusharBajaj



@bajajtushar



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## VARUN CHOPRA

Vice President  
Ketchum Sampark  
New Delhi

Varun has been with Ketchum Sampark for over a decade now. He has worked on a diverse portfolio of clients right from communication strategy, client servicing to media relations. He remembers the highest point of his career as winning the certificate of excellence at SABRE 2014 for the Max Life Insurance – Retirement Planning campaign. Ten years from now, he sees himself becoming an industry leader in the communications space by continuing learning new skills across domains, interacting with different people and integrating new methods of working.

Varun finds Warren Buffet an inspiring communicator and draws his definition of communication from him, saying that good communication is all about being able to convey information to people clearly, simply and in a way that means things are completely understood and will get done.



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# PRAXIS 2017 **REPLAY**



● Dr Pragnya Ram (Aditya Birla Group) in conversation with Meena Vaidyanathan (niiti Consulting)



● John Saunders (FleishmanHillard) in conversation with Ipshita Sen (Adfactors PR) after his engaging talk on Staying True to the Calling of Communications



● Rob Flaherty (Ketchum) in conversation with Tara Rogers Ellis (Mojo PR) after his stimulating session on How to be a Fearless and Fast Communicator



● Gabriela Lungu (WINGS-Creative Leadership Lab) in conversation with Aniruddha Bhagwat (Ideosphere) discussing more about the Culture of Creativity in Public Relations



● Fred Cook (Golin) in conversation with Aakriti Bhargava (Boring Brands) after his keynote address on Being Relevance Obsessed and Relevance Equipped Communicators



● Jennifer Granston (WE Communications) in conversation with Gaurav Bhaskar (Google) after her enlightening session on Communicating for Brands in Motion



# PRAXIS 2017 **REPLAY**



- Guillaume Herbette (MSL) in conversation with Nandini Chatterjee (PwC) after his keynote address on Augmented Influence: How a second technology revolution is changing Public Relations



- Independent, Indian and Impactful: What sets them apart? (L-R) Xavier Prabhu (PRHUB), PK Khurana (Quik Relations), Pradyuman Maheshwari (MxM India) - Moderator, Pooja Pathak (Media Mantra) and Ruby Sinha (Kommune)



- Using the Power of Communications to take Healthcare Closer to Patients (L-R) Aman Gupta (S.P.A.G) - Moderator, Aparna Thomas (Sanofi), Bhavna Singh (OPPI) and Ambereen Shah (Edelman India)



- Corporate Communication Leaders on the Future of Communications (L-R) Arun Sudhaman (The Holmes Report) - Moderator, Poonam Kaul (PepsiCo India), Debasis Ray (Tata Trusts), Nitin Thakur (Max India), Shaily Vaswani (VFS Global) and Sonia Huria (Viacom18)



- Young Achievers in Communication from In-house and Consultancies (L-R) Col. Rajeev Kumar (Communications Consultant) - Moderator, Deepa Jayaraman (H+K Strategies), Madhurjya Kotoky (Autodesk), Sheetal Singh (Micromax) and Manas Mrinal (Skateboard Media)



- Will Asia Lead the Way in the Next Wave of Creative Communications? (L-R) Arun Sudhaman (The Holmes Report) - Moderator, Margaret Key (Burson-Marsteller) and Darren Burns (Weber Shandwick)



# PRAXIS 2017 **REPLAY**



- Jose Manuel Guardado (Global Alliance) in conversation with Radha Roy (RuderFinn) after his special session on Challenges faced by the PR Profession



- Author and Digital Transformation Coach Abhijit Bhaduri delivers a special session on The Digital Tsunami



- Padmashree Arunachalam Muruganantham leaves the audience mesmerised with his Master Keynote



- Shreya Dubey receiving the Vishwajeet Ganpate Memorial Scholarship



- Bhavna Singh receiving the Young Pride Challenge Award



- Karan Anand receiving the Ace Business Communicator Prize



# PRAXIS 2017 **REPLAY**



● Team SCoRe: (L-R) Reenal Lobo, Ishaan Lahiri, Shreya Dubey, Julia Joseph, Riya Sarkar and Sudha Chachra



● The Core PRAXIS Team



● Co-chairs Divya Singh and Falguni Patel



● Kiruba Shankar - Summit Anchor



● Live Concert by The Raghu Dixit Project

View the highlights of PRAXIS 2017 at - [bit.ly/PRAXIS6high](https://bit.ly/PRAXIS6high)

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## SHREE LAHIRI

“PRAXIS 2017 WAS FULL OF NEW IDEAS, NEW INSIGHTS AND LOTS OF LEARNING AND SHARING”



You may have been to PRAXIS either this year or in previous years or never been to one. For me, PRAXIS 2017 was the second time being part of a Public Relations extravaganza with lots of learning and sharing.

The beautiful Fairmont Hotel at Jaipur set the stage for the sixth edition of PRAXIS, which this year was centered around the theme of *The Beauty of Communication – Integration of Content, Creativity & Community*.

In this column I will encapsulate the essence of the six keynotes that were the highlight of the summit. And each of these keynotes were by a global leader.

**Creating a Culture of Creativity** - In her keynote Gabriela Lungu, the Founder of WINGS Creative Leadership Lab shared the following six thoughts: Make Creativity a Business Priority; Make Creativity Personal to Everyone; Focus on the Creative Process; Compete for and Celebrate Creative Excellence; Take Clients along on the Creative Journey

**Do brands create stories or do stories create brands? Or is the power of storytelling for brands and branding so pervasive that we can't even begin to see the end and the beginning?**

**Being Relevance Obsessed and Relevance Equipped** - Fred Cook, Global Chairman questioned the audience if they had a systematic and strategic approach to influencer management? A lot of people use Relevance as a buzzword, and no one is “anti-relevance”. There's nothing more important than an individual or a brand being relevant, and there's nothing worse than being irrelevant in our business!

**Communicating for Brands in Motion** - Motion is the relationship between the forces your brand exerts and forces that are being exerted upon your brand, pointed out Jennifer Granston, Global COO, WE Communications. The environment is accelerated now and there is disruption happening, and everything is moving faster. Brand motion takes into account the influence of broader environmental factors and underlying consumer expectations.

**Staying True to the Calling of Communications** - Insist on the highest ethical standards in every aspect of what you do, said John Saunders, Global CEO, FleishmanHillard. Saunders stressed the need for Public Relations companies to be honest and truthful. Recalling the story of his involvement in the Van Morrison episode, he narrated the tale of how he got caught up in it, but finally managed to move the courts to clear his own name and safeguard his integrity.

**Brands need to ensure that the content around them is imaginative, artful, ingenious, innovative as is ethical. With brands synchronising new ways to generate and produce the magic of words, content is king today.**

**Being a Fast and Fearless Communicator** - Be a fast and fearless communicator, stated Rob Flaherty, Global CEO, Ketchum. The world keeps changing faster than we think. It's not enough for the communications business to keep pace with this change – we need to be ahead of it, in order to help our clients keep in contact with their audiences.

**Augmented Influence is Changing Public Relations** - A second technology revolution is changing PR once again, noted Guillaume Herbette, Global CEO, MSL, as he gave us a peek into the future through the next wave of transformation, which is around the corner. The first technology revolution was aimed at the media profession, giving rise to ‘new media’. The world is continuously changing. We have to re-imagine our future once again and embrace change.

All in all, there was an abundance of new ideas, new insights and all this in an engaging environment.

Shree Lahiri has spent over two decades in the field of communication, as a journalist and being involved in reputation management and public relations. She can be reached @shree\_la on twitter.





## AMITH PRABHU

“THIS EDITION CELEBRATES THE 40 UNDER FORTY CLASS OF 2017. SOME OF THEM MAY MAINTAIN A LOW PROFILE BUT ALL OF THEM ARE JEWELS IN INDIA'S PUBLIC RELATIONS' CROWN.”

As we come to the end of another year, we have achieved what we set out to do with three clear-cut on-ground offerings in the form of the first Super Night that took place in January, followed by two conclaves in Mumbai and Bangalore in early summer and finally the record-breaking sixth edition of PRAXIS in Jaipur. What you have in your hand is the eighth edition of India's only print magazine for the reputation management professional. We are glad we created this labour of love for the community. We have begun planning for 2018, our first offering is the two-city conclave.

**The conclave in New Delhi will be co-created with First Partners and is exclusively for in-house professionals working in marketing communications, public relations, brand management and public affairs. It will have a slightly different format from what we have done in the past and will include the unveiling of findings from a study on Innovation in Communications.**

We will have the second conclave in Mumbai almost similar to what we have had in the past years, where six corporate CEOs share insights on Reputation

Management, which we have come to believe is nothing but a newer term for Public Relations.

This edition celebrates the 40 under Forty Class of 2017. You would have enjoyed reading about these dynamic professionals. Some of them may maintain a low profile but all of them are jewels in India's public relations crown. I hope you connect with those you did not know of to know more about what they do and how they do what they have done to get here.

This year I was fortunate to be in Helsinki in October to attend the ICCO Global Summit. One of the most fascinating talks there was by Paul Holmes where he hit the nail on the head by telling it as it is and stating that media relations is not Public Relations. He also said how we wrongly refer to Public Relations as Communications and use these terms interchangeably. His talk brought clarity to my thinking that communications is only a subset of Public Relations as the discipline is actually about building and nurturing relationships with various stakeholders using various tools, one of which is communications. Most often Public Relations is about actions and

behaviour, which we tend to forget. The recent example of a leading airline and its actions, both before and after the video of its uniformed staff assaulting a passenger went viral is a great lesson on how lack of communications to some extent but arrogant behaviour for the most part got it the sobriquet *Indigoon*.

**Well, as we come to the end of another year, I request you to keep in mind that now there is a School of Communications and Reputation we can all call our own located in Mumbai. The one-year post-graduate programme it offers in partnership with PRCAI will create the future rockstars of Indian Public Relations.**

So, if you know of a relative, a neighbour, a friend who is graduating in the summer of 2018 or has already graduated direct them to me by way of an email introduction at [amith.prabhu@scoreindia.org](mailto:amith.prabhu@scoreindia.org) and we would happily take their candidature forward for a career in the profession.

Looking forward to hearing from you. Have a great year-end and a fabulous new year ahead!

Amith Prabhu is the Founding Dean of the School of Communication and Reputation (SCoRe). He is also the founder of The Promise Foundation – the only organisation from India which is a member of the Global Alliance. He can be reached @amithpr on Twitter.

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