

# Reputation

TODAY

The official magazine of

PRACIS 2018

Public Relations and Corporate Communications India Summit



**The Essence of Storytelling**  
How Authenticity, Credibility and  
Transparency Create Impact



# PRAXIS 2018 Agenda

## Day 1 Friday, 28th September

12.30 pm	Hotel Check-in and Lunch
1.30 pm	Summit Check-in
2.00 pm	Welcome Remarks
2.15 pm	<b>Special Address 1:</b> Why Diversity and Inclusion in Central to Effective Storytelling
3.00 pm	<b>Keynote 1:</b> Storytelling in the Age of Digital
4.00 pm	<b>Keynote 2:</b> The Business of Storytelling
4.45 pm	Tea Break and Group Photograph
5.45 pm	<b>Keynote 3:</b> How Culture Impacts Storytelling
6.30 pm	<b>Keynote 4:</b> Reinventing Storytelling in a Dynamic World
7.15 pm	Felicitations
7.30 pm	Super Night
8.30 pm	Cocktails and Opening Dinner
9.00 pm	Live Concert by <b>Maati Baani</b>
10.45 pm	End of Day 1

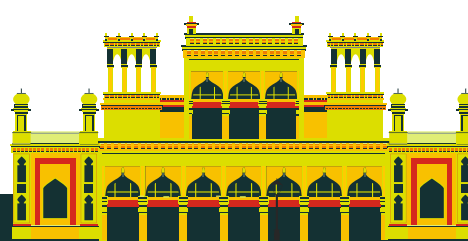
## Day 2: Saturday, 29th September

7.30 am	Breakfast in respective hotels (until 8.45 am)
9.15 am	Lucky Draw
9.30 am	<b>Special Address 2:</b> Quantifying the Contribution of Storytelling to the Bottomline
10.00 am	<b>Keynote 5:</b> Research is at the core of Powerful Storytelling
10.45 am	<b>Keynote 6:</b> Storytelling in the World of Travel and Tourism
11.30 am	Tea Break
11.55 am	<b>Special Address 3:</b> Building Brands and Storytelling: Understanding the Power of TV from BARC Data
12.25 pm	<b>Panel 1:</b> Business of Storytelling in Asia
1.00 pm	Lunch
1.55 pm	<b>Panel 2:</b> How Storytellers are Navigating the Landscape in the Age of Fake News
2.35 pm	<b>Panel 3:</b> Technology as an Enabler of better Storytelling
3.15 pm	<b>Keynote 7:</b> Stories from Yesteryears of Indian Public Relations
4.00 pm	<b>Special Session</b>
4.45 pm	Closing Remarks
5.10 pm	100-minute break and Hyderabad Masterclasses
7.00 pm	<b>Awards evening reception:</b> Organised by The Promise Foundation and PR Moment India
8.45 pm	Cocktails & Celebration Dinner
11.30 pm	End of Day 2

## Day 3: Sunday, 30th September

### Departures after breakfast

Option to visit Ramoji Film City or India's first Ikea store on your own





# Reputation TODAY

A magazine for Public Relations and Corporate Communications Professionals

## 50 INDIA'S BIGGEST PR FIRMS



Top 26 firms listed in order of revenue, as of March 2018 | Next 20 firms listed in alphabetical order | Final four firms are legacy firms listed in alphabetical order

Infographic DESIGNED BY  
Plane Crazy Studios





# From the Editorial Team

Another PRAXIS and another city but the camaraderie, the bonhomie and the vibe are intact since 2012. This is felt online and offline. Some of you are PRAXIS regulars. Many of you are making it to this summit for the first time. We can confidently say that PRAXIS has indeed become the largest residential gathering of the Public Relations fraternity. This was possible due to several factors that got aligned. Most important being great set of supporting companies. Some have been early supporters and have stood the test of time by committing to this venture. They know who they are, and we will call them out at the summit.

Great stories are those that are authentic, credible and transparent. Whether it is the story of an individual or that of a brand, the basic ingredients do not change. At this edition you will hear various aspects of storytelling that you can apply to the brand you work on. You will also get to exchange a story with a new connection or a long-time friend you will meet here in Hyderabad.

Some things are unique and have worked very well to take PRAXIS to a position of strength where over 600 delegates, over 35 speakers and more than 30 partners are all in it together. After travelling to Pondicherry, Lavasa, Agra, Mysore, Aamby Valley and Jaipur the summit makes its way now to Hyderabad. No host city has been repeated. In all these editions with rare exceptions of non-PR professionals like academicians or journalists and two stalwarts, the summit has seen over 200 unique speakers since its inception. A speaker is never repeated, and we hope to keep that legacy alive for the first ten editions.

Our goal has been that PRAXIS becomes that annual platform which is in the calendar of the 25-year-old as well as the 65-year-old and all in between. We have tried to make it the classiest conference that one can attend in India. It is not commercially driven despite the numerous logos one sees in the event branding. We have a presenting partner in **Adfactors**, who early on supported us with the advance required to secure the venue. There are other partners who are mentioned at the end of this note that we remain ever grateful to.

A tiny four-member team works part time through the year to make this summit come alive. Another dozen volunteers and a few students pitch in on the event days to offer every attendee an outstanding experience. This year we have, for the first-time, global communication leaders from leading companies belonging to diverse sectors who will keynote at PRAXIS. We also are experimenting with new segments to make the format richer than it has ever been. We are re-introducing break-out sessions and keeping them optional. These will be called the Hyderabad Masterclasses and take

place at the end of the main conference and just before the awards night. We are piloting a Super Night at PRAXIS presented by **MSL** which will then lead to a series of Super Nights in two other metros every alternate month through the winter.

*We have applied the GREAT principles to measure the success of this very special edition. We are hoping our **goodwill** helps us close on speakers 90 days prior to the next edition, like we did this year. We are hoping the **respect** we have earned helps us secure the 30 odd partners we seek at least 60 days before the next edition and we hope the **affinity** this platform has created helps us get to the number of delegates we aim for, 30 days in advance. During the event we hope there is adequate **engagement** that makes everyone go back with a great feeling, something we will be able to track through the conversations online and we hope the **trust** people repose in us helps create the word of mouth. If we set out with these goals we will be able to measure them. Because achieving these five in varying degrees is what sets us up for success that is enveloped with high credibility and a good reputation.*

We hope you enjoy this edition and come back to the next two which are lined up in Goa and Chandigarh not necessarily in the same order. We want to thank all our partners for their unstinted support.

**Platinum Partners** – Avian WE, Value 360, SCoRe and The Holmes Report

**Gold Partners** – Viacom 18, Google, Godrej, Genesis BM, Ketchum Sampark and Media Mantra

**Silver Partners** – Fuzion, First Partners, Impact Research & Measurement, SPAG, PR Pundit, Edelman, IFFCO and ShareChat – a unique app that needs a special mention for choosing to be a part of our journey

**Bronze Partners** – Kaizzen, Simulations, Kommune, On Purpose, Ideosphere, Skateboard, PRHUB, News Voir, Cision and BoringBrands – which is the company that has designed the various creatives you see around and help put this magazine together.

There are supporting partners who we would like to acknowledge - Vivo, Ola, Global Alliance, Institute of Public Relations, PRCAL, Avignyata, MxM India, Mondelez, One Source and Sahyadri Institute for the student volunteers.

Last, but not the least we are grateful to the speakers who have travelled from various global cities and delegates who have come from various Indian cities. To you dear delegate, we remain indebted.

## PUBLISHER



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## TEAM

Shree Lahiri, Senior Editor  
Anubhuti Mathur, Content Director  
Roshan Alexander, Business Head

## DESIGN



## CONNECT

 team@reputationtoday.in  
 www.reputationtoday.in  
 @RepTodayMag

Cover Page Picture Collage (Top to bottom and left to right)

Angela Chitkara, Roger Pereira, Peter Brun, Sree Sreenivasan, Stella Low, Mary Kom, Tina McCorkindale, Roland Buerk, Rupen Desai, Gauri Sawant, Esty Pujadas, Matt Stafford





# TAKING PRIDE IN INDIA'S BIGGEST PUBLIC RELATIONS FIRMS

Public Relations consulting firms have bloomed and grown in India over the last three decades. Never has there been an attempt to list and rank the biggest firms by revenue. An exercise like this would serve at least three purposes - It would help clients and potential clients decide whom to invite to pitch for a business based on size; It would help professionals make a more informed decision on which firm to join based on size and; It would help the firms know where they stand vis-à-vis their peers.

Over the last year we researched and arrived at a list of over 150 firms. Yes, as of March 31st, 2018 there were that many or even more firms offering Public Relations ideation, planning and execution services. This exploration was enabled mainly through online searches and extensive data mining on LinkedIn. By firms we mean an entity which was at least three months old and had at least a three-member team including the founder, serving at least three retainer clients. We called it the three by three formula to accept the name in the long-list. The minimum service that these firms offered was media relations planning and execution.

We then spoke to clients, team members and looked at ROC figures wherever possible to ascertain if an entity was at least making upwards of Rs 8 lakh a month or Rs 1 crore a year. We also invited firms to submit a CA-certified copy of the balance sheet and several did so. We have applied trust in a large measure to this process. There is a possibility of error and we will be able to correct those in an updated edition.

With this filter we were down to less than 100 firms. We then added another filter – to see if firms had an annual turnover of over Rs 2 core. This led us to a shortlist of 50 firms and these are bracketed into six categories by revenue. Super Giant (100 crore+), Giant (50 crore+), Large (20 to 50 crore), Mid-Sized (10 to 20 crore) and Emerging (those that have a revenue of less than 10 crore). It boiled down to a list of 26 firms where the revenue was 10 crore and above and 24 firms that had a revenue of Rs 9.99

crore or below. We also have four legacy firms in this list whose income was closely tied to the parent firm or they have not grown in the last couple of years. We have put them in the list.

In the Top 10 the first and tenth firms were Indian headquartered, the second to ninth were sold to or acquired by an international company barring one which had grown organically and was one of the first firms to enter India on its own in the early 90s. There are two firms who were in the 100-crore club. The second largest firm had lost one of its biggest clients few weeks before the financial year ended to the largest firm. So, it is possible that it may not be the second largest firm now and could have dropped to the fourth place. But for the purpose of this list we are following the financial year that concluded on March 31st, 2018. Globally, Cohn & Wolfe and Burson-Marsteller have merged but we have kept them as separate entities in the list, as the merger has not taken place in India.

**Adfactors** is miles ahead inching towards the 200-crore mark. **Edelman India** crossed past the 100-crore mark and may find it hard to remain there due to the loss of its largest client at the end of the six-year term. They are followed closely by **GBM** and **MSL India** in the 90s and 80s and **Weber Shandwick India** in the 60s. Together these five are the Giants. And their revenue alone is close to half of the total revenue earned in Indian PR which is in the vicinity of INR 550 crore.

Then there are ten large firms ranging from 50 crore to 20 crore. **Perfect Relations**, now part of Dentsu is made up of several brands. **Text 100 India** is the oldest of the international firms to have launched in India on its own over two decades ago and is ranked seventh. Thereafter we have Avian which was acquired by WE few hours before the financial year ended to become **Avian WE**. Closely followed by **Ketchum Sampark**, **Value 360**, **Golinopinion**, **The Practice**, **APCO Worldwide**, **Concept** and **Cohn & Wolfe Six Degrees**. These firms would have a combined revenue of INR 250 crore.



The mid-sized firms follow in the range of Rs 20 crore to 10 crore with **SPAG, PR Pundit, Astrum, Fleishman, Pitchfork Partners, Madison PR, H+K Strategies, Fuzion, Aim High Consulting, Gutenberg and Media Mantra**. These together would make INR 150 crore.

The Top 25 firms between them make INR 1000 crore. The next 25 together would make INR 200 crore.

Thereafter we have listed 25 consultancies which are Emerging Firms and three out of them stand out having a base in New Delhi, Mumbai and Bangalore respectively. These are **First Partners, Ideosphere and On Purpose Consulting**. They are unique in their own way. Besides, there are the four legacy firms – **Melcole, Ogilvy, Integral and Clea**. Then there are 14 others (listed in alphabetical order) **Blue Lotus, BoringBrands, Candour, Kaizen, Kommune, Media Medic, PRHUB, QuikRelations, RuderFinn, Simulations, Skateboard and WordsWork**. Finally, the three firms that belong to the Giants yet operate as independent brands. These include **PPR** (associated

with GBM), **Zeno** (associated with Edelman) and **Creation** (associated with Weber Shandwick). There could be some firms that are not listed here. The only reason for that is that we are not aware of their existence. There could be some firms in our original long list that did not make the cut either, because we could not get the accurate size of the firm. All in all, this list has been put together because there has been a need to create something like this for the primary benefit of potential clients and potential employees who would be able to find it helpful to have access to a list like this.

Ultimately, we must take pride in the fact that the Indian PR business did not exist 25 years ago and today it is coming of age. There is a long way to go. The golden age is ahead, and this phase will witness the Top 15 firms having sizable offices in the ten state capitals beyond the metros from where another INR 500 crore of business will get generated by 2025.

To the Indian PR professional, there is no better time to be doing what you have chosen to do.

# Reputation

TODAY

A magazine for Public Relations and Corporate Communications Professionals

50  
INDIA'S

BIGGEST  
PR FIRMS





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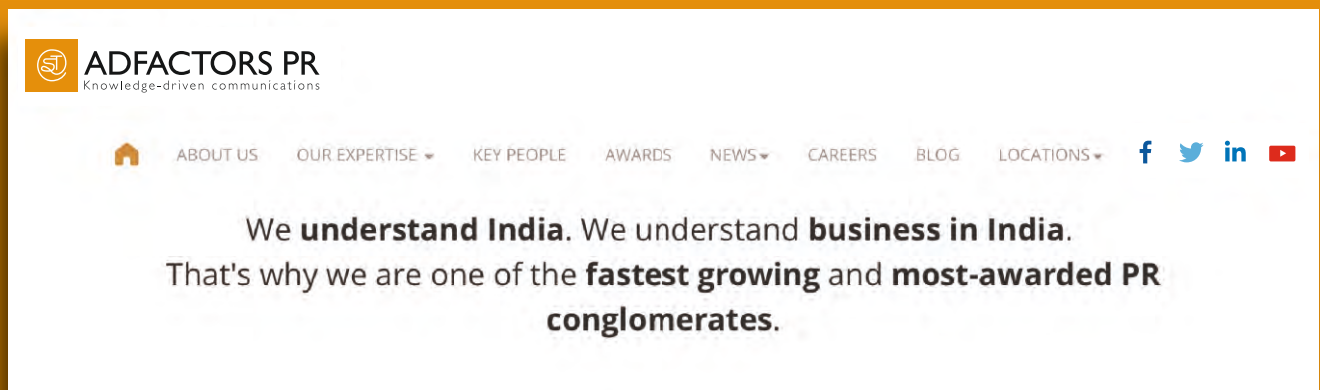
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# 50

INDIA'S

# BIGGEST PR FIRMS

## Adfactors

Adfactors PR is India's leading PR consultancy firm in terms of revenues. Significantly, in the last four years, they have bagged a number of awards to their credit. They are a full service, multi-specialist firm in the true sense of the word. Excelling in multiple sectors, their core practice areas include corporate reputation, financial communications, issues and crisis and advocacy. Their culture is characterised by core values like freedom, transparency, simplicity, continuous learning and client centricity.

Established

# 1997



**ADFACTORS PR**  
Knowledge-driven communications

### LEADERSHIP:

Rajesh Chaturvedi, Chairman,  
Madan Bahal, Managing Director

### TOP 5 CLIENTS:

Tata Sons, Vodafone, Godrej, Hinduja Group, ICICI Bank

### AFFILIATION:

PROI Worldwide

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



# Edelman India



**LEADERSHIP:**  
Rakesh Thukral  
Managing Director

**TOP 5 CLIENTS:**  
Hindustan Unilever, Hewlett-Packard,  
Shell, DTCM, Nissan

**OWNERSHIP:**  
A part of DJE Holdings

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

Edelman is the number one communications marketing firm (as they like to call themselves) globally. It was founded by Daniel Edelman 60 years ago and is currently run by his son Richard Edelman, co-headquartered in New York City and Chicago. In India, the firm has had an interesting ride. First, as an affiliate of Roger Pereira Communications in 2004 which it fully acquired in 2010. A few months later Edelman India witnessed a meteoric rise, as it was chosen to run the Tata mandate which it managed for six years.

Established **1987**  
as Roger Pereira Communication

# Genesis Burson-Marsteller

Genesis Burson-Marsteller has been constantly pushing the boundaries of communications and setting benchmarks for the profession. Their journey has led them to become a leading public relations and public affairs firm, that delivers integrated communications services to renowned global and Indian companies. Their core values are: Learning, Team Spirit, Meritocracy, Community, Agility and Trust. Their flagship Associate Learning Programme is an innovative and forward-thinking initiative that has stood the test of time.

Established **1992**  
as Genesis Public Relations



**LEADERSHIP:**  
Prema Sagar  
Principal & Founder

**TOP 5 CLIENTS:**  
Zee Group, Diageo, Uber, Microsoft, GE

**OWNERSHIP:**  
A WPP Company

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





## MSL India

MSL India through its three brands which include 2020 MSL and Publicis Consultants offers specialised services such as Public Affairs, Content Creation, Media Relations and Digital-Social. It is known for creating holistic communications solutions for clients through thought-provoking and fearless integrated campaigns which build influence and deliver impact. It has built a great culture in the last five years despite multiple changes that have come its way to emerge as a leading PR firm.

Established **1999**  
as Hanmer & Partners and in 1989  
as 20:20 Media

**MSL**  
Influence. Impact.

**LEADERSHIP:**  
Amit Misra  
Chief Executive Officer

**TOP 5 CLIENTS:**  
Dell, Netflix, Ola, Coca-Cola, Star India

**OWNERSHIP:**  
A Publicis Groupe Company

[www.india.mslgroup.com](http://www.india.mslgroup.com)

## Weber Shandwick India



**LEADERSHIP:**  
Valerie Pinto  
Chief Executive Officer

**TOP 5 CLIENTS:**  
Mattel, Amazon,  
Tata Motors, Adani, Vivo

**OWNERSHIP:**  
An IPG Company

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

Weber Shandwick is the number two firm globally and a Top 5 firm in India. Its approach to storytelling and campaign planning is validated by being consistently recognised at PR forums and awards across India and the world. It is run by a fairly young team led by the dynamic Valerie Pinto and has been at the forefront of creativity and innovation in Public Relations. The firm thrives on the belief that collaboration is the best way to succeed, by engaging, always.

Established **1992**  
as Corporate Voice



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**MAKE**

IT

**BIG**

AT TIMES

WE END UP MAKING

**MISTAKES**

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VALUE360



# Perfect Relations

Perfect Relations, very few will know started out in a rented space at the residence of then Jharkhand Mukti Morcha MP Shibu Soren. From there it has come a long way as the pioneers of the science of image management. The company is known for its government relations prowess. It still retains its original name despite having been acquired. It also houses several group companies including Accord, Image Inc and Imprimus that offer diverse services to clients.

Established **1992**



#### LEADERSHIP:

Dilip Cherian, Co-Founder,  
Pradeep 'Bobby' Kewalramani, Co-Founder

#### TOP 5 CLIENTS:

Cyrus Investments, Honda Cars, Bharti Airtel,  
Jasper Infratech, Air India

#### OWNERSHIP:

A Dentsu Group company since 2016

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

# Text 100

# TEXT100

#### LEADERSHIP:

Sunayna Malik  
Managing Director

#### TOP 5 CLIENTS:

Lenovo, NetApp, Maruti Suzuki,  
Max Group, McAfee

#### OWNERSHIP:

A Next Fifteen Group company

[www.text100.com/offices/apac/new-delhi/](http://www.text100.com/offices/apac/new-delhi/)

Text 100 India over the last 22 years has evolved from being the first MNC PR firm in India with a singular focus on technology. Today, it is a marketing communications firm with a diverse portfolio of services to offer integrated communications solutions across select verticals. Fostering creativity, innovation and team spirit Text 100 stands unique in its approach towards its people with its flexible team culture and open communication amongst peers and management, making it one of the best employers among consultancy networks across the globe.

# 1996

Opened in India



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## Avian WE

Founded by Nikhil Khanna, Avian began small, with three employees and two clients. In 2006, Nitin Mantri joined and set the template for year-on-year growth. Avian has a productive work environment that thrives on showing employees career paths linked to organisational goals through staff development programmes. Its first five employees have been mentored to lead different verticals in the company. It became the latest Indian PR company to be acquired earlier this year.

Established  
**2004**  
as Avian Media



### LEADERSHIP:

Nikhil Khanna, Executive Chairman  
Nitin Mantri, Group CEO

### TOP 5 CLIENTS:

Airbus, Vistara, Philips,  
Reckitt Benckiser, McDonalds

### OWNERSHIP:

Owned by the independent  
WE Communications, Seattle

[www.avian-media.com](http://www.avian-media.com)

## Ketchum Sampark



N S Rajan, Managing Director  
Bela Rajan, Director

### TOP 5 CLIENTS:

Bajaj Auto, DHFL, Skoda, NSE, Aditya Birla Fashion

### OWNERSHIP:

An Omnicom Group company

[www.ketchum.com/reach-approach/](http://www.ketchum.com/reach-approach/)

Established  
**1994**  
as Sampark Public Relations

Ketchum acquired a majority stake of Sampark Public Relations in 2011. The firm was co-founded by Bela and NS Rajan 24 years ago and couple of its earliest clients are still retained. Its expertise lies in providing 360-degree communication solutions in areas of corporate, finance, technology, consumer, brands and emerging businesses. It also operates a sister brand called Index PR. The hands-on approach of its founding leadership has held the firm in good stead over the years.







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# Value 360 Communications

Value 360 Communication is the youngest firm among the Top 10. The company has earned a reputation of building maximum number of new-age consumer brands in last decade. The firm has been recognised nationally as well as globally for its work and growth. It was recognised as the 13th fastest growing PR firm in the world by Holmes Report in the year 2017. In last year alone Value 360 Communication was recognised as Consultancy of the Year at IPRCCA and ABBY awards.

Established **2007**

**VALUE360**  
Managing Brand Equity

#### LEADERSHIP:

Kunal Kishore, CEO & Founder  
Gaurav Patra, Founder Director  
Manisha Chaudhary, Founder Director

#### TOP 5 CLIENTS:

Paytm, Mindtree, Cleartrip, Quikheal, Saavn

#### AFFILIATION:

It has a co-branded second firm in association with Lewis PR in India

[www.value360india.com](http://www.value360india.com)

# GolinOpinion

**GOLINOPINION**

#### LEADERSHIP:

Ameer Ismail  
President

#### TOP 5 CLIENTS:

Rio Tinto Diamonds, DP World,  
Starbucks, Dr Oetker, Starwood Hotels

#### AFFILIATION:

A joint venture between Point Nine Lintas and Golin

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

GolinOpinion's specialised, differentiated and innovative services are a result of the joint venture between the highly respected and awarded companies in advertising and PR – the Mullen Lowe Lintas Group represented by Point Nine and the famous American firm, Golin. As they say – "We 'Go All In' to make clients relevant and resonant in competitive environments; and to guard their reputation in evolving media dynamics." The firm claims to be relevance obsessed, data driven and creatively brave

Established **1994**





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# The PRactice

The PRactice's approach to Public Relations is an integrated one that uses media, bloggers, analysts, government, or any other, their understanding of the cohorts and strong connect with them enable them to design tailor-made campaigns to help clients meet their business objectives. Additionally, enablers like Stakeholder Insights Platform, The PRactice Analytics (digital listening and monitoring), Digital and Designing capabilities, allow them to get a real-time sense of the market, offer customised solutions and unparalleled expertise in Public Relations.

Established **2000**

the  
**practice**  
PUBLIC RELATIONS

**LEADERSHIP:**  
Nandita Lakshmanan  
Founder and Chairperson

**TOP 4 CLIENTS:**  
Oracle, Omidyar Network,  
Infosys Foundation, WD

**AFFILIATION:**  
Porter Novelli

[www.the-practice.net](http://www.the-practice.net)

## APCO Worldwide India



**LEADERSHIP:**  
Sukanti Ghosh, MD India  
(overseeing from Texas)

**TOP CLIENTS:**  
Several State Government Departments

**Affiliation:**  
Independent

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

APCO provides communication, stakeholder engagement and business strategy services that deliver impact for clients around the world. APCO partners with organisations to guide them through a changing, complex global environment, enabling them to thrive and reach their business and societal goals. APCO is the odd one out in this list because a large chunk of its work is linked to government promotion and attracting investments on behalf of governments. One of its earliest clients was the Government of Gujarat.

**2007**

Opened in India



# **.WE BEGIN FROM THE LAST PERIOD**

The last time we used a period was now. Right now. A full-stop, to close the immediate past and open the immediate future. One that's just gone by while we're reading this. The communications landscape is as dynamic. And, we've changed to keep pace.



## Concept PR

Concept PR is part of the larger group that is being built to resemble a mini holding company. The story of the Concept Group is one of vision, persistence, and foresight. The Concept Group, today, is spearheaded by six specialised business units having a pan-India presence. It is one of the few companies that focuses on IPO communications. It also has a strong focus on investor relations. Concept BIU is its monitoring division. It has a robust leadership of financial communication experts.

Established

# 1995

**CONCEPT PR**  
A Part of The Concept Group

#### LEADERSHIP:

Vivek Suchanti  
Chairman & Managing Director

#### TOP 5 CLIENTS:

DMart, Religare, RRKabel,  
Raymond Next, Kia Motors

#### AFFILIATION:

Independent

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

## Cohn & Wolfe Six Degrees

cohn&wolfe | 6°

#### LEADERSHIP:

Rishi Seth, Group CEO  
Zacharia James, Group CEO

#### TOP 5 CLIENTS:

Nokia, Lufthansa Airlines, IKEA India,  
Cushman & Wakefield, Dalmia Bharat Group

#### AFFILIATION:

A WPP Company

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

Cohn & Wolfe Six Degrees is a force to reckon with. Mainly due to its dynamic leadership and some big clients including PepsiCo Corporate and Google among others mentioned. Its sister brand, Alphabet Consulting focuses on content and integrated marketing. The firm was one of the last few among Indian PR companies to be acquired and it remains to be seen how things will turn out when it merges with GBM as part of the global realignment. For now, the two will operate separately.

Established

# 2009

as Six Degrees







**VIACOM 18**

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As always, we #OpenNewWorlds wherever we go.

## SPAG

Strategic Partners Group is an integrated marketing communications group that operates through its family of companies - SPAG, D Yellow Elephant and Giga Life for Life-Sciences, Healthcare, Food & Nutrition and Consumer space respectively. It is one of the few Indian companies that also operates in Europe with a major focus on the big pharma companies. The company works on big ticket mandates largely for the international healthcare giants and has made a name for itself in a short span.

Established

# 2013



#### LEADERSHIP:

Aman Gupta, Managing Partner &  
Shivani Gupta, Managing Director

#### TOP 5 CLIENTS :

AdvaMed, PhRMA, GIPC, Novartis, Abbott

#### AFFILIATION:

Worldcom

[www.spag.asia](http://www.spag.asia)

## PR Pundit



#### LEADERSHIP:

Archana Jain  
Managing Director

#### TOP 5 CLIENTS:

Estee Lauder Companies, adidas, IHG,  
ITC Personal Care, Harley Davidson

#### AFFILIATION:

Travel Lifestyle Network

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

PR Pundit holds the notable reference as the frontrunner in luxury and lifestyle Public Relations. Strengthening its reputation beyond luxury, it is India's first and only PR company to have jointly won a Gold PR Lion at Cannes 2017 for its campaign for ITC Savlon. This year the company completes twenty years. In the last seven years, 12 of its client programmes have secured 18 awards and industry-wide acclaim. PR Pundit has enjoyed a CAGR of 15% p.a. in the last five years.

Established

# 1998



## Astrum

Astrum is India's first science-based specialist Reputation Management advisory. Astrum specialises in helping political leaders connect with voters to be elected to a public office, keep the mandate and get re-elected. It is leading the way by weaving creativity into the Science of Reputation to understand and shape public opinion. Some of the offerings include - Voter Targeting, Candidate Positioning, Campaign Messaging and Voter Sentiment Tracking. Astrum has the potential to break into the Top 10. Time will tell if it gets there.

Established

# 2015



**LEADERSHIP:**  
Ashwani Singla  
Founding Managing Partner

**AFFILIATION:**  
Independent

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



**LEADERSHIP:**  
Yusuf Hatia  
Managing Director

**TOP 5 CLIENTS:**  
Philips, Chevrolet, Parle Agro, Emerson, GoPro

**AFFILIATION:**  
An Omnicom Group Company

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

## Fleishman Hillard

Fleishman Hillard in India offers strategic communication counsel to global corporations and international organisations based in India. They develop communication strategies that cover the full range of India's business needs – from multi-layered marketing programmes that address the urban Indian challenge to rural outreach programmes. Their work in India is built on best practices gained in global markets, combined with a deep understanding of the dynamic Indian market.

Established

# 2007





## Pitchfork Partners

As a specialist communication consultancy, they work with organisations and their leaders to implement an effective communication strategy that maximises their ability to achieve their objectives. They focus on a holistic strategy to integrate people, process, technology and knowledge to achieve a performance-centric implementable roadmap. They operate alongside a wholly-owned subsidiary – Archer Freres Communications – which was acquired last year. They have been winning one big client month after month in 2018.

Established **2015**

**PITCHFORK**  
PARTNERS

### LEADERSHIP:

Sunil Gautam, Founding Partner  
Jaideep Shergill, Founding Partner

### TOP 5 CLIENTS:

Colors, Eureka Forbes, IIFL Group,  
Everstone Capital, True North Managers

### AFFILIATION:

Independent

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

## Madison Public Relations

**MADISON**  
PUBLIC RELATIONS

### LEADERSHIP:

Madhu Chhibber, CEO

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

### TOP 5 CLIENTS:

Kelloggs, P&G, Asian Paints, Coty, Fortis

### AFFILIATION:

Independent

Madison is probably the only PR firm in India that is part of media planning buying behemoth. While the parent group was created by the legendary Sam Balsara in 1988, the PR division was launched in 2000 with Veena Gidwani at the helm, then succeeded by Paresh Chaudhry and now run by Madhu Chhibber. How the current leader takes the firm to the next level remains to be seen in a highly fragmented environment when it comes to PR for consumer brands. While the perception is that it rides on its advertising clients, the reality is that a large number of clients are stand-alone mandates that it has won over the years. The firm is largely focused on Mumbai and Bangalore with an outpost in Delhi.

Established **1998**

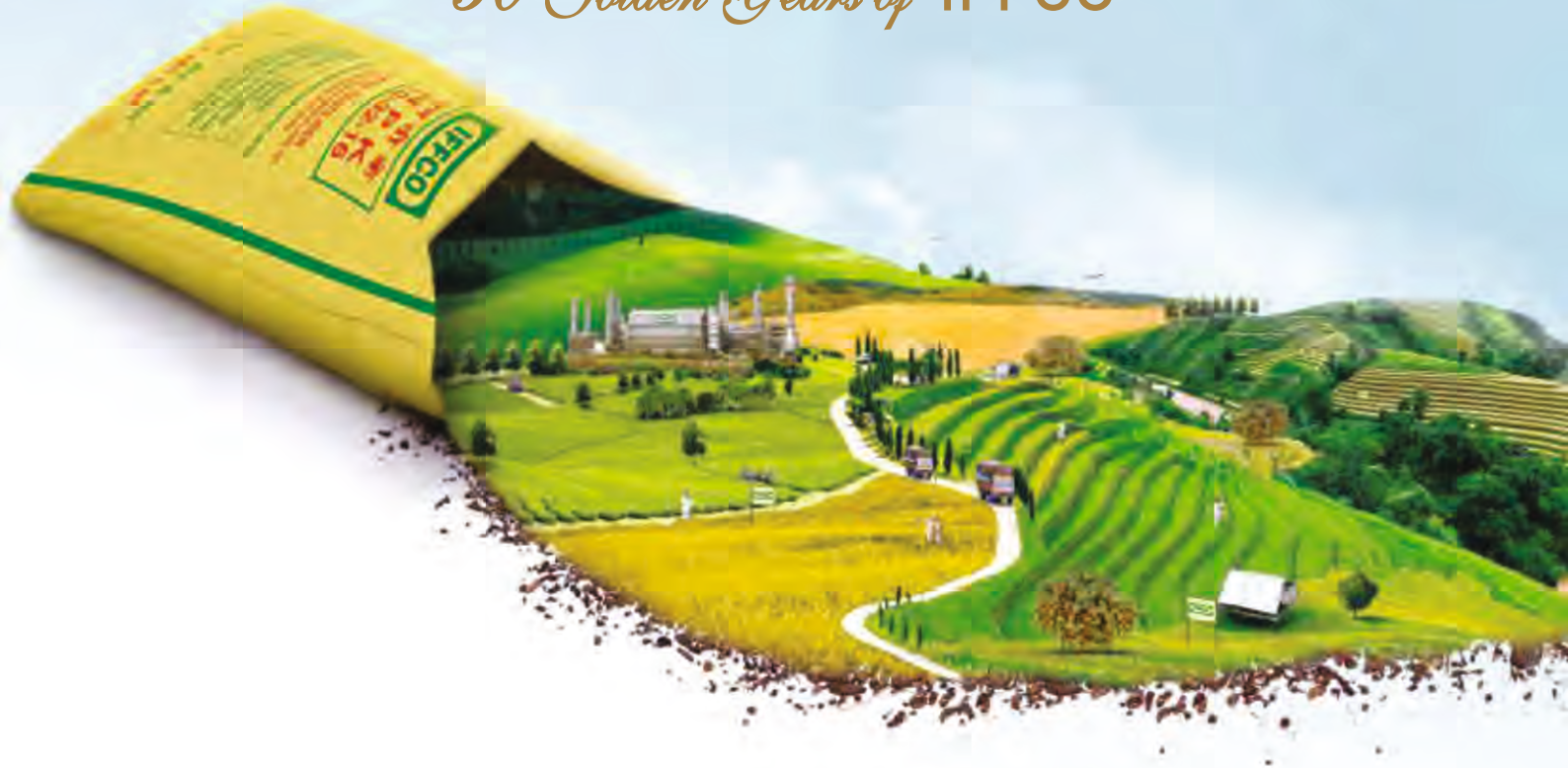




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# REGIONAL COMMUNICATION

Around five years ago, a client made a statement and ushered in a new trend of Public Relations. He shunned the tier -2 tag from regional cities, rather branding them as Mini Metros. I couldn't help but feel a strange sense of contentment. Proud of its resemblance to the heart of communication strategy and execution in India then, so called 'Metros'. It was unimaginable to think beyond and imagine a communication interface specifically designed for 70% of India's population residing beyond the 6 metro cities. With an exponential growth, these mini-metros or R-urban regions are now, epicenter of any communication, socio-economic and political strategy.

'Mini metros', 'Tier 2-3-4 cities', 'New India', 'Growing cities' and what not! This nomenclature transition to now the 'Heartland of India' has been a remarkable journey and witnessing it all happening since the start, has been a privilege. **Now is the time when recognition for Regional India is not limited to replicated outreach models but is deeply ingrained as a separate division of every brand's communication scope in India.** Regional Communication is finally out of its cocoon and is ready to take on an even larger role in the times to come. It might still be early to say, but the saturation hitting the metro regions is an indication to a sphere where **'Regional Trumps National'** in the communication industry.

A country's mindset is defined by the social fabric that binds it. Conducting case studies about the increasing wealth, human resource potential, purchasing power, internet penetration and infrastructure development in the interiors of our country is a common phenomenon but the essence of it all rests with the emotions and the thought process that drives us as individuals and as society on the whole. **India stands for celebration, for our love of life, for our intensity of emotional bonds, for our spirit of happiness!**

India has always been known as a diverse nation. As a proverb has it, **"Every two miles the water changes, every four miles the speech"**. However, we have been feeding the entire country a streamlined communication, expecting them to respond to it. And the fact is, they did! For the lack of awareness, for the influence of west, for the love for resemblance with larger cities and for the lack of choice.

---

## Mukesh Kharbanda

Managing Director  
FUZION PR Pvt. Ltd.  
(A part of Fuzion Group of Companies)  
✉ [mk@fuzionpr.co.in](mailto:mk@fuzionpr.co.in)



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& Most Awarded  
Regional PR Firm

🌐 [www.fuzionpr.co.in](http://www.fuzionpr.co.in)

---



# India's New Social Fabric

Gradually, with the emphasis being driven towards Regional India, we have developed specialised Regional Communication modules/divisions to fill in the gap which was lying unattended for years. The time now is, to break this notion down, too. To treat the different geographies individually. To understand their social fabric and devise communication in the same thread of emotions.

Our booklet last year that was a part of PRAXIS delegate kit titled **'Regional India: Shock Facts'** brought out the facts that were destined to bring Regional on the National map. It followed analytical approach towards bifurcating National and Regional Communications/PR. This year, the second version of Regional India booklet titled **'Regional India: India's True Social Fabric'** witnesses the spirit of Indians, focusses on the festivities that bind us together. At the same time, gives us an unparalleled insight into why we behave/think/live the way we do and why its imperative for all of us, communication consultants to tie back our campaigns & strategies to the roots of what India stands for.



# H+K Strategies

H+K Strategies, has had three leaders in the last three years. The company is stabilising in India and has found a veteran from GBM as its new leader who directly reports to the global headquarters, which is a first for the firm. Twenty years ago, it was one of India's Top five PR firms but it has slipped fifteen places. However, with the new leadership arrangement it aims to regain its glory in the near future. The H+K Strategies India office is poised for a new wave of growth.

Established  
**1987**  
as IPAN



#### LEADERSHIP:

Kavita Rao  
President

#### TOP 5 CLIENTS :

Sony Entertainment Television (SET),  
Times Network, Wipro, LG, Blackstone

#### AFFILIATION:

A WPP group company

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

# Fuzion PR



#### LEADERSHIP:

Mukesh Kharbanda  
Managing Director

#### TOP 5 CLIENTS :

BMW India, Ford India, Idea Cellular,  
PhonePe, Eicher Motors

#### AFFILIATION:

PPR India

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

Established  
**2007**

Fuzion PR calls itself is India's strongest and largest Regional PR firm. With 15 company-owned offices across the country and a team strength of around 80, Fuzion is in a unique position. With a talent retention rate of more than 75% since its inception and a healthy growth rate of 30% Y-O-Y from the past five years, Fuzion has been a pioneer in leading the growth of Regional PR in India. Last year it acquired a social media firm, Social OCD and is probably the only PR firm in the Top 25 that is not headquartered in a metro and run by a 30-year-old.





# Aim High Consulting

Aim High has been riding the tech boom out of its Bangalore headquarters calling themselves "The Start-up Specialists". They believe that the "Indian start-up success is a story that will become legendary". They have nurtured strong teams that handle national mandates and their carefully-constructed communication strategies have become intricately linked to the success of many of India's well-known start-ups. They are the next Bangalore-based PR firm to watch out for.

Established **2007**



**LEADERSHIP:**  
N Ravi Shankar, CEO  
Gopinath G, COO

**TOP 4 CLIENTS:**  
TTK Prestige, HealthifyMe, Mswipe, Livspace

**AFFILIATION:**  
Independent

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

# Gutenberg



**LEADERSHIP:**  
Harjiv Singh  
Founder & CEO

**TOP 5 CLIENTS:**  
Radio City, Intercontinental Hotels,  
Jabong.com, makemytrip, Hard Rock Café

**AFFILIATION:**  
Independent

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

A digital marketing and public relations firm, Gutenberg is headquartered in New York City, with offices in USA, UK, Singapore, and India. Gutenberg understands that change is the only constant, and they are reinventing themselves. Their storytellers have expertise in diverse industries and use digital, content, media relations and video as their building blocks - turning data and insights into powerful narratives. They run an annual thought leadership event called the One Globe Summit which is an innovative offering.

Established **2004**





## Media Mantra

Media Mantra is the sixth fastest growing PR firm in the Asia Pacific Region as per a recent report. With a track record of immensely successful public relations campaigns for clients across sectors, Media Mantra is the new kid on the block with an ambitious real-life couple at the helm. Operating out of Gurgaon, Media Mantra has made it to the Top 30 firms in a short span of time. How it sustains its next wave of growth will be keenly seen because it needs to find a set of additional leaders to steer itself to the next level.

Established

# 2012



**LEADERSHIP:**  
Udit Pathak  
Founder Director

**TOP 4 CLIENTS:**  
SemRush, Russel Reynolds, Bonjour Retail, IVCA

**AFFILIATION:**  
Independent

[www.mediamantra.net](http://www.mediamantra.net)

The next 20 firms are in alphabetical order, though 24 are listed because four of them should be in the Top 20 but their revenues are part of larger firms which are either already in the list or are in different stream of business and not listed. These include Clea and Ogilvy PR which we have referred to as legacy firms. The two others are Integral PR and Melcole.

## Blue Lotus

The firm is Mumbai centric and is part of a mini holding company that owns a conflict brand and a media monitoring unit among other businesses.

Established

# 2002



**LEADERSHIP:**  
Chandramouli Nilakantan, CEO

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

**TOP 3 CLIENTS:**  
Bharatmatrimony.com, Cadila Healthcare, Indiabulls Real Estate

## BoringBrands



The firm was established in 2009 in Gurgaon and specialises in working for technology startups across the globe. With in-house creative capabilities, BoringBrands is known for integrated communication campaigns.

**LEADERSHIP:**  
Aakrti Bhargava, Co-founder and CEO

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

**TOP 3 CLIENTS:**  
InfoEdge, SAIF Partners, Bertelsmann

Established

# 2009



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DOES IT REACH YOUR **TARGET AUDIENCE**?

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YOUR MESSAGE BY REACHING

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## Candour Communications

The firm was established in NCR in 2009 and is affiliated to international companies including Hotwire, Rice Communications and Brands2Life.

Established **2009**



### LEADERSHIP:

Dhrubajyoti Gayan, Managing Director

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

### TOP 3 CLIENTS:

Palo Alto Networks, NIIT Limited, Cyberark,

## Creation



### LEADERSHIP:

Shashikant Someshwar, Managing Director

[www.creation.io](http://www.creation.io)

The firm is listed separately because it is a leading firm with a turnover that would place it among large firms, but its revenues are folded into Weber Shandwick India in this list.

Established **2014**

## First Partners

The firm was established in NCR in 2016 and has grown rapidly in the last two years. It has already made its mark in the awards circuit

Established **2016**



### LEADERSHIP:

Atul Ahluwalia, Founding Partner

Dilip Yadav, Founding Partner

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

### TOP 3 CLIENTS:

ITC Limited, Hyundai Motor India, Rolls-Royce

## Ideosphere



### LEADERSHIP:

Aniruddha Atul Bhagwat, CEO & Co-Founder

Minal D'Rozario, Director & Co-Founder

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

### TOP 3 CLIENTS:

Sterlite Tech Foundation, Microsoft Accelerator, Tech Mahindra

Established **2011**

The firm was established in 2011 and has a collection of sister companies in a short span of time which have been doing award-winning work.





## Kaizen

The firm was established in New Delhi in 2008 and has diversified to establish a creative agency and an event shop.

Established

# 2008

**KAIZEN**  
evolving perceptions

### LEADERSHIP:

Vineet Handa, CEO

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

### TOP 3 CLIENTS:

adidas, Wadia Group, Sesa Goa

## Kommune

**KK**  
KOMMUNE

The firm was established in Noida in 2012 and has a marquee list of clients in multiple sectors.

### LEADERSHIP:

Ruby Sinha, Managing Director

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

### TOP 3 CLIENTS:

Alibaba Mobile Business Group, Tencent Games, Home Credit Finance

Established

# 2012

## Media Medic

The firm was established in 2004 and, as its name suggests, focusses largely on healthcare and pharma clients.

Established

# 2004

**MEDIA MEDIC**  
Communications Pvt. Ltd.  
Building HealthBrands

### LEADERSHIP:

Priti R. Mohile, Co-founder & Managing Director

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

### TOP 3 CLIENTS:

Janssen Pharma, Alkem, Adani Wilmar

## Moe's Art

**Moe's ART**

Moe's Art is a quiet power house working with blue-chip clients mainly in Mumbai.

### LEADERSHIP:

Mayank Sen, Co-Founder  
Vishaal Shah, Co-Founder

[www.moes-art.com](http://www.moes-art.com)

### TOP 3 CLIENTS:

Disney India, Parle, Westland

Established

# 2008





## ON PURPOSE CONSULTING

The firm was established in 2017 and in a short span of time has offered unique solutions to over a dozen clients.

Established **2017**

**ON  
PURPOSE**

### LEADERSHIP:

Girish Balachandran, Managing Partner

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

### TOP 3 CLIENTS:

ReNew Power, USAID, Smart Power India

## PPR

P  
P R

The firm is listed separately because it is an upcoming firm from the WPP group. However, it is overseen by the Principal of GBM.

### LEADERSHIP:

Vandana Sandhir, India Lead

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

### TOP 3 CLIENTS:

HDFC Bank, Glenfeddich, Jaquar

Established **2015**

## PRHUB

The firm was established in 2002 and has been largely Bangalore centric with an effort in the last few years to spread its wings across other metros.

Established **2002**

**PR  
HUB**

### LEADERSHIP:

Xavier Prabhu, Founder & Managing Director

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

### TOP 3 CLIENTS:

Freudenberg, Edureka, Kurlon

## QuikRelations

**QuikRelations**

### LEADERSHIP:

PK Khurana, Chairman

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

### TOP 3 CLIENTS:

The firm is the exclusive affiliate for regional markets for GBM

Established **1999**



# CAN YOU TELL A STORY IN 280 CHARACTERS?

OR A PICTURE?  
OR A VIDEO?  
OR A NEWS ARTICLE?  
OR A MEME?

If you still haven't figured out  
**WE'RE HIRING FOR PR,**  
don't apply.

For the smart ones who did,  
we're at  
[storytellers@boringbrands.com](mailto:storytellers@boringbrands.com)

 **Boring Brands**

## Ruderfinn India

The international firm was established in India in 2011 and until recently was led by Radha Roy

Established

# 2011



### LEADERSHIP:

Jefferson Hou, Senior Vice President & General Manager

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

### TOP 3 CLIENTS:

Visa, Nutanix, Barracuda

## Simulations



### LEADERSHIP:

Shailesh Goyal, Founder Director

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

### TOP 3 CLIENTS:

National Dairy Development Board, Ahmedabad University, Nexus Mall

Simulations is the preferred partner for brands that want to reach to an audience in Gujarat. They also have a network in regional India.

Established

# 1997

## Skateboard Media

The firm was established in New Delhi in 2012 and is affiliated to PRN Global.

Established

# 2012



### LEADERSHIP:

Manas Mrinal & Shailaja Rao, Co-Founders

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

### TOP 3 CLIENTS:

22 Motors, Nubia Smartphones, Energizer Global

## Torque Communications



### LEADERSHIP:

Supriyo Gupta, Managing Director

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

### TOP 3 CLIENTS:

Shell Foundation, FedEx, India-Japan Initiative

Established

# 2004

Torque Communications is led by a veteran with wide connections that have helped build an interesting roster of clients in the past 15 years.





16-year track record of delivering high quality PR counsel & execution for 300+clients across sectors

Proven capability to deliver integrated communication mandates (in-house specialists in content, creative, social & digital marketing, influencer engagement & traditional and new media outreach)

Full service offices in New Delhi, Mumbai and Bengaluru; senior employees in Hyderabad, Kochi & Chennai; associates in 120 locations pan-India

High client retention rates (average client tenure of 5+ years)

**We are the communication partner of choice for leading MNCs and some of India's fast growth firms**

Engage us to discover a trusted communication partner



## WordsWork

WordsWork has a focus on sports and luxury with some blue-chip clients to its credit.

Established

# 2009



### LEADERSHIP:

Neha Mathur Rastogi, Founder CEO

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

### TOP 3 CLIENTS:

Hockey India, Baume et Mercier, Laureus

## Zeno



## ZENO

A DANIEL J EDELMAN COMPANY

### LEADERSHIP:

Ranjeev Vij, Managing Director

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

### TOP 3 CLIENTS:

Lenovo, Smartron, Vuclip

The firm was launched in India in 2012 and is listed separately though it is from the DJE Group. Globally, it is known as the conflict shop of Edelman though it has carved its own niche.

Established

# 2012

*Legacy firms are companies that have been there for several years but have chosen to remain city centric and boutique like. In most cases they are part of a larger advertising set-up. They are listed alphabetically.*



## Clea

### LEADERSHIP:

Vinod G. Nair, Managing Director & CEO

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

### TOP 3 CLIENTS:

Wipro, Shoppers Stop, Singapore Tourism Board



## Integral

### LEADERSHIP:

Sanjeev Sharma, Managing Director

[www.integral-india.in](http://www.integral-india.in)

### TOP 3 CLIENTS:

Volvo, Whirlpool, Pearson



## Melcole

### LEADERSHIP:

Praveen Rikhy, Managing Director

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



## Ogilvy

### LEADERSHIP:

Arneeta Vasudeva, Vice President

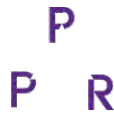
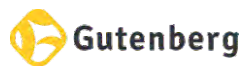
[www.ogilvyindia.com](http://www.ogilvyindia.com)

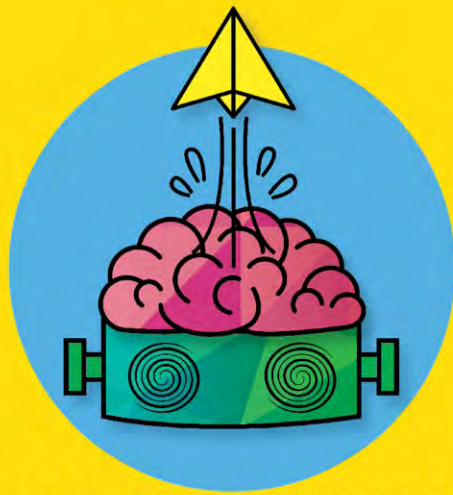


# 50 BIGGEST PR FIRMS

INDIA'S

Listed in Alphabetical Order





**PLANE CRAZY STUDIOS**

:(noun)

**a studio crazy enough  
to make your goals  
their business**



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

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## The Aditya Birla Group: Transcending business

A US\$ 44.3 billion MNC, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 120,000 employees, belonging to 42 nationalities in 35 countries.

### Beyond Business -

#### The Aditya Birla Group is:

- Working in 5,000 villages globally. Reaching out to 7.5 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.
- Focusing on: Health Care, Education, the Girl Child, Sustainable Livelihood, Women Empowerment, Infrastructure and espousing social causes.

### Highlights-

#### Health Care

- Over a million patients treated at 5,000 medical camps and our 20 hospitals.
- The Aditya Birla Hospital at Veraval in Gujarat, also caters to the marginalised.
- More than 1,200 children have learnt to smile again as they underwent cleft lip surgery.
- More than 5,000 physically challenged persons were provided with artificial limbs, making them self-reliant.
- 50,000 people screened on HealthCubed.
- Cochlear Implants embedded in 50 children.
- Alongside, we are engaged in a major project with Vision Foundation of India to provide sight to 6,600 visually impaired people.
- We have installed 50 Reverse Osmosis Plants (RO) which provide drinking water to villagers near our units.
- We have helped set up over 40,000 toilets, partly leveraging Government schemes for the social sector. In 50 villages, spanning over 2,000 households in Jammu & Kashmir, we have provided 2,010 toilets.

#### Education

- At our 56 schools across India, we provide quality education to 46,500 children. Over 28,000 children in the hinterland of India are being taught conversational English to build their confidence.
- We support schools for the differently abled in Gujarat, Karnataka, and Odisha.
- We are transforming 20 schools in Rajasthan into model schools.
- We foster the cause of the girl child by supporting 40 Kasturba Gandhi Balika Vidyalayas (residential schools for girls).
- Over 4.5 lakh school children (Grade V to XII) in 31 remote blocks of Madhya Pradesh, Rajasthan, Maharashtra and Odisha have been provided with solar lamps.
- We provide midday meals to 74,000 children through Akshaya Patra.

#### Sustainable Livelihood

- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training to 95,000 people.
- Working with BAIF and JK Trust in 13 centres, we have covered more than 100 villages under the project 'Integrated Livestock Development Centres'.

- Our 4,500 Self-Help Groups empower 45,000 women.
- Under the Private Public Partnership projects, we -
  - Work in collaboration with the Watershed Mission of Madhya Pradesh government to better the standard of living of people in 21 villages in Neemach district.
  - Are engaged with the Government of Odisha on 'Sustainable livelihood enhancement of 500 families through commercial vegetable cultivation' under the Odisha Tribal Empowerment Livelihood Programme in Raygada district.
  - Manage an ITI near Raipur.
- We help farmers plant more than a million saplings, including fruit-bearing trees, in their villages.
- Installed more than 1,000 biogas plants pan India.
- Working closely with Habitat for Humanity, we have so far built more than 500 houses, besides supporting the building of an additional 3,800 houses across India.

#### Model Villages

- We are also engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year time frame the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far more than 90 villages in India's hinterland have already reached the level of model villages.

#### At the macro level

- To embed CSR as a way of life in organisations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
- Ongoing education, healthcare and sustainable livelihood, housing projects in North America, Philippines, Thailand, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.

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*M Booth chief executive Dale Bornstein*

**Valid until October 1, 2018**







# FULCRUM AWARDS 2018 - The Shortlists

## TECHNIQUE AWARDS

<b>C1. Best Use of Content</b>	<b>Campaign Title</b> Just Laugh, SING, and Be Secure Channelizing Conversations To Shape The Narrative Of Gender Pay Gap Unboxing the All-New Ford EcoSport Using Global studies to build an India advantage Feed The Future Now	<b>Organisation</b> Adfactors PR Pvt. Ltd. Burson Cohn & Wolfe (Genesis Burson-Marsteller) Ford India Pvt. Ltd. Text100 India Viacom18 Media Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Godrej Security Solutions Monster.com — Expedia Chapter 30
<b>C2. Best Use of Creativity and Innovation</b>	<b>Campaign Title</b> When Jailbirds Sang Mumbai Khadde Mein Kentucky Flying Object (KFO) Celebrating India in Record-Setting Fashion Roads That Honk Unhide Psoriasis Nickelodeon Celebrates the nation's true heroes with Surakhshabandan	<b>Organisation</b> Adfactors PR Pvt. Ltd. Burson Cohn & Wolfe (Genesis Burson-Marsteller) Edelman India Ketchum Sampark Pvt. Ltd. MSL India SPAG Asia Viacom18 Media Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Godrej Locking Solutions and System RED FM KFC India Aditya Birla Fashion and Retail Ltd. HPCL India Novartis Pharmaceuticals Weber Shandwick
<b>C3. Best Use of Event</b>	<b>Campaign Title</b> Victims no longer, cheer for the Heroines 'The Great Churn – Triumphs and Tribulations' Pharrell Williams' India visit to launch Hu Holi with adidas TVS Young Media Racer Program – First time in India Resonating Indira in today's India!	<b>Organisation</b> Adfactors PR Pvt. Ltd. Crosshairs Communication PR Pundit Public Relations Pvt. Ltd. TVS Motor Company Value 360 Communications	<b>Client Organisation/Consultancy</b> Viviana Mall India Today Group Adidas India — Indira Gandhi Memorial Trust
<b>C4. Best Use of Digital</b>	<b>Campaign Title</b> When Jailbirds Sang Unhide Psoriasis Digital Campaign Unboxing the All-New Ford EcoSport Launch of India's Platelet Donor Community Get Angry!	<b>Organisation</b> Adfactors PR Pvt. Ltd. D Yellow Elephant Ford India Pvt. Ltd. Godrej Communications Team Viacom18 Media Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Godrej Novartis India — Godrej Chapter 30
<b>C5. Best Use of Integrated Comm.</b>	<b>Campaign Title</b> Celebrating trash Just Laugh, S.I.N.G and Be Secure Not Every Super Hero Wears A Cape FIFA U-17 Keep It Pumping India – Heart Failure Awareness	<b>Organisation</b> Adfactors PR Pvt. Ltd. Adfactors PR Pvt. Ltd. Burson Cohn & Wolfe (Genesis Burson- Marsteller) SPAG Asia SPAG Asia	<b>Client Organisation/Consultancy</b> Raipur Smart City Limited Godrej Security Solutions Cartoon Network (Turner India) FIFA – U17, AIFF Novartis Pharmaceuticals
<b>C6. Best Use of Public Affairs</b>	<b>Campaign Title</b> Correcting Vision, Improving Lives Paving a new path through Public Policy Every Life is Precious A government awakening on GST Delivering Banking to India without Banks: Faircent.com	<b>Organisation</b> Edelman India Kaizzen PR Services Pvt. Ltd. SPAG Asia Value 360 Communications Value 360 Communications	<b>Client Organisation/Consultancy</b> Essilor India All India Gaming Federation Sanofi Genzyme Urban Clap Faircent
<b>C7. Best Manage- ment of Crisis</b>	<b>Campaign Title</b> Managing Reputational Risk Arising out of Regulatory Issues #MumbaiLifeLine3 Nayi Umeed (A New Hope) – #ChangelsNear Max Healthcare – Pre-term twin baby death controversy Padmaavat – trial by fire	<b>Organisation</b> Biocon Limited Burson Cohn & Wolfe (Genesis Burson-Marsteller) MSL India Text100 India Viacom18 Media Pvt. Ltd.	<b>Client Organisation/Consultancy</b> — Mumbai Metro Rail Corporation SBUT Max Healthcare —
<b>C8. Best of Internal Communi- cations</b>	<b>Campaign Title</b> Frequency : Where Music Inspires Participation Orchestrating a Choral Symphony: Driving sales impact through employee advocacy and social selling #OneTogether for New Office Viabuzz – The Voice of Viacom18 Do the right thing	<b>Organisation</b> Adfactors PR Pvt. Ltd.  Text100 India Viacom18 Media Pvt. Ltd. Viacom18 Media Pvt. Ltd. Vodafone India	<b>Client Organisation/Consultancy</b> —  NetApp Breathing Space Gozoop
<b>C9. Best New Product Launch</b>	<b>Campaign Title</b> Laugh, S.I.N.G and Be Secure Marks & Spencer India Post Surgery Bra Line Launch Connect to Care! Mars Wrigley Confectionary launch M&Ms in India Successful Launch of India's first Madame Tussauds in Delhi ActivKids Immuno Boosters #YesMom PEDLing towards New India	<b>Organisation</b> Adfactors PR Pvt. Ltd. id8 media solutions Pvt. Ltd. Ideosphere Consulting Pvt. Ltd. Edelman India Perfect Relations Pvt. Ltd. 20:20 MSL India Fuzion PR Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Godrej Security Solutions Marks & Spencer Reliance India Balco Medical Centre Mars Wrigley Confectionary Madame Tussauds Cipla Ltd. Zoomcar

<b>C10. Best Use of Media Relations</b>	<b>Campaign Title</b> #MumbaiLifeLine3 India's First Bullet Train: Silencing critics @ speed of train  Kentucky Flying Object (KFO) Establishment of Madame Tussauds brand in India Paytm – On a mission to bring half a billion Indians to mainstream economy Nickelodeon Celebrates the nation's true heroes with Surakhshabandan	<b>Organisation</b> Burson Cohn & Wolfe (Genesis Burson-Marsteller) First Partners  Edelman India Perfect Relations Pvt. Ltd.  Value 360 Communications	<b>Client Organisation/Consultancy</b> Mumbai Metro Rail Corporation National High Speed Rail Corporation Ltd. KFC India Madame Tussauds  Paytm
<b>C11. Best CSR Campaign</b>	<b>Campaign Title</b> Saluting Women Power in Rugby Dettol Banega Swachh India Campaign Carton Le Aao, Classroom Banao Launch of India' first Platelet Donor Community Ezee Hugs	<b>Organisation</b> Adfactors PR Pvt. Ltd. Avian WE Burson Cohn & Wolfe (Genesis Burson-Marsteller) Godrej Communications Team Godrej Communications Team	<b>Client Organisation/Consultancy</b> Societe Generale Reckitt Benckiser Tetra Pak Godrej Godrej
<b>C12. Best Regional Campaign</b>	<b>Campaign Title</b> Thomas Cook goes Desi Regional campaign during festivals Special-edition Colgate Active Salt Pack Campaign in Tamil Nadu Punjab Di Beauty No 1 Winning the Trust of 3.7 Million Microfinance Customers	<b>Organisation</b> Adfactors PR Pvt. Ltd. Aditya Birla Fashion and Retail Ltd. Fuzion PR Pvt. Ltd. Godrej Communications Team Ketchum Sampark Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Thomas Cook India Ketchum Sampark Pvt. Ltd. Colgate-Palmolive (India) Ltd. Godrej Ujjivan Financial Services

## SECTOR AWARDS

<b>D1. Best Hospitality and Travel Campaign</b>	<b>Campaign Title</b> Live Like a Local Riding the Honda Navi under the Goan Sun  India's love affair with Singapore Kerala: The Land of Adventure  There's Nothing Like Australia	<b>Organisation</b> 20:20MSL India Adfactors PR Pvt. Ltd.  Adfactors PR Pvt. Ltd. Perfect Relations Pvt. Ltd.  Tourism Australia	<b>Client Organisation/Consultancy</b> Airbnb Goa Tourism Development Corporation and Honda Motorcycle and Scooter India Singapore Tourism Board Department of Tourism, Government of Kerala Avian WE
<b>D2. Best Automobile Campaign</b>	<b>Campaign Title</b> The Tough Climb Launch of Hyundai Next Gen Verna – Cars are the New Gadgets! The Orange Day Roads That Honk  Inspiring Aspiration with TVS Apache	<b>Organisation</b> Burson Cohn & Wolfe (Genesis Burson-Marsteller) First Partners Ketchum Sampark Pvt. Ltd. MSL India  TVS Motor Company	<b>Client Organisation/Consultancy</b> Royal Enfield Hyundai Motors India Bajaj Auto Ltd. Hindustan Petroleum Corporation Limited, India —
<b>D3. Best Lifestyle, Luxury and Sports Campaign</b>	<b>Campaign Title</b> Thomas Cook goes Desi India's love affair with Singapore All the kids go Kabaddi, Kabaddi, Kabaddi! Launch of Jo Malone London in India Launch of adidas Originals = Pharrell Williams Hu Holi	<b>Organisation</b> Adfactors PR Pvt. Ltd. Adfactors PR Pvt. Ltd. Burson Cohn & Wolfe (Genesis Burson-Marsteller) PR Pundit Public Relations Pvt. Ltd. PR Pundit Public Relations Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Thomas Cook India Singapore Tourism Board Star Sports Jo Malone London Adidas India
<b>D4. Best Technology and Telecom Campaign</b>	<b>Campaign Title</b> PayPal – Now in India Capture Different Marking Territories with McAfee India Powering Indian Police with Artificial Intelligence On a mission to bring half a billion Indians to mainstream economy	<b>Organisation</b> Edelman India FleishmanHillard Text100 India Value 360 Communications Value 360 Communications	<b>Client Organisation/Consultancy</b> PayPal India Pte Ltd. GoPro McAfee Staqu Technologies Paytm
<b>D5. Best Healthcare and Pharma Campaign</b>	<b>Campaign Title</b> P&G Vicks- Touch of Care  Launching India's First Free Condom Store Hearing Matters: Increasing awareness of newborn hearing screening in India India Protein Movement: Not just rural, urban India too is protein deficient! Keep It Pumping India: Heart Failure Awareness	<b>Entrant</b> 20:20 MSL India  Avian WE  Edelman India  First Partners SPAG Asia	<b>Client Organisation/Consultancy</b> Procter & Gamble Hygiene & Health Care AHF India Cares  Cochlear  Danone India Novartis Pharmaceutical

<b>D6. Best Consumer Products and Retail Sector Campaign</b>	<b>Campaign Title</b> McDonald's 'Flavours Without Borders' campaign launch 5YearsOfBeingHumanClothing Kentucky Flying Object (KFO) Classmate: Much more than a Notebook! #TideGivesExtra	<b>Organisation</b> Avian WE Madison Public Relations Edelman India First Partners Ketchum Sampark Pvt Ltd	<b>Client Organisation/Consultancy</b> McDonald's India (West and South) Being Human Clothing KFC India ITC Limited Procter&Gamble
<b>D7. Best Not-for-Profit and Associations Campaign</b>	<b>Campaign Title</b> Launching India's First Free Condom Store Save Parsik Hills PET Bottles: What is recyclable is not a Waste!  Saving India's Cinematic Heritage Mission Inclusion Bharat	<b>Organisation</b> Avian WE Concept Public Relations India Limited First Partners  Viacom18 Media Pvt. Ltd. WordsWork	<b>Client Organisation/Consultancy</b> AHF India Cares Public Relations Council of India PET Packaging Association for Clean Environment — Special Olympics Bharat
<b>D8. Best Manufacturing Campaign</b>	<b>Campaign Title</b> When Jailbirds Sang  The True Value of Sustainable Construction	<b>Organisation</b> Adfactors PR Pvt. Ltd.  Ketchum Sampark Pvt. Ltd.	<b>Client Organisation/Consultancy</b> Godrej Locking Solutions and Systems Ambuja Cement
<b>D9. Best Entertainment and Media Sector Campaign</b>	<b>Campaign Title</b> Mumbai Khadde mein UK India Year of Culture Toilet – A Love Story Padmaavat – Trial by fire	<b>Organisation</b> Burson Cohn & Wolfe (Genesis Burson-Marsteller) Text100 Viacom18 Media Pvt. Ltd. Viacom18 Media Pvt. Ltd.	<b>Client Organisation/Consultancy</b> RED FM British Council — —
<b>D10. Best Banking and Financial Services Sector Campaign</b>	<b>Campaign Title</b> "Aviva brings Good Thinking in Insurance – Wins India's trust & create a movement of Good Thinking" Winning the Trust of 3.7 Million Microfinance Customers Lifeline to MSMEs of India Dawn of a new era of Digital Banking	<b>Entrant</b> Avian WE Ketchum Sampark Pvt. Ltd. Value 360 Communications Value 360 Communications	<b>Client Organisation/Consultancy</b>  Aviva Life Insurance Ujjivan Financial Services Aye Finance Paytm
<b>D11. Best Services Campaign</b>	<b>Campaign Title</b> Channelizing Conversations To Shape The Narrative Of Gender Pay Gap Cultural Diversity at the Workplace for differentiated service Getting India ready for #JobsofTomorrow Realizing India's e-commerce dream- Shopmatic	<b>Entrant</b> Burson Cohn & Wolfe (Genesis Burson-Marsteller) HP Inc. Customer Support (Asia Pacific Japan) Value 360 Communications Value 360 Communications	<b>Client Organisation/Consultancy</b> Monster.com — Udacity Shopmatic

## SPECIAL AWARDS

**E1:  
In-House  
Team of the Year –  
Mid-size  
(2-4 members)**

**Organisation Name**  
 HDFC securities  
 Max Group  
 Nissan Group of India  
 Vodafone India

**E4:  
PR Consultancy  
of the Year –  
Mid-size  
(INR 10cr to 20 cr)**

**Organisation Name**  
 Fuzion PR Pvt. Ltd.  
 PR Pundit Public Relations Pvt. Ltd.

**E2:  
In-House Team  
of the Year – Large  
(5 team members  
or more)**

**Organisation Name**  
 Piramal Group  
 Viacom18 Media Pvt. Ltd.

**E5:  
PR Consultancy  
of the Year –  
Large  
(INR 20 cr and 50 cr)**

**Organisation Name**  
 Ketchum Sampark Pvt. Ltd.  
 Value 360 Communications

**E3:  
PR Consultancy  
of the Year –  
Emerging  
(INR 10 cr and below)**

**Organisation Name**  
 First Partners  
 Media Mantra  
 On Purpose  
 Skateboard Media

**E6:  
Special Awards -  
PR Consultancy  
of the Year – Giant  
(INR 50 cr or more)**

**Organisation Name**  
 Adfactors PR Pvt. Ltd.  
 Edelman India  
 Genesis Burson-Marsteller (Burson Cohn & Wolfe)  
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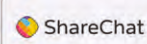
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