

Reputation

TODAY

A magazine for Public Relations and Corporate Communications Professionals.

THE OFFICIAL MAGAZINE OF

PRAOCIS 2025
PUBLIC RELATIONS AND CORPORATE
COMMUNICATIONS INDIA SUMMIT

The Art & Craft of Good Storytelling in Building Reputation



PRAXIS 2025 Schedule

#PRAXIS12

www.praxisonline.in

Day 1: Friday, 19th September

11:00 am	Summit Check-in Opens
12:15 pm	PRAXIS Welcome Lunch
2:45 pm	Group Photograph
3:00 pm	Welcome Remarks & Partners Felicitation
3:30 pm	Keynote Address 1
4:15 pm	Keynote Address 2
5:00 pm	Tea / Coffee Break
5:45 pm	Keynote Address 3
6:30 pm	Keynote Address 4
7:15 pm	Keynote Address 5
8:00 pm	The PRAXIS Gala
8:45 pm	Drinks and Dinner
9:15 pm	Live Concert
11:00 pm	Close of Day 1

Day 2: Saturday, 20th September

9:15 am	Early Bird Lucky Draw
9:30 am	Keynote Address 6
10:30 am	Keynote Address 7
11:15 am	Tea / Coffee Break
11:50 am	Keynote Address 8
12:40 pm	Keynote Address 9
1:20 pm	Lunch
2:30 pm	Keynote Address 10
3:10 pm	Keynote Address 11
3:50 pm	Keynote Address 12
4:30 pm	Closing Remarks & Vote of Thanks
5:00 pm	PRAXIS Concludes
5:15 pm	120-minute Break
7:30 pm	Fulcrum Awards Night presented by The PRomise Foundation
9:00 pm	Music, Drinks & Dinner
11:00 pm	Close of Day 2

Day 3: Sunday, 21st September

7:30 am Breakfast in respective hotels and check out.
Time to explore the beautiful hills of Dehradun & Mussoorie.

Cover Page Collage



Scan this code to get the schedule on your phone.

PRINT LINE

PUBLISHER



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TEAM

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Anubhuti Mathur – Content Director
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Amith Prabhu – Founder

DESIGN



September price of Rs 15,000/- + GST at bit.ly/PRAXIS2026 (from 22nd September onwards). The full price in August next year will be Rs 59,000/-, including taxes. You can save big if you plan more than one year in advance.

4. The PRomise Foundation has its **first-ever CEO** in the ever-dynamic **Arun Sudhaman**. It was not in the plan a year ago, but it just happened because of a series of moving parts falling in place. While Arun needs no introduction, for the minority who are unfamiliar with this institution, you may check his profile at bit.ly/arunsudhaman. Arun will wear three other hats in addition to his role as CEO. He is building a media community called Earned First as its Founder, while officiating as the Non-Executive Chair of the International Communications Consultancy Organisation (ICCO) and playing the role of advisor to a number of firms. In his role as CEO, Arun will take some of The Promise Foundation's IPs, most notably PRAXIS to cities beyond South Asia. This will initially be along the lines of a franchise model, independently operated by Earned First Media with plans to fully integrate in the future. For the time being the operation within India and the operation outside India will be run as separate, independent entities – although our ideas, talent and values are shared. While Roshan Alexander as COO will drive all things within India, Arun Sudhaman will spearhead the global remit.

5. While you read about **ICCO** in the previous paragraph it gives us immense joy to share that this global organisation has chosen to appoint The PRomise Foundation as its global capability centre thus making us the first GCC in the Public Relations domain. This means we manage the Secretariat, run the Awards programme, curate the Global Summit and do whatever it takes to ensure everything is seamless for ICCO in the near future. Thanks to **Joulyn Kenny** who supports the secretariat with finesse.

6. Between last November and now **Sarika Chavan** was able to interview a record number of 100 public relations leaders and transcribe these interviews into nicely woven stories of guts and grit. The outcome is a trilogy of three books – **Spark, Shine and Surge**. You may have already got copies, courtesy YouGov and Sparkle Gift Cards. In case you need more, head to bit.ly/sparkthebook, bit.ly/shinethebook and bit.ly/surgethebook to order them.

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STORIES THAT MUST BE TOLD. **WE HAVE A DOZEN FOR THE 12TH EDITION:**

1. The **theme** at this year's PRAXIS is **The Art & Craft of Good Storytelling in Building Reputation**. Storytelling is at the core of Public Relations. We are glad we can bring this aspect to the forefront. And through this piece that you read we will share a story of what we have been up to and who has been holding fort on various fronts.

2. PRAXIS has always been a **movement**, and it is fast **transforming**. First, it is going global. The I in PRAXIS which stood for India will now stand for Insights. One could also say it stands for **International**. The 12th edition of the summit taking place in Dehradun will be followed by two international editions in a day-long format, first in Singapore on October 14th, 2025, and the next in Abu Dhabi in February 2026. They will be called **PRAXIS Asia Pacific** and **PRAXIS MENA** respectively. While PRAXIS is spelt with an X, the origins were the double C placed in a style to resemble X. *Check out praxisonline.world*

3. The **flagship** edition in the future will be referred to as the **Weekend** edition. The date for 2026 is fixed for **September 25th to 27th** (Friday to Sunday, as always). The venue is by a beautiful water body and will be announced during the finale of this 12th edition. You may sign up Sunday onwards at a special



Honouring Public Relations Excellence

FULCRUM AWARDS 2025

SHORTLIST

TECHNIQUE AWARDS

Organisation Name

Campaign Title

Client/Consultancy Name

Best Use of Content (A1)

Avian We
Avian We
Burson Genesis
First Partners Communications
Jindal Steel
Strategic Growth Advisors PR
Value 360 Communications

Durex The Birds and the Bees Talk
Dettol Banega Swasth India
Reverse Interview
ce Stupas: #WaterWonders – Save Water like Ladakh!
Steel of India
Bharat's Digital Transformation Journey: Digital Pulse Of India's Last Mile
Sextember by Bold Care

Reckitt
Reckitt

Bold Care

Best Use of Creativity and Innovation (A2)

Avian We
Aditya Birla Group
Burson Genesis
Edelman India
Godrej Industries Group
ICICI Lombard General Insurance
Company Limited
Jindal Steel
MSL India
Mobile Premier League (MPL)

Durex The Birds and Bees Talk
Instruments of Change
Duniya Ko Rang Do/Make Life Beautiful
KFC #Speaksign – A Universal Language To Order India's Favourite Food
The Undekha Eye Test
TripSecure+ – Simplifying travel insurance with AI-created music

Steel of India
Wakefit.co's Sleep Internship
Serving for the Girls – Transforming lives in Assam's Remote Villages Through Sport

Reckitt
Brandmovers India
Birla Opus Paints

Cumulus PR, Eyebetes Foundation

Wakefit.co

Best Use of Event (A3)

80 dB Communication
Edelman India

Edelman India
First Partners Communications
Jindal Steel
Ruder Finn India
Value 360 Communications

Urban Air Mobility Expo 2025: From Vision to Visible Impact
Driving the global export hub narrative – "One Car, One World" – through
New Nissan Magnite Global Premiere event
Gatorade Turf Finder
Green Mahakumbh – Winning the Environmental Challenge!
JSP TechCatalyst 2025
Veer Hanuman- When Faith takes Flight
CRUX Market Day

Confederation of Indian Industry (CII)

Coca-Cola India & Southwest Asia

Sony SAB
Pernod Ricard India

Best Use of Digital (A4)

First Partners Communications
Nut Cracker Communications
Organic by MSL
Organic by MSL
Value 360 Communications
Weber Shandwick

Green Mahakumbh – Winning the Environmental Challenge!
The car that jumped a helicopter on its world debut
#KhaanaKhaayakya
#AanganSeAasmaanTak
Sextember by Bold Care
Joke in a Bottle

Coca-Cola India & Southwest Asia
Škoda Auto India
Anil Agarwal Foundation – Nand Ghar
Gates Foundation India
Bold Care
The Coca-Cola Company, India

Best Use of Integrated Communications (A5)

Avian We
Avian We
Chase Avian
Edelman India
Edelman India
First Partners Communications
The PRactice
Value 360 Communications

Karnataka For India: Positioning it as the investment destination for the country
Dettol Banega Swasth India
Stree-Leads: Women in Power, Empower
Gatorade Turf Finder
Bharosa now doubled
Green Mahakumbh – Winning the Environmental Challenge!
Paw Protecc
Sextember by Bold Care

Invest Karnataka
Reckitt
EdelGive Foundation

Coca-Cola India & Southwest Asia
Mars Petcare
Bold Care

Best Use of Public Affairs (A6)

Avian We
Avian We
First Partners Communications
First Partners Communications
Godrej Industries Group
Value 360 Communications

Increasing Women's Participation in Labour Force
Safe Blood, Safe Lives
Building Tomorrow's Political Leadership for India!
Gurugram Crackdown: AI Police Tracking Fake Number Plates!
EMBED's Answer to Fever Mysteries: An Algorithmic Breakthrough
Mumbai Tech Week 2025

The Udaiti foundation
Thalassemia Patient Advocacy Group
School of Ultimate Leadership (SOUL)
StaQu Technologies

Tech Entrepreneurs Association of Mumbai (TEAM)

Best Management of Crisis (A7)

Avian We
First Partners Communications
First Partners Communications
Burson Genesis
Weber Shandwick
Value 360 Communications

Navigating the Cheese Crisis
Every Miner Deserves to Return Home Safe!
Gurugram Crackdown: AI Police Tracking Fake Number Plates!
Strengthening Confidence in NIA despite delay
From Crisis to Opportunity- Nestlé Cerelac
Don't Know Your Customer (d-KYC)

Westlife Foodworld
Vedanta Sesa Goa
StaQu Technologies
Noida International Airport
Nestlé India
Digi Yatra Foundation

Organisation Name	Campaign Title	Client/Consultancy Name
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Best Use of Internal Communications (A8)	Aditya Birla Group Burson Genesis Godrej Industries Group Gnothi Seauton Value 360 Communications	HERricane: She's the Storm Celebrating You Godrej ki Shakti: Welcoming Women into Manufacturing Roles Amazon's Global Month of Volunteering CRUX Market Day	Diageo India Amazon India Pernod Ricard India
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Best New Product Launch (A9)	Avian We Aditya Birla Group Burson Genesis Ruder Finn India Nut Cracker Communications Value 360 Communications	Webseries – Gyaarah Gyaarah Be-Inteeha: An evening of endless love Duniya Ko Rang Do/Make Life Beautiful Launch of MG Windsor Škoda Kylaq – The car that jumped a helicopter on its world debuts Kia Syros – A New Species of SUVs	ZEE5 Adfactors PR Birla Opus Paints JSW MG Motor India Škoda Auto India KIA India
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Best Use of Media Relations (A10)	Avian We Avian We DBS Bank India First Partners Communications RF Thunder Weber Shandwick	The BIAL Experience I Terminal 2 Sunfeast Mom's Magic 'Will of Change' Campaign Women and Finance Green Mahakumbh – Winning the Environmental Challenge! Home of Global Awards From Crisis to Opportunity: Nestlé Cerelec	Bangalore International Airport ITC Foods Adfactors PR Coca-Cola India & Southwest Asia Lionsgate Play Nestlé India
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Best Use of Community Outreach (A11)	Avian We Avian We Chase Avian Cumulus PR Godrej Industries Group Mobile Premier League (MPL)	Self Care for New Moms and Kids Under 5 Bisleri Greener Promise Indian Leadership Forum Against Trafficking (ILFAT) The Undekha Eye Test #SheforShe Serving for the Girls – Transforming lives in Assam's Remote Villages Through Sport	Reckitt Bisleri International Eyebetes Foundation Godrej Creative Lab
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Best Regional Campaign (A12)	First Partners Communications GCI Health India – Burson Group Company Godrej Industries Group Mobile Premier League (MPL) Value 360 Communications	Green Mahakumbh – Winning the Environmental Challenge! Project Hilldaari The Undekha Eye Test Serving for the Girls – Transforming lives in Assam's Remote Villages Through Sport Jagriti Yatra	Coca-Cola India & Southwest Asia Nestle India Cumulus PR, Eyebetes Foundation Revfin
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Best Use of Measurement for a Campaign (A13)	Avian We Avian We First Partners Communications First Partners Communications Godrej Industries Group Mobile Premier League (MPL) MSL India Value 360 Communications	Empowering 2 Million Women in Agriculture by 2030 Karnataka For India: Positioning it as the investment destination for the country Every Miner Deserves to Return Home Safe! Green Mahakumbh – Winning the Environmental Challenge! When Godrej Industries Group wanted to first prepare ERPs before Measuring PR Outcomes Mabel Addis Women in Games Month 'Credit Reimagined' Kia Syros – A New Species of SUVs	Corteva Agriscience Invest Karnataka (Karnataka Udyog Mitra) Vedanta Sesa Goa Coca-Cola India & Southwest Asia Brand Balance BOBCARD KIA India
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Best Use of Public Relations at a Global Capability Centre (GCC) (A14)	Burson Genesis Edelman India Kaizzen SPAG FINN Partner Zinnov Management Consulting	Reverse Interview Amgen India: Brave New Thinking from India to Fight the World's Toughest Diseases Rewriting the GCC Playbook with ANSR Leading The AI Shift: Guiding The Revolution The GCC Shift: Putting India's New Growth Engine on the Map	Providence India ANSR
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SECTOR AWARDS

Organisation Name	Campaign Title	Client/Consultancy Name
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Best Hospitality and Travel Sector Campaign (B1)	Avian We Avian We Edelman India Gnothi Seauton Media Mantra MSL India SPAG FINN Partners Value 360 Communications	The BIAL Experience I Terminal 2 From Trips to Trends: Decoding India's Travel Stories Icons on Airbnb: Janhnvi Kapoor's Beach House OOA It's Time To Try Hong Kong #BloomInAbundance Grand Aussie invite to come and say G'day Together in Travel: A WTTC Initiative A Global Reboot of the Tourism Sector, Powered by Purpose Don't Know Your Customer (d-KYC)	Kempegowda International Airport Bengaluru (KIAB/BLR Airport) MakeMyTrip Hong Kong Tourism Board Swastik Wellbeing Tourism Australia Together in Travel: A WTTC initiative Digi Yatra Foundations
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Best Automobile Sector Campaign (B2)	ANTS Digital Media Mantra MSL India Ruder FINN Value 360 Communications	#TheMovingMaestros #EVolveForAGreenerFuture Škoda Kylaq – The car that jumped a helicopter Driev,Bharat Kia Syros – A New Species of SUVs	Maini Materials Movement OPG Mobility Škoda Auto India JSW MG Motor India KIA Indiass
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Best Technology and Telecom Sector Campaign (B4)	First Partners Communications Mobile Premier League (MPL) Ruder FINN Value 360 Communications Value 360 Communications	Gurugram Crackdown: AI Police Tracking Fake Number Plates! Mabel Addis Women in Games Month From Pixels to Principles Don't Know Your Customer (d-KYC) Mumbai Tech Week 2025	Staqu Technologies Adobe Digi Yatra Foundation Tech Entrepreneurs Association of Mumbai (TEAM)
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Best Healthcare and Pharma Sector Campaign (B5)	Avian We Avian We Concept Public Relations India Kaizzen SPAG FINN Partners Value 360 Communications	Self Care for New Moms and Kids Under 5 Dettol Banega Swasth India Separated by Borders, United by Heart Making Compassionate Reproductive Care Accessible to India Novo Nordisk: Reframing Chronic Disease Care in India Sextember by Bold Care	Reckitt Reckitt MGM Healthcare Birla Fertility and IVF Novo Nordisk Bold Care
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Organisation Name	Campaign Title	Client/Consultancy Name
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Best Consumer Products and Retail Sector Campaign (B6)	Avian WE Aditya Birla Group Burson Genesis Burson Genesis MSL India Value 360 Communications Value 360 Communications	Durex The Birds and Bees Talk Be-Inteeha: An evening of endless love Duniya Ko Rang Do/Make Life Beautiful From Niche to Necessity – Redefining Quick Commerce in India? IKEA North Unlock Sextember by Bold Care Kia Syros – A New Species of SUVs	Reckitt Adfactors PR Birla Opus Paints Blinkit IKEA India Bold Care KIA India
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Best Not-for-Profit and Association Sector Campaign (B7)	Avian We Chase Avian GCI Health India a Burson Group Company Godrej Industries Group Value 360 Communications	Safe Blood, Safe Lives Indian Leadership Forum Against Trafficking (ILFAT) #GenerationsTogether The Undekha Eye Test The Lighthouse Project	Thalassemia Patient Advocacy Group HelpAge India Cumulus PR, Eyebetes Foundation Mondelez India
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Best Food and Beverage Campaign (B8)	Avian We First Partners Communications Tata Consumer Product Weber Shandwick Weber Shandwick	Sunfeast Mom's Magic 'Will of Change' Campaign Green Mahakumbh – Winning the Environmental Challenge! Namak Ho Tata Ka...Tata Namak From Crisis to Opportunity- Nestlé Cerelac Joke in a Bottle	ITC Foods Coca-Cola India & Southwest Asia Adfactors PR Nestlé India The Coca-Cola Company, India
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Best Entertainment and s Sector Campaign (B9)	Burson Genesis Jio Studios Kaizzen Ruder Finn RF Thunder	Pioneer DJ India Ambassador Program Release of the film Laapataa Ladies Rajadhiraj – Love.Life.Leela Veer Hanuman: When Faith takes Flight Home of Global Awards	Pioneer DJ Reliance Industries Rajadhiraj Sony SAB Lionsgate Play
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Best Banking and Financial Services Sector Campaign (B10)	Burson Genesis First Partners Communications First Partners Communications ICICI Lombard General Insurance Company MSL India	Digitizing Indian Banking ce Stupas: #WaterWonders – Save Water like Ladakh! 10 Years, 10 Crore Smiles – HDFC Bank Parivartan – A Decade of CSR! Elevate 'Credit Reimagined'	Airtel Payments Bank HDFC Bank Parivartan HDFC Bank Parivartan BOBCARD
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Best Services Sector Campaign (B11)	Archetype Value 360 Communications Value 360 Communications	When the Future Came Looking for a Job The Legacy & Leap: Powering India's Workforce for 25 Years Turning AI into Action with Findability Sciences	Indeed Teamlease Services Limited Findability Sciences
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Best Sports Sector Campaign (B12)	Concept PR Mobile Premier League (MPL) MSL India MSL India MSL India	20 Years of Tata Mumbai Marathon Serving for the Girls - Transforming lives in Assam's Remote Villages Through Sport adidas X Mumbai Dabbawala For Sports Fans, By Sports Fans Experience The Beautiful Game, Elevated	Tata Mumbai Marathon adidas India FanCode SonyLIV
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Best Infrastructure and Real Estate Sector Campaign (B13)	Avian We Burson Genesis First Partners Communications Godrej Industries Group WeWork India	Run For Zero Hunger Strengthening Confidence in NIA despite delay Every Miner Deserves to Return Home Safe! CREW Your Office, Your Way	Vedanta Group Noida International Airport Vedanta Sesa Goa Corporate Brand and Communications team, Godrej Industries Group Adfactors PR
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Best Campaign by a PSU (B14)	Avian We Avian We NTPC	Karnataka For India: Positioning it as the investment destination for the country International Conference on Green Hydrogen (ICGH) 2024 #50YearsofinfinitePoissibilities NTPC 50 Years Campaign	Invest Karnataka (Karnataka Udyog Mitra) FICCI
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SPECIAL AWARDS

Organisation Name	Campaign Title	Client/Consultancy Name
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Best Brand Reputation Campaign of the year (D1)	Avian We Burson Genesis First Partners Communications Motilal Oswal Financial Services Weber Shandwick	Navigating the Cheese Crisis From Niche to Necessity – Redefining Quick Commerce in India? Gurugram Crackdown: AI Police Tracking Fake Number Plates! Yeh Con Hai From Crisis to Opportunity - Nestlé India	Westlife Foodworld Blinkit Staqu Technologies Nestlé India
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Best Corporate Reputation Campaign of the year (D2)	First Partners Communications First Partners Communications Godrej Industries Group Godrej Industries Group Value 360 Communications	Green Mahakumbh – Winning the Environmental Challenge! 10 Years, 10 Crore Smiles – HDFC Bank Parivartan – A Decade of CSR! From Stories to Leadership: Building Reputation the Godrej Way The Undekha Eye Test Don't Know Your Customer (d-KYC)	Coca-Cola India & Southwest Asia HDFC Bank Parivartan Cumulus PR, Eyebetes Foundation Digi Yatra Foundationss
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FULCRUM AWARDS

JURY 2025



Amit Arora

Head – Corporate Communications
Housing.com



Aniruddha Basu

Global Head – PR & Corporate
Communications
L&T Technology Services



Ashmita Pillay

Head – Corporate Communications
Marico Limited



Cheryl D'Souza Waldiya

Head – Corporate Communications
K Raheja Corp



Dharini Mishra

Senior Vice President & Head
Marketing & Corporate Communications
Suzlon Energy



Divya Kumar

Director – Internal Communications
Amagi



Geetika Bangia

Head – Corporate Communications
Stryker India



Kaustubh Kulkarni

Senior Vice President and Head of
Communications for Southeast Asia
Bank of America



Mansi Tiwari Somvanshi

AVP and Global Head of Corporate
Communications
Tata Communications



Masooma Pathre

Director of Communications
Medtronic



Momita Das

Head – Corporate Communications
Ashirvad by allaxis



Nidhi Gulati

Country Director – Communications
Springer Nature Group



Nurjaha Arora

Head of Group Communications
Skoda Auto Volkswagen India



Piyali Reddy

Senior Vice President &
Head – Corporate Communications
Axis Bank



Pooja Singh

Head – PR & Communications
Allcargo Group



Pradeep Rajasekharan

Director of Corporate
Communications – Asia Pacific
Franklin Templeton



Puneet Gupta

Head – Communications
INOX India and INOX Air Products



Ritesh Mehta

Vice President and Head of Corporate
Communications
Bandhan Bank



Sapna Bhawnani

Vice President – Communications &
CSR
Alstom Asia-Pacific



Shalaka Kagathra

Head of Communications
HSBC India



Shruti Bose

Head of Campaigns
Roche



Soumya Balakrishnan

Head – Corporate Communications
Kalyan Jewellers



Tarun Nagrani

Director – Communications
MasterCard



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2012 – #PRAXIS1

23rd & 24th September
Pondicherry

International Speaker

Deirdre Breakenridge

Author – PR 2.0 & Putting the Public back into Public Relations

Indian Keynote Speakers

Anita Nair

Bestselling Novelist

Ashwin Sanghi

Bestselling Fiction Author

J. V. Vilanilam

Author – Public Relations in India and
Former Vice Chancellor – Kerala University

Panelists & Session Chairs

Amrita Ganguly Salian, Scribblepad, India

Amrita Pai, McDonald's

Anant Rangaswami, CNBC

Arun Sudhaman, The Holmes Report

Aseem Sood, Impact Research & Measurement

Chandan Chatterjee, SIMC

Deepa Dey, Airtel

Dhrubajyoti Gayan, Candour

Garima Varma, GE

Jaideep Shergill, MSL India

Madhuri Sen, Waggener Edstrom

Meenu Handa, Microsoft

Nitin Mantri, Avian Media

Paresh Chaudhry, Madison Public Relations

Pradyuman Maheshwari, MxM India

Radhika Shapoorjee, IPAN H&K Strategies

Robert Holdheim, Edelman Public Relations

Sabiana Anandaraj, Aircel

Senjam Rajsekhar, Vedanta

Shane Jacob, The PRactice

Shwetha Shukla, P&G

Sukanti Ghosh, APCO Worldwide

Sunayna Malik, Text 100

Swetank Jain, Future Group

Tarunjeet Ratan, Nucleus PR

Vikram Kharvi, Tata Housing

Yusuf Hatia, Fleishman Hillard

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2013 – #PRAXIS2

27th & 28th September
Lavasa

International Speakers

Anne Costello

Regional Director – Asia Pacific, Text 100

Glenn Osaki

President – Asia, MSL Group

Sconaid McGeachin

President & CEO (India, Middle East, Africa & Turkey),
H+K Strategies

David Rockland

Partner/CEO, Ketchum Change & Global
Research & Chairman – AMEC

Peter Chadlington

CEO, Huntsworth Group & Working Peer,
House of Lords

Indian Keynote Speaker

Mukund Rajan

Brand Custodian; Chairman, Tata Council for Community Initiatives; Chief Ethics Officer; Group
Spokesperson – Tata Sons

Panelists & Session Chairs

Ajay Kakar, Aditya Birla Group

Aniisu Verghese, Tesco HSC

Ashok Lalla, Infosys

Ashwani Singla, PSB

Atul Takle, Adfactors

Ben Smith, PRMoment.com

Chhavi Leekha, Spice Global

Dilip Yadav, Weber Shandwick

Indrajit Gupta, Forbes India

Max Hegerman, Edelman India

Nandita Lakshmanan, The PRactice

Nikhil Dey, Genesis BM

Nikhil Khanna, Avian Media

R Sukumar, Mint

Ranjana Sabu, ABB

Rishi Seth, Six Degrees

Roma Balwani, Mahindra

Sachin Kalbag, Mid Day

Seema Ahuja, Biocon

Shaili Chopra, Tehelka

Shivnath Thukral, Essar

Sonali Madbhavi, Gutenberg Communications

Sujit Patil, Godrej

Suvodeep Das, Reliance Brands

Varsha Chainani, Abbott



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Potential
Progress



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Storytelling



Social, Content &
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Advocacy



Issues & Crisis
Management



Purpose &
Social Innovation



Measurement &
Analytics

2014 - #PRAXIS3

12th & 13th September
Agra

International Speakers

Carol Cone

Global Practice Chair, Business+
Social Purpose, Edelman

Richard Bagnall

Prime Research

Yanina Dubeykovskaya

WCF Davos

Jonathan Hughes

Golin

Robert Pickard

Huntsworth Group

Paul Holmes

The Holmes Report

Vivian Lines

H&K Strategies

Panelists & Session Chairs

Prema Sagar, Genesis Burson Marsteller

Amit Saha, Hindustan Coca Cola Beverages

Atul Ahluwalia, Weber Shandwick

Bishalakhi Ghosh, Independent Consultant

Gagandeep Sapra, Columnist

Karan Bhujbal, 2020 MSL

Kavita Kowshik, Maitreya CSR

Madan Bahal, Adfactors PR

Meenakshi Sharma, SAB Miller

N Madhavan, Hindustan Times

N S Rajan, Ketchum Sampark

Neha Mathur Rastogi, WordsWork

Pallavi Basu, CNN-IBN

Prof Chandan Chatterjee, SIMC, Pune

Raheel Khurshid, Twitter India

Roli Agarwal, Google Singapore

Shashidhar Nanjundaiah, India Today Media
Institute

Shravani Dang, Avantha Group

Sunil Gautam, MSL Group India

Valerie Pinto, Perfect Relations

Venkat Krishnan, Daan Utsav

Yeishan Goel, THRS



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2015 – #PRAXIS4

25th & 26th September
Mysore

International Speakers

Lynne Anne Davis

President – Asia Pacific, Fleishman Hillard

Angie Schneider

President – Asia Pacific, Porter Novelli

Mike Ziviani

Founder & CEO, Precise Value

Shonali Burke

President & CEO – Shonali Burke Consulting, Inc.

Andre Manning

Global Head – Public Relations and Public Affairs,
Booking Dot Com

Jean-Michel Dumont

Chairman, Ruder Finn Asia

Paul Mottram

Managing Director, Integrated Strategy –
Asia Pacific, Text 100

Indian Keynote Speakers

Kiran Khalap

Co-founder, chlorophyll brand consultancy

Rajdeep Sardesai

Journalist and Author

Panelists & Session Chairs

Ameer Ismail, Linopinion Golin

Amit Govind, Mythology Student

Amit Misra, MSLGROUP India

Ansoo Gupta, Pinstorm

Aparna Jain, Zebraa Works

Archana Jain, PR Pundit

Barsha Panda, Yahoo

Chandramouli Nilakantan, Blue Lotus

Dilip Cherian, Perfect Relations

Gopinath G, Aim High Consulting

Harjiv Singh, Co-CEO, Gutenberg Communications

Kamlesh Sharma, Coca-Cola India & South West Asia

Kanchana T.K, Bristol Myers Squibb

Kunal Sinha, Value 360

Melissa Arulappan, Quintiles

Mrunmayi Abroal, Opera Software

Nitin Mantri, PRCAI

Papri Dev, ZENO Group

Rashmi Naik, Omdiyar Network

Rishi Seth, Six Degrees

Sarah Gideon, Infosys

Srikanth Srinivas, Adfactors PR

Stuti Jalan, Crosshairs Communications

Thomas Cherian, Cisco India

Utkarsh Patel, Mythologist

Vikram Sampath, Educator




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At SPAG/FINN, we craft unified brand narratives that cut across media, markets, and mindsets. From brand positioning and strategic marketing to stakeholder engagement and public trust — we help brands grow with purpose, integrity, and impact.

With 35 offices globally and a strong presence across Asia, we bring global thinking with local sensitivity — and always, a human heart.

We don't just market.
We elevate stories. We empower brands. We move the world forward.



2016 – #PRAXIS5

23rd & 24th September
Aamby Valley

International Speaker

Aedhmar Hynes

Global CEO, Text 100

Alan Vandermolen

International President, WE Communications

Kathy Bloomgarden

Global CEO, Ruder Finn

Roger Bolton

President, Arthur W Page Society

Gregor Halff

Chair, Global Alliance & Deputy Dean, Singapore Management University

Jon Higgins

International President, Ketchum

Pascal Beucier

Global CSO, MSLGROUP

Sarab Kochhar

Director, Research, Institute of Public Relations

Indian Keynote Speakers

Alok Sanwal

COO and Editor, Dainik Jagran, iNext

A Velumani

Founder, Thyrocare

Panelists & Session Chairs

Abhishek Mahapatra, Uber India

Amit Narayan, Edelman

Anand Subramanian, Ola Cabs

Anindita Guha, Gupshup

Anuj Srivastava, Jungle Ventures

Bhavana Singh, Genesis BM

Charu Raizada, PR Pundit

Devashish Dasgupta, SAB Miller

Devdarshan Chakraborty, Strong Koffee

Gayatri Rath, Microsoft

Girish Balachandran, Avian Media

Manisha Chaudhary, Value 360

Minari Shah, Amazon India

Ophira Bhatia, Mondelez

Paroma Roy Chowdhury, Soft Bank International

Poonam Thakur, Oyo Rooms

Pradeep Wadhwa, PepsiCo

Ravi Shankar, Aim High Consulting

Roger Darashah, Adfactors

Sachin Bhandary, Eccentrips

Saumil Majmudar, SportzVillage

Shreya Krishnan, First Advantage

Siddhartha Dubey, KSK Communications

Vivek Rana, The PRactice



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Charitable Trust



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2017 – #PRAXIS6

15th & 16th September
Jaipur

International Speakers

Fred Cook

Global CEO, Golin

John Saunders

Global CEO, FleishmanHillard

José Manuel Velasco Guardado

Chair, Global Alliance

Guillaume Herbette

Global CEO, MSLGROUP

Rob Flaherty

Global CEO, Ketchum

Gabriela Lungu

Founder, WINGS Creative
Leadership Lab

Jennifer Granston Foster

Global COO, WE Communications

Indian Keynote Speakers

Abhijit Bhaduri

Author and Transformation
Coach

Arunachalam Muruganathanam

The Real Padman, Founder & CEO,
Jayashree Industries

Pragnya Ram (Dr.)

Group President, Communications
and CSR, Aditya Birla Group

Panelists & Session Chairs

Aakriti Bhargava, Boring Brands

Aman Gupta, SPAG Asia

Ambereen Shah, Edelman India

Aniruddha Bhagwat, Ideosphere

Aparna Thomas, Sanofi

Bhavna Singh, OPPI

Darren Burns, Weber Shandwick

Debasis Ray, Tata Trusts

Deepa Jayaram, H+K Strategies

Gaurav Bhaskar, Google

Girish Huria, eBay India

Ipshita Sen, Adfactors

Madhurjya Kotoky, Autodesk

Manas Mrinal, Skateboard Media

Margaret Key, Burson Marsteller

Meena Vaidyanathan, Niiti Consulting

Nandini Chatterjee, PWC

Nitin Thakur, Max India

PK Khurana, Quik Relations

Pooja Pathak, Media Mantra

Poonam Kaul, PepsiCo India

Radha Roy, RuderFinn India

Ruby Sinha, Kommune

Shaily Vaswani, VFS Global

Sharif Rangnekar, Author & PR Specialist

Sheetal Singh, Micromax

Sonia Huria, Viacom 18

Tara Rogers Ellis, Mojo PR

Xavier Prabhu, PRHUB



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Numbers Mean a Lot But a Smile Means Everything!

We work in 9,000 villages. Reach out to 11 million people. A glimpse:

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Over 100 million polio vaccinations

6,000 medical camps / 24 Hospitals: 1 million patients treated

Over 200 deaf and mute children moved from the world of silence to the sound of music through the cochlear implant.

Involved with more than 5,000 children suffering from different ailments such as cancer, tuberculosis, thalassemia, and cardiac issues, among others. Extending financial support for chemotherapy sessions.

Encouraging them in a holistic manner to get back quickly on the road to recovery.

Engaged in prevention of cervical cancer through the administration of the HR-HPV vaccines in Maharashtra. Nearly 30,000 girls have been vaccinated.

EDUCATION

We reach out to well over 100,000 students through our network of formal and non-formal educational institutes. Of these girls constitute 50%.

Solar lamps given to 4.5 lakh children in the hinterland

Foster the cause of the girl child through
52 Kasturba Gandhi Balika Vidyalayas

SUSTAINABLE LIVELIHOODS

100,000 people trained in skill sets

50,000 women empowered through 5 000 SHGs

200,000 farmers on board our agro-based training projects

35 billion litres of water harvested annually crisscrossing 450 villages,
benefitting a 50,000 populace.

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On a transformative path, reimagining and reinventing 300 villages into model villages.

Of these 128 villages have already been morphed into model villages.

And much more is being done through the Aditya Birla Centre for Community Initiatives and Rural Development, chaired by Mrs. Rajashree Birla.

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2018 – #PRAXIS7

28th & 29th September
Hyderabad

International Speaker

Angela Chitkara

PR Track Director, City College of New York

Roland Buerk

Senior Director & Head of Communications, Africa, Middle East and India, Nissan Motor Corporation

Sree Sreenivasan

Digital & Social Media Strategist & Consultant

Tina McCorkindale

President, Institute for Public Relations

Peter Brun

Chief Communications Officer, VFS Global

Sam Ruchlewicz

VP, Digital Strategy & Data Analytics, Warschawski

Stella Low

SVP, Global Communications, Dell

Indian Keynote Speakers

MC Mary Kom

Indian Olympic Boxer & Member of Rajya Sabha

Nazeeb Arif

Executive Vice President, ITC Limited

Roger Pereira

Advertising and Public Relations Legend

Panelists & Session Chairs

Aashish Mehrotra, MSL India

Abe Smith, Cision

Alex Malouf, Procter & Gamble

Archana Muthappa, Bangalore International Airport

Arwa Husain, Adfactors PR

Christo van Wyk, Meltwater

Deepa Sridhar, Turner International, India

Esty Pujadas, Ketchum (APAC, MEA and LATAM)

Matt Stafford, Burson Cohn&Wolfe (APAC)

Minal D'Rozario, Ideosphere Consulting

Mukund Mudras, Heckyl Technologies

Neelima Khanna, CARMA International, India

Neha Mehrotra, Avian WE

Pranav Kumar, Allison+Partners

Rashmi Soni, Vistara TATA SIA Airlines

Resham Chhabra, NestAway Technologies

Rohan Vyavaharkar, Omidyar Network

Rupen Desai, VFS Global

Sharif Rangnekar, Edelman (Asia-Pacific, Middle East & Africa)

Sarab Kochhar, Institute for Public Relations

Sharat Jain, Impact Research & Measurement

Sunita Venugopal, Walmart Labs India

Consumer
Products



Properties



Chemicals



Agrovet



Capital



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2019 – #PRAXIS8

27th & 28th September
Goa

International Speakers

Arunav Sinha

Head of Communications, Coursera

Barri Rafferty

President & CEO, Ketchum

Christo van Wyk

Meltwater

Gregory Galant

CEO, Muck Rack

Johna Burke

Managing Director, AMEC

Matthew Harrington

Global COO, Edelman

Melissa Waggener Zorkin

Global CEO & Founder, WE Communications

Peter Debreceeny

Page Society

Indian Keynote Speakers

Anand Sankar

Founder, Kalap Trust

Richa Chadda

Actor

Devdutt Pattanaik

Author

Shiv Shivakumar

Group Executive President, Corporate Strategy - Aditya Birla Group

Panelists & Session Chairs

Aditi Prasad, Robotix Learning Solutions

Afreen Akhtar, Writer & Women's Rights Activist

Deepshikha Dharmaraj, Genesis BCW

Dr Samir Parikh, Fortis Hospital

Elan Shou, RuderFinn

Lee Nugent, Archetype

Lucy Harvey, Hill+Knowlton Strategies

Mahesh Jayaram, Dell India

Patrice Tanaka, Joyful Planet

Priyanka Tanwar, LIXIL

Shahnaaz Khan, Peace and Conflict Researcher and Educator

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SCOOTER KA HERO



SCAN TO
KNOW MORE



— THE ALL NEW —

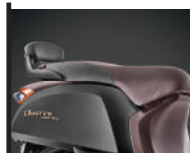
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125



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WIDER
ALLOY
WHEELS**



**PREMIUM
CHROME
ACCENTS**



**LONGER
PLUSH
SEAT
785mm**



**BEST-IN
CLASS
MILEAGE***



**1ST-IN
SEGMENT
AUTO
CANCEL
WINKERS**

*As per internal benchmarking of 125cc scooters in India under standard conditions. Actual mileage may vary based on road and riding conditions.

2022 – #PRAXIS9

5th & 6th August
Chandigarh

International Speakers

Brad Staples

Chief Executive Officer, APCO Worldwide

Kass Sells

Global Chief Operating Officer & President
International, WE Communications

Michael Stewart

Global Corporate Affairs & Communications
Leader, PwC

Indian Keynote Speakers

Gul Panag

Actor & Entrepreneur

Greishma Singh

Vice President, Customer & Commercial
Leadership, Coca-Cola India & South West Asia

Ipsita Das

Managing Director, Moët
Hennessy India

Rohit Bansal

Group Head, Corporate
Communications,
Reliance Industries

Rukmini S

Data Journalist and Author

Shekhar Gupta

Founder & Editor-in-Chief,
ThePrint

Yeshasvini Ramaswamy

CEO, Great Place To Work®
India

Panelists & Session Chairs

Abhilasha Padhy, 80dB Communications

Abhinav Kumar, Tata Consultancy Services

Arpit Garg, Adfactors PR

Bodhi Satya Basu Thakur, WPP/H&K Strategies

Chhavi Leekha, IndiGo

Kunal Arora, Edelman Digital

Lavanya Wadgaonkar, Nissan Motor Company

Lloyd Mathias, Business Strategist

Heena Kanal, Cipla

Krishna Vilasini, LOreal

Mukesh Kharbanda, Fuzion PR

Munavar Attari, FleishmanHillard India

Noopur Sharma, PR Pundit

Rakhee Lalvani, Communications Consultant

Ramya Rajagopalan, Siemens India

Ritika Jauhari, SPAG

Sahana Prabhakar, Alcon

Shekhar Gupta, ThePrint

Vandana Sandhir, BCW India Group

Vineet Handa, Kaizen

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2023 – #PRAXIS10

21st & 22nd September
Chennai

International Speakers

Farzana Baduel

CEO, Curzon PR

Jaspreet Bindra

Founder, The Tech Whisperer

Peter Finn

Founding Partner, FINN Partners

Rebecca Wilson

EVP – International, WE Communications

Roopa Unnikrishnan

SVP, Strategy & Corporate Development, IDEX Corporation

Shayoni Lynn

CEO & Founder, Lynn Group

Stephen Waddington

Founder & Managing Partner, Wadds Inc

Suzy Goulding

Head of Sustainability, APMEA, MSL Group

Indian Keynote Speakers

Bhaichung Bhutia

Former Captain – Indian National
Football Team,
Recipient of Arjuna Award & Padma Shri Honour

Prabha Narasimhan

Managing Director & Chief Executive
Officer, Colgate-Palmolive
(India)

Mandira Bedi

Indian Actress, Anchor, Author & Fashion Designer

Panelists & Session Chairs

Archana Arora, ANTS Digital

Arijit De, BCW Global

Diksha Sethi, Value 360 Communications

Kiran Ray Chaudhury, 80 dB Communications

Pooja Khan, Panasonic India

Rajesh Mani, Ashok Leyland

Shipra Singh, GE Healthcare

Sunaina Jairath, CRED

Usha Iyer, Dr Reddy's Laboratories

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2024 - #PRAXIS11

20th & 21st September
Pune

International Speakers

Anita Gupta

SVP & Strategic Communications Advisor,
DHL Group

Anupriya Acharya

CEO, Publicis Groupe South Asia

Brenda Darden Wilkerson

President & CEO, AnitaB.org

Bruno Tourne

Head of Corporate Communications, Sanofi

Grzegorz Szczepański

President, International Communications Consultancy
Organisation (ICCO) & CEO, Burson (Poland)

James Hewes

CEO, Public Relations & Communications
Association (PRCA)

Rahul Welde

Media & Marketing Expert

Sarah Meron

Chief Communications Officer, IBM

Sarah Waddington CBE

Director, Wadds Inc.

Indian Keynote Speakers

Huma Qureshi

Author & Actor

Priya Paul

Chairperson, Apeejay Surrendra Park Hotels

Murlikant Petkar

The real 'Chandu Champion'

Sudhir Sitapati

MD & CEO, Godrej Consumer Products Limited

Panelists & Session Chairs

Ashish Babu, Tata Consultancy Services

Atul Sharma, Ruder Finn India

Hemant Gaule, SCoRe

Hrishikesh Kannan, 94.3 RadioOne Network

Madhu Chhibber, HDFC Bank

Neha Mehrotra, Avian WE

Nidhi Gulati, Springer Nature

Piyali Reddy, Axis Bank

Priya Sheth Kothari, Senior Journalist

Ruchita Masrani, MSL India

Sandeep Fernandes, Skoda India

Shivani Gupta, SPAG-FINN Partners

Sonya Madeira, Rice Communications

Vasundhara Singh, Value360 Communications

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2025 – #PRAXIS12

19th & 20th September
Dehradun

International Speakers

Adrian Warr

CEO – South Asia Pacific, Burson

Bella Ling Nair

Senior Director, Communications & Patient Advocacy,
JAPAC (Japan, Greater China & APAC), Edwards
Lifesciences

Dana Salloum

Chief Communications Officer, Alstom

Laura Robbie

CEO, APAC, MENA & Turkey, YouGov

Advita Patel

President, CIPR

Chris Foster

CEO, Omnicom Public Relations Group

James Wright

Global CEO, HAVAS Red & Global Chairman,
HAVAS PR Network

Rochelle Ford

Chief Executive Officer, Page Society

Indian Keynote Speakers

Amol Palekar

Actor, Director & Painter

Rekha Raghunathan

CEO, India Animal Fund

Raja Jamalamadaka

Country Head & India Board Director, Roche GCC

Sandhya Gokhale

Advocate, Activist & Filmmaker

Session Chairs

Arpana Ahuja, Jindal Steel

Arun Sudhaman, The PRomise Foundation

Bishnupriya Narayan, Akasa Air

Jasrita Dhir, Ashoka University

Kunal Joshi, Communications Leader

Michelle Francis, Godrej Industries Limited

Rachana Panda, Bayer

Sharmistha Ghosh, AvianWe

Shashikant Someshwar, The Weber Shandwick
Collective, India

Tarun Deo, Progressive Communications

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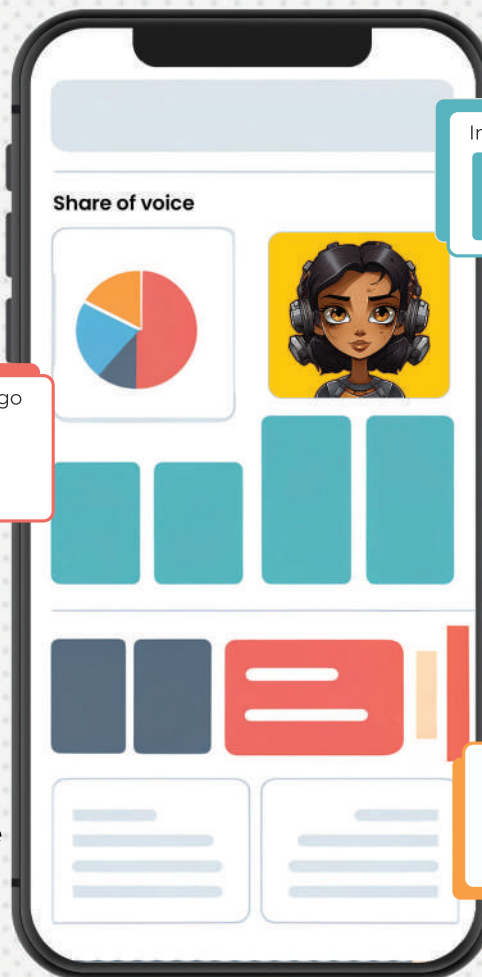
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- More relevant to actual trends
- Smarter signal detection



Real-World Training

- AI trained on real media coverage
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SPECTRA Season 1

28th November 2020 | 12th December 2020 | 9th January 2021
An Online Learning Experience

Keynote Speakers

Amish Tripathi, Columnist & Author

Andy Pharoah, Vice President, Corporate Affairs & Sustainability, Mars

Barby Siegel, CEO, Zeno Group

Deia Campanelli, Chief Communications Officer & Head of Sustainability, Wabtec Corporation

Edna Ayme-Yahil (Dr), Senior Director, Head of Communications, Brand & Sustainability, SITA

Ellen Ryan Mardiks, Vice Chairman, Golin

Gail Heimann, President, Weber Shandwick

Heather Woodard, Director for Multicultural Public Relations & Brand Engagement, McDonald's USA

Helena Maus, CEO, Archetype

Jerilan Greene, Global Chief Communications & Public Affairs Officer, Yum! Brands, Inc. & Chairman and CEO of the Yum! Foundation

Jonathan Adashek, Chief Communications Officer, IBM

Justin Green, President, Global Alliance for Public Relations and Communication Management

Kass Sells, Global COO & President, International, WE Communications

Kerman Kasad, Vice President, Global Communications & Brand, Project Management Institute

Madan Bahal, Managing Director, Adfactors PR

Margery Kraus, Founder & Executive Chairman, APCO Worldwide

Matthias Berninger, SVP Public Affairs & Sustainability, Bayer

Nitin Mantri, President, ICCO

Patti Temple Rocks, Author & Founder, Temple Rocks Consulting

Rama Bijapurkar, Economist & Thought Leader

Rick Murray, Managing Partner, SHIFT Communications

Rohit Bansal, Group Head of Communications, Reliance Industries

Russell Dyer, VP & Chief of Communications & Government Affairs, Mondelez International

Sabia Schwarzer, Global Head of Communications & Responsibility, Allianz

Shelley Spector, Founder & Director, Museum Of Public Relations

Suresh Narayanan, Chairman and Managing Director, Nestle India

Torod Neptune, Worldwide Group Vice President and Chief Communications Officer, Lenovo Group

Conversation Anchors

Amrit Ahuja, Consultant

Arun Sudhaman, PRevolve Media

Atipriya Sarawat, Fiserv

Biance Ghose, Wipro

Deepa Sridhar, WarnerMedia

Himanshu Raj, Mobile Premier League

Kanika Dayal, IMPACT Research & Measurement

Madhavi Jha, Boeing India

Mahul Brahma, mjunction

Payal Banerjee, Sequoia Capital

Puneet Gupta, Inox Leisure

Ruchika Mehta, The Park Hotels

Sahil Chopra, Stanza Living

Snehal Chitneni, L'Oreal India

Swati Sundareswaran, Royal Enfield

Vasundhara Mudgil, Spotify India

Viju George, 2020 MSL

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SPECTRA Season 2

23rd & 24th September 2021
An Online Learning Experience

Keynote Speakers

Andy Polansky, Chairman and Chief Executive Officer, IPG DXTRA

Anjana Menon, Co-author, What's Your Story

AnnaMaria DeSalva, Global Chairman & CEO, Hill+Knowlton Strategies

Erin Reilly, Founding Director - Texas Immersive Institute, Moody College of Communication

Fran Ashcroft, Senior Director, Global Communications Group Intel

Gowthaman Ragothaman, Founder & CEO, Aqilliz

Harish Bhat, Brand Custodian, Tata Sons

Matthew Brennan, Author, Attention Factory - The Story of Tik Tok & China's Byte Dance

Patience Nyange, Council Member, Media Council of Kenya

Rema Vasan, Global President, Marina Maher Communications

Sandra Stahl, Managing Director, jacobstahl - a Ruder Finn company

Sandra Sucher, Professor of Management Practice, Harvard Business School

Stephen Kehoe, President & CEO - Asia Pacific, Edelman

Tony Langham, Co-founder & Chief Executive, Lansons

Conversation Anchors

Arun Sudhaman, PProvoke Media

Bhavana Singh, Bombay Shirt Company

Bipasha Chakrabarti, Facebook

Girish Huria, AvianWE

Parekh Bhattacherjee, Logitech

Rachana Panda, Bayer

Radha Radhakrishnan, Wipro Enterprises

Rasick Gowda, Cisco

Seema Threja, Russell Reynolds Associates

Shalene Gupta, Harvard Business School

Shweta Munjal, Lupin

Tuhina Pandey, IBM

Usha Iyer, Dr Reddy's Labs

Vivaan Gideon, VMware



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the next.**

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PRAXIS VENUES



2012
LePondy
Pondicherry



2013
Lavasa International Convention Centre
Lavasa



2014
Jaypee Palace Hotel
Agra



2015
Radisson Blu Plaza Hotel
Mysore

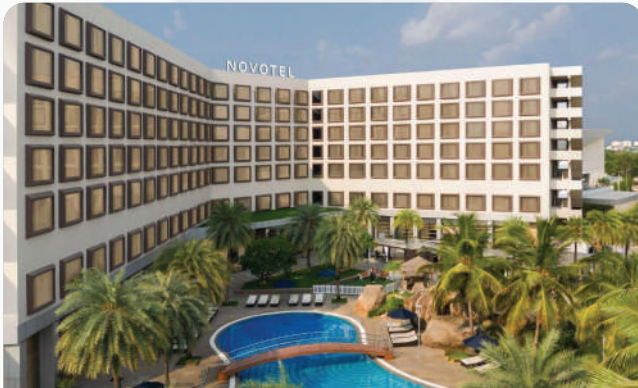


2016
Aamby Valley
Lonavala



2017
Fairmont
Jaipur

OVER THE YEARS



2018
Novotel-HICC
Hyderabad



2019
Grand Hyatt
Goa



2022
Hyatt Regency
Chandigarh



2023
ITC Grand Chola
Chennai



2024
JW Marriott
Pune



2025
Hyatt Regency
Dehradun

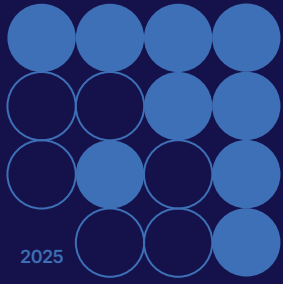
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More than 40% of B2B deals stall from within.
The culprit? Hidden buyers. They're not in the room.
But they're driving the decision.



71%

of hidden buyers have little or no interaction with sales

63%

of hidden buyers consume thought leadership weekly



79%

advocate for vendors with strong thought leadership

95%

of hidden buyers say thought leadership makes them more receptive to outreach

“

For hidden buyers in particular, the right thought leadership can transform initial skepticism into advocacy, creating champions for lesser-known brands.

”

Explore the full report: [2025 B2B THOUGHT LEADERSHIP IMPACT REPORT](#)

To know more, write to us: Siddharth.Singh@edelman.com



BANDS AT PRAXIS



2012
Swarathma



2013
Ambili Menon



2014
Indian Ocean



2015
Sivamani



2016
Voctronica



2017
The Raghu Dixit Project

OVER THE YERAS



2018
MaatiBani



2019
The Local Train



2022
Euphoria



2023
Thaikkudam Bridge



2024
Agnee



2025
Kabir Cafe





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ADITYA BIRLA GROUP

AIM HIGH
CONSULTING

**ALLISON+
PARTNERS**

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SCALING IDEAS

apco
Advice / Advocacy / Impact

Archetype

astrum

AVIAN We.

avignyata inc.

BAYER

Biocon

BLAQ.

Blue Ink
CONTENT

Boring Brands

BRANDWIRE.in
ASSURED VISIBILITY FOR BRANDS

Burson

Business Wire
The Global Leader in News Distribution

CANDOUR
Candour Communications Private Limited

CARMA

**Centronics
Support**

CISION

**CONCEPT
BIU**

DIAGEO

ebay

Edelman

80dB

Eikona
PR Measurement
Measuring CONTENT, Adding INSIGHTS

Evoc[∞]

FP
FIRST PARTNERS
Affiliate of SEC Newgate Group

fitbit

FLEISHMANHILLARD

Flipkart

Ford

FUZION
PUBLIC RELATIONS

Godrej INDUSTRIES GROUP

Google

Hero

**Hill+Knowlton
Strategies**

ideosphere

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KAIZEN
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PRAXIS All Timers

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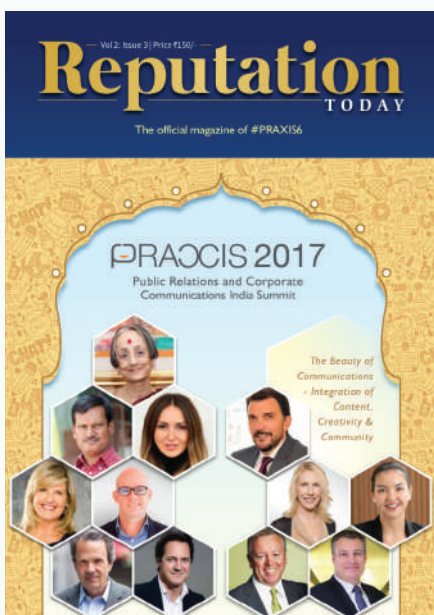
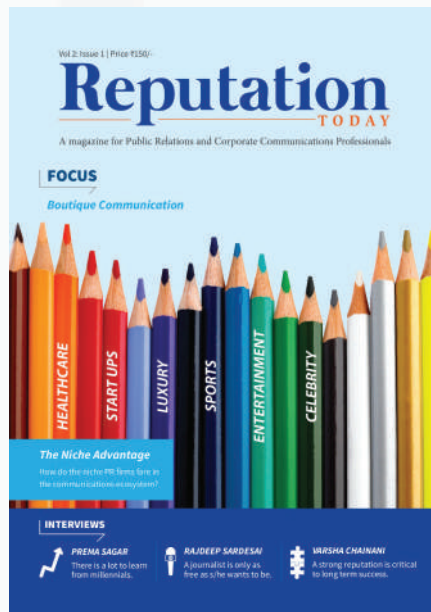
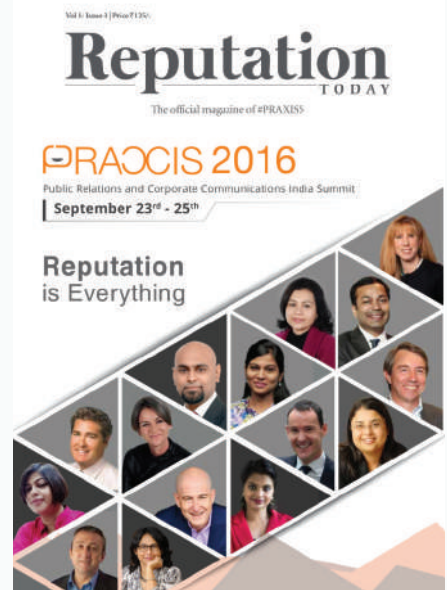


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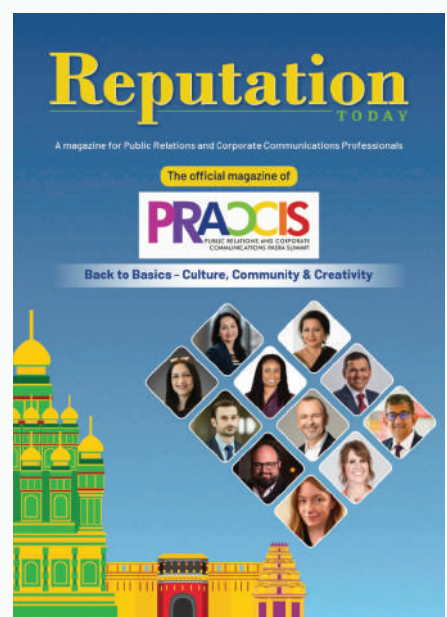
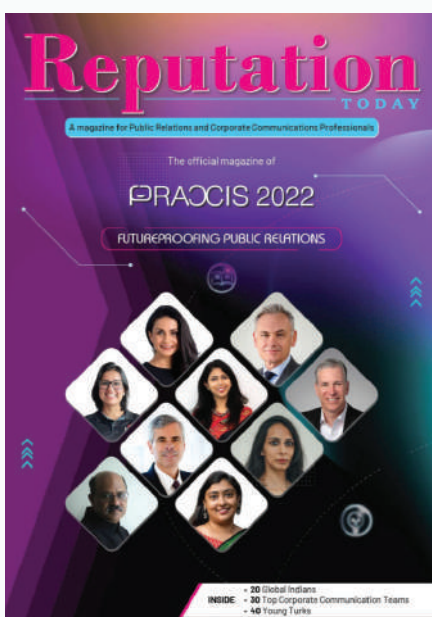
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MAGAZINE COVERS



OVER THE YEARS



11th May 2023 | The Leela Ambience, Gurgaon

Keynote Speakers

Chitra Narayanan

Editorial Consultant and Author

Rajat Goel

Co-Founder & CEO, Eye Q
Super Speciality Eye Hospitals

Vu-Quan

Vice-President, Culture and
Brand, ASEAN, Vero

Divya Khanna

Author and Strategist

Sharif Rangnekar

Author and Consultant

Meenakshi Gupta

Co-founder, Goonj

Sneha Shah

Director – ISRA, Psychologist
and Author

Conversation Anchors

Aman Gupta

SPAG FINN Partners

Arpana Ahuja

Shell India

Bharatendu Kabi

Hero MotoCorp

Sandeep Rao

One Source

Shibani Kumar

On Purpose

18th January 2024 | Taj, MG Road, Bangalore

Keynote Speakers

Harit Nagpal

MD & CEO, Tata Play

Minari Shah

Director – International (APAC,
EU, LATAM), Owned Content &
Channels, Amazon

Susanne Pulverer

CEO & Chief Sustainability
Officer, IKEA India

Malini Goyal

Co-Founder, Unboxing BLR Foundation

Puja Marwaha

CEO, CRY- Child Rights and You

Venkatesha Babu

Deputy Editor, The Hindu
Business Line

Parry Ravindranathan

CEO & Co-founder, Converj

Sujatha Narayan

Senior Vice President and Region
Leader, Wabtec Corporation

Conversation Anchors

Ira Pradhan

Freshworks

Nandini Naik

Bluelink Content

Nandita Lakshmanan

The PRactice

Omgita Awasthi

Whatfix

Shivani Gupta

SPAG FINN Partners

Shree Das

Britannia
Industries

Sumathi M Chari

PR HUB

27th November 2024 | Jio World Convention Centre, Mumbai

Keynote Speakers

Alina Alam

Founder and CEO, Mitti Cafe

Pushkar Sane

Co-Founder and CEO,
Convergination Ventures

Ashdin Doctor

Author, Health Coach and Founder,
Awesome180

Sunitha Krishnan

Social Activist,
Film Producer & Author

Atish Majumdar

Senior President, Mankind Pharma

Conversation Anchors

Anuradha Roy Chowdhury

DP World

Pooja Singh

Allcargo Logistics

Priya Zutshi

Aditya Birla Group

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20th January 2023 | Taj, MG Road, Bangalore

Keynote Speakers

Amisha Jain

MD, Levi's South Asia, Middle East, Africa and East Europe

N R Narayana Murthy

Founder, Infosys

Rajesh Shrivastava

Author and Management Consultant

Kubbra Sait

Author and Actor

Nivruti Rai

Country Head, Intel India and VP, Intel Foundry Services

Lakshmi Rebecca

Co-Founder, Red Bangle

Rachna Sharma

Founder & CEO, Climate Ready Leaders

Conversation Anchors and Panelists

Ajit Pai

MSL India

Anindita Sinha

L&T Metro Rail

Geetika Gulati

ZivComms

Nandita Lakshmanan

The PRactice

Pavangopal A

Nandus

Raghav Gupta

MilesFuture Group

Shenaz Bapooji

Matchmove & Shopmatic

Shivaram

Lakshminarayan Genesis BCW

Smitha Hemmigae

ANSR

Xavier Prabhu

PRHUB

23rd November 2023 | ITC Grand Central, Mumbai

Keynote Speakers

Aarti Kelshikar

Founder - 3A Consulting and Author

Hrishikesh Kannan

Producer and Radio Host of Radio One

Sunil Lulla

Chairman - Astrum: Reputation Advisory

Avinash Jhangiani

Founder - Play to Transform Group and Author

Jasleen Royal

Singer, Composer, Music Producer and Youth Icon

Bhairavi Jani

Executive Director, - SCA Group and Author - Highway to Swades

Manish Shah

CEO - Godrej Capital

Conversation Anchors

Kunal Kishore

Value 360

Sanjay Arora

ANTS Digital

Sonia Kulkarni

Hunk Golden and Media

Sulakshna Mukherjee

McDonald's India

Swati Khandelwal

Zee Business

12th March 2025 | The Leela Ambience, Gurgaon

Keynote Speakers

Arun Maira

Author and Thought Leader

Neha Saidha Mehta

Founder & CEO, Amaltaas, Jewellery for the Ready You

Ashutosh Garg

Founder, The Brand Called You and Guardian

Sanjay Arora

Founder & CEO, Shells Advertising Inc

KJ Alphons

Former Union Minister

Conversation Anchors

Devapriya Khanna

Connexus Global

Kiran Ray Chaudhury

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Pooja Pathak

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25th November 2022 | ITC Grand Central, Mumbai

Keynote Speakers

Ambi Parameswaran
Author and Brand Strategist

Karan Bajaj
Author & Business Leader

Shinjini Kumar
Co-Founder, SALT – mysaltapp

Anita Bhogle
Author and Consultant

Manas Dewan
Co-Founder, Brand Kiln

Sudha Singh
Founder, The Purpose Room

Aparna Piramal Raje
Author and Columnist

Nyrika Holkar
Executive Director Godrej & Boyce

Conversation Anchors

Minal D'Rozario
Ideosphere

Shweta Munjal
Lupin

Munavar Attari
FleishmanHillard

Sudeep Bhalla
Tata Motors

Nitin Mantri
AvianWE

Rammohan Regulapati
Ultratech Cement

28th February 2024 | Le Meridian, Gurgaon

Keynote Speakers

Ajay Singh
Author - Architect of the new BJP

Namrata Rana
Co-Author - SHIFT

Sandeep Mall
Health Coach & Author

Ashmita Sethi
President & Country Head
Pratt & Whitney

Radharani Mitra
Global Creative Advisor at
BBC Media Action

Vaishali Mishra
Director of Advocacy, Asia (GEAPP)

Gaurav Sood
Director & Professor of Marketing,
Author

Rishikesh Joshi
Founder, Sports for All

Conversation Anchors

Girish Balachandran
ON PURPOSE

Neha Rastogi
WordsWork

Rohit Bansal
Reliance Industries

Sarvesh Tiwari
PRP Group

Vasudevan Rangarajan
Edelman India

30th January 2025 | Taj, MG Road, Bangalore

Keynote Speakers

B S Nagesh
Founder, TRRAIN and Non
Executive Chairman,
Shoppers Stop

Partha Basu
Managing Director,
Ashirvad by aliaxis

Chaitanya Charan Das
Spiritual Guru

Prosenjit Datta
Senior Journalist &
Author

Nirmala Gowda Nayak
Author - Menstruation:
Moon, Men and More

Sarika Naik
Group Chief Corporate Responsibility
Officer & Member - Group Executive
Committee, Capgemini

Nupur Goenka
Executive Director,
Tally Solutions

Shweta Rajpal Kohli
President & CEO, Startup
Policy Forum

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Archana Jain
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INNOVATION FIRST COMMUNICATION CONCLAVE

14th March 2018 & 7th March 2019 | Le Meridian, Gurgaon

Keynote Speakers

Ramanathan Ramanan

Mission Director, Atal Innovation Mission

Sakshi Vij

Founder & CEO, Myles Cars

SaSanjiv Kapoor

Chief Strategy and Commercial Officer,
VISTARA (TATA SIA Airlines)

Sudhir Mathur

CEO, Cairn Oil & Gas, Vedanta Ltd

Vijay Menon

Author, Innovation Stories
from India Inc

Vishal Wanchoo

President and CEO, GE South Asia

Panelists & Conversation Anchors

Ajay Davessar

HCL Technologies

Amit Roy

NIIT Ltd

Amit Roy

NIIT Ltd

Arun Sudhaman

The Holmes Report

Dilip Yadav

First Partners

Indu Sharma

Reckitt Benckiser

Ishteyaque Amjad

Coca Cola India

Jaideep Gokhale

Tetra Pak

Jyotsna Ghoshal

MSD India

Latika Taneja

Mastercard

Narayanaswami Shekhar

Times Innovative Media –
The Times of India Group

Nitin Garg

Genpact

Paroma Roy Chowdhary

Softbank

Pranjal Sharma

Author – Kranti Nation

Rachana Panda

GE South Asia

Rajiv Kapahi

Boston Scientific

Ruchica Tomar

MakeMyTrip

Sarita Bahl

Bayer India

Senjam Raj Sekhar

Flipkart

Shefali Sapra

Danone India

Shikha Sehrawat

Trip Advisor

Shrutidhar Paliwal

Aptech

Sujit Patil

Godrej Industries

Suniet Bezbaroowa

Deloitte

Innovation First Online Salon Series – 2020

10th June | 8th July | 12th August | Panelists

Abhinav Kumar, TCS

Arpana K Ahuja, Shell

Deebba Ali, Oracle

Nandini Basu, ITC

Prasidha Menon, Oyo

Amrit Ahuja, Communications Consultant

Arun Gopalakrishnan, Bayer

Gayathri Sharma, Rolls Royce

Neeta Linz, LG Electronics

Ravi Sharma, Hyundai Motors

Anasuya Ray, Mars Wrigley, India

Bhavna Singh, OPPI

Marco D'Souza, Google India

Pooja Garg Khan, Panasonic India

Roma Balwani, Vedanta

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30th May 2018 & 16th May 2019 | Godrej One, Mumbai

Keynote Speakers

Babita Baruah

Managing Partner, GTB India

Govindraj Ethiraj

Founder, BOOMLive and IndiaSpend

Tanvi Bhatt

Entrepreneur & Personal Brand Strategist

Yangchen Yonzon

Managing Director, Meltwater India

Chandramouli Venkatesan

CEO, Special Projects Pidilite & Author of Catalyst

Sunil Kataria

CEO, India & SAARC, Godrej Consumer Products

Viji Venkatesh

Region Head, India & South Asia, The Max Foundation

Dr Radhakrishnan Pillai

Chief Mento, Chanakya Aanvikshiki & Author of several books on Chanakya

Supriya Paul

Director & Co-Founder, JOSH Talks

Vivek Gambhir

MD and CEO, Godrej Consumer Products Ltd

Thursday, 5th May 2022 | Online | Panelists

Abhilasha Padhy, 80db Communications

Amit Sharma, Havells

Rakschit Bhardwaj, Kaizzen Communications

Reegal Ranjan Mantoo, Value 360 Communications

Shoebahmed Shaikh, Ideosphere Consulting

Ajit Pai, Adfactors PR

Himanshu Raj, Pristyn Care

Prabhakaran B, Avian WE

Shivalika Malik, PepsiCo

Shivaram Lakshminarayan, Genesis BCW

Tarunjeet Rattan, Nucleus PR

Sunanda Rao-Erdem, Seraphim Communications

Indu Sharma, Schneider

Jumana Vadnagarwala, Kalolwala Associates

Radhika Nihalani, Think-Ink Communications

Tina Manshukhani Garg, Pink Lemonade

Tushar Bajaj, MSL

Lovina Gujral, Candour Communications

Archana Arora, Ants Digital

Harini Kucknoor Somanna, TVS Motor

Jasrita Dhir, Antara Senior Care

Manan Shah, Truecaller

Naina Aggarwal Ahuja, Talking Point Communications

Pradeep Wadhwa, Kritical Edge

Amrit Raj, Zetwerk Manufacturing

Harjot Dhawan, First Partners

Malvika Sinha, Ruder Finn

Michelle Francis, Godrej

Rishi Seth, Evoc Communications

Garima Sharma, Archetype

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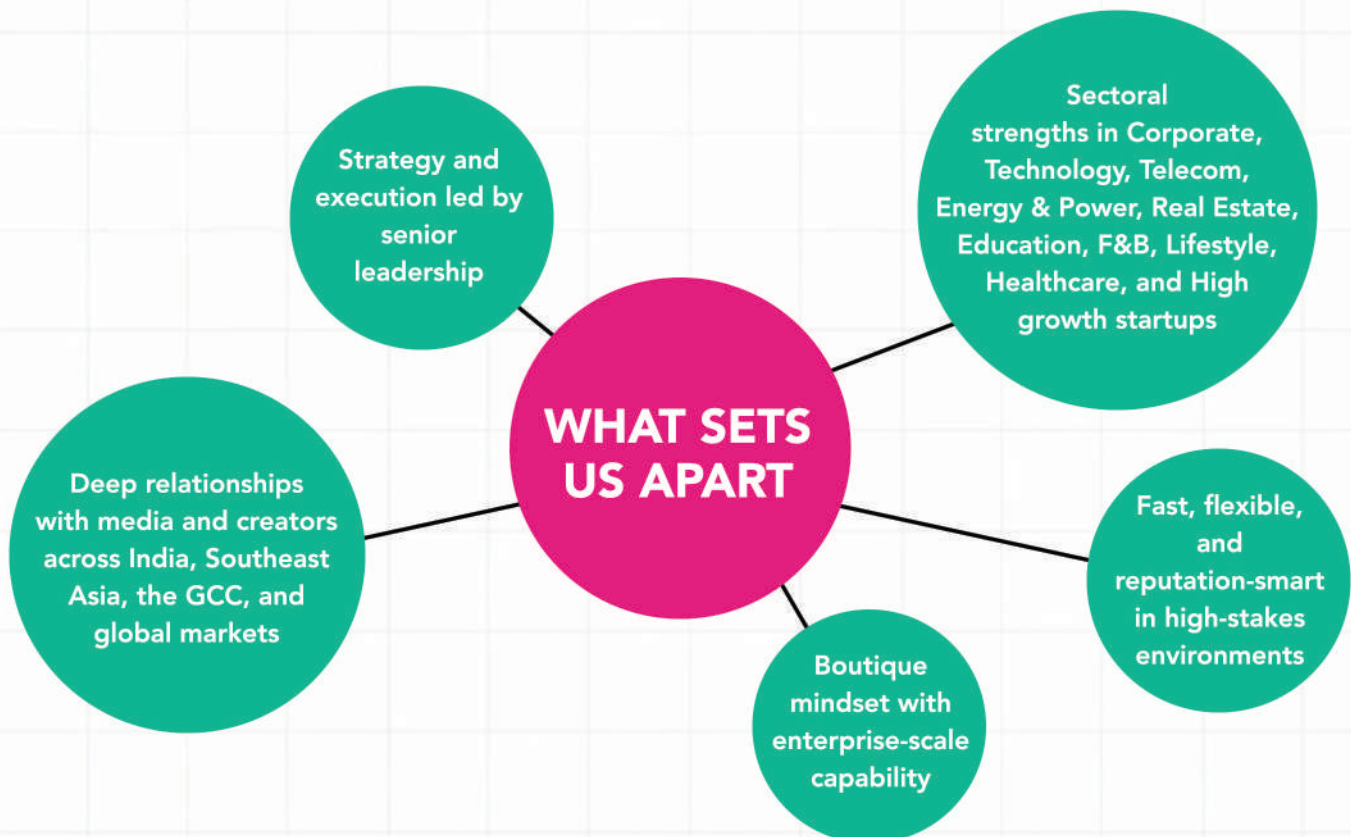
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PUBLIC RELATIONS

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20th November 2019 | Conrad | Bangalore

Keynote Speakers

Farid Ahsan

Co-Founder, ShareChat

Gunjan Arya

Managing Director, OML

Karthik Balakrishnan

CEO, The Printers Mysore (Deccan Herald)

Sidharth Rao

CEO & Co-Founder, Webchutney

Ushy Mohan Das

CEO & Chief Coach, Dr Ushy's Wisdom Works

Vishal Malik

Senior Consulting Professional & Musician

9th March 2021 & 3rd March 2022 | Online | Panelists

Abhilasha Gupta, Tech Mahindra

Abhilasha Padhy, 80Db

Akanksha Jain, Bharat Pe

Amandeep Arora, Mobikwik

Ameeta Vadhera,
The PRomise Foundation

Anuradha Roy Chowdhury, DP World

Arpana Ahuja, Shell

Bhavna Imran, Corteva Agriscience

Bhawna Sharma Ningthoujam,
Western Digital

Bhuvaneshwari Cheruvu, Arteans

Bishnupriya Narayan, Dream Sports

Chaaya Arora, SAP India

Dhruti Kapadia, Ingka Services

Dimple Kapur, Pernod Ricard

Flovie Martins, Marsh McLennan
Global Services

Gayathri Pradeep, BIAL

Geetanjali Nehru, Max Life Insurance

Geetika Bangia, Phillips

Hepsibah Rozario, Razorpay

Jasmin Pithawala, BCG

Kasturi Paladhi, Xiaomi India

Kavita Lakhani, Lintas Live

Lavang Khare, Adfactors PR

Madhavi Behl, FirstSource

Mansi Tiwari, Marico Limited

Megha Chaturvedi, Rio Tinto

Michelle Dsouza, Johnson & Johnson

Mitu Samar, Eminence

Mitul Lall, Josh Talks

Mona Kwatra, L&T Financial Services

Mukta Lad, Comms News

Neha Bajaj, Scroll Mantra

Neha Mehrotra, AvianWE

Neha Singhvi, PR Pundit

Nivedeeta Moirangthem, Ikea India

Pooja Trehan, Sugarbox Networks

Poonam Thakur, Prosus Ventures

Preti Binoy, Kimberly-Clark

Priti Setia, Adfactors PR

Priya Badshah, Invesco

Priya Patnkar, Phone Pe

Priya Zutshi, Green Cell Mobility

Rekha Rao, Zeno

Sanghamitra Bhargov, Byjus

Sarika Chavan, Weber Shandwick

Shaiy Vaswani, Aditya Birla Group

Sharmistha Ghosh, Avian WE

Shree Das, Lenovo

Shreya Krishnan, Anviti

Shreya Sharma, Sharechat

Shweta Munjal, Lupin

Smita Basu Roy, Godrej & Boyce

Sonal Choithani, Vedanta Ltd

Srabani Sen, Scripbox

Sunaina Jairath, Cred

Sushmita Bandhopadhyay, BD

Vandana Sandhir, Genesis BCW

Vasudha Jha, Mars Petcare

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Achint Setia, Myntra

Aman Ullah, HSBC (Hong Kong)

Ankit Vengurlekar, Xiaomi India

Anubha Pandey, VMware (Singapore)

Anubha Prakash, OnePlus (London)

Anubhuti Yadav, Ph.D, IIMC

Aparupa Sur, IKEA India

Aradhika Mehta, Lenskart

Arpan Basu, Coca-Cola

Ashish Babu, TCS (Amsterdam)

Bhanu Arora, Metro Cash & Carry

Bharat Ramanan, Rio Tinto (London)

Bhavna Satyanarayan, BASF (Hong Kong)

Bodhisatya Basu Thakur, WPP/GTB (Detroit)

C Leekha, IndiGo

Chris Samuel, US Soy (Chicago)

Deepshika Dharmaraj, Genesis BCW

Deepti Shetty, BASF (Kuala Lumpur)

Dr. Samir Parikh, Fortis Healthcare

Faisal Khan, MotorBeam

Gaurav Sinha, Audi India

Girish Balachandran, On Purpose Consulting

Hans Christian Winkler, German Embassy, India

Himanshu Kapadia, Grasim Industries

Himanshu Raj, Pristyn Care

Jonas Spitra, Schott AG

Juhie Gorwara, Phillips

Karun Arya, Oriente (Singapore)

Ketaki Golatkar, International Cricket Council (Dubai)

Kiruba Shankar, PSAI

Konia Khanna, Swarovski

Krishna Vilasini, L'Oreal

Kunal Kishore Sinha, ClanConnect

Lavanya Mandal, Aster DM Healthcare (Dubai)

Lavanya Wadgaonkar, Nissan Motor Corp (Yokohama)

Madhavan Narayanan, Senior Editor

Melissa Arulappan, IQVIA

Michelle Samuel, Mondelez International (Chicago)

Minari Shah, Amazon India

Minol Ajekar, Purvankara

Mousumi Halder Ghosh, PwC India

Mukesh Kharbanda, Fuzion PR

Nandini Chatterjee, PwC India

Panelists

Nandita Mathur, The PRactice

Naresh Kumar, Power Grid

Neha Mathur Rastogi, Wordswork

Nikhil Kharoo, Fitbit (Singapore)

Nitibha Kaul, Influencer

Pooja Khan, Panasonic

Prasad Karat, The PRactice

Priya Patankar, PhonePe

Puneet Gupta, INOX

Rahul Nag, Sharechat

Rakhee Lalvani, IHCL

Ritwik Sharma, Vivo

Rohan Vyavaharkar, Omidyar Network India

Sagar Pushp, ClanConnect

Seema Ahuja, Biocon

Senjam Raj Sekhar, Mobile Premier League

Shalini Singh, Holcim India

Shekhar Das Chowdhury, Mercedes-Benz India

Shilpa Arora, ChicLifeByte

Shivalika Malik, PepsiCo India

Shivanjali Singh, Vodafone Idea

Shreya Krishnan, Anviti

Snehhall Chitneni, L'Oreal India

Sonam C Chhabra, Influencer

Sonia Kulkarni, Hunk Golden and Media

Sudeep Bhalla, Tata Motors

Sujit Patil, Godrej Industries

Sunaina Jairath, CRED

Sunanda Rao Erdem, Seraphim Communications

Surangana Chatterjee, Fiserv Global Service

Sylvia Mason, The PRactice

Udbhav Tiwari, Mozilla

Udit Malhotra, MG Motor

Vaishnavi Ramakrishnan, Flipkart

Vandana Shenoy, Oracle India

Varghese M Thomas, TVS Motor

Varsha Chainani, Mahindra & Mahindra

Vidya Satchit, Edelman (New York)

Vineet Handa, Kaizzen

Xavier Prabhu, PRHUB

Yamini Reddy, The PRactice



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Anuj Dayal, Delhi Metro Rail Corporation

Arpit Garg, Adfactors PR

Arwa Husain, Adfactors PR

Bhavna Singh, OPPI

Dimple Kapur, Piramal Group

Harleen Sachdeva, Hewlett Packard Enterprise

Jasrita Dhir, Fortis Healthcare

Jatin Aggarwal, Groupe Renault

Jigyasa Kishore, Moglix

K.M.Prashanth, NTPC

Madan Bahal, Adfactors PR

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Manjira Sharma, Lupin

Meghana Bangalore, udaan

Minita Kumar, HMD Global

Noumaan Qureshi, Adfactors PR

P Balaji, Vodafone India

Padma Rani, Manipal Institute of Communication

Percy Dubash, Adfactors PR

Prasidha Menon, OYO

Priti Setia, Adfactors PR

Rajeev Chawla, Xavier Institute of Communication

Rajesh Mani, Ashok Leyland

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Ritesh Mehta, State Bank of India

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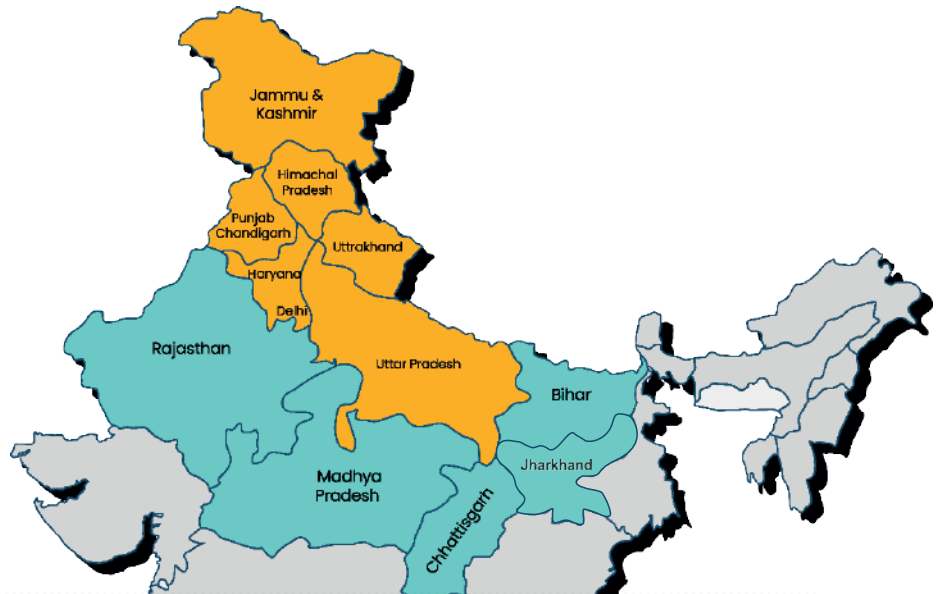
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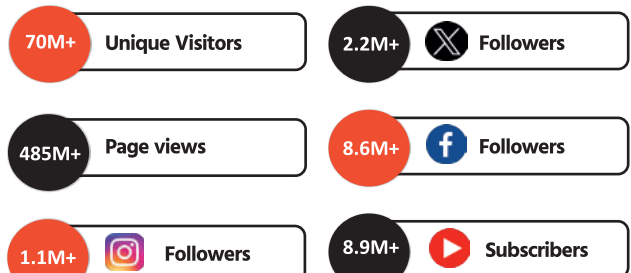


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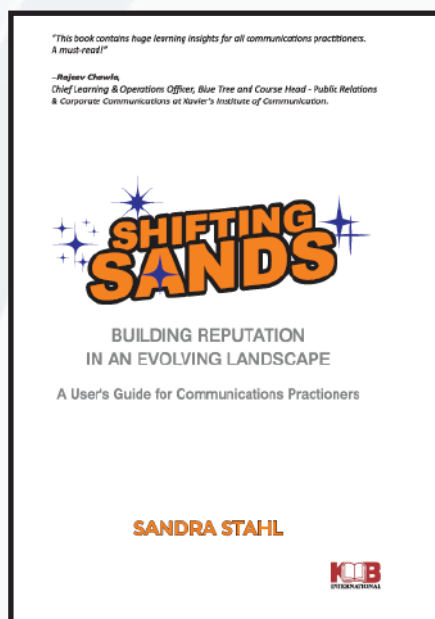
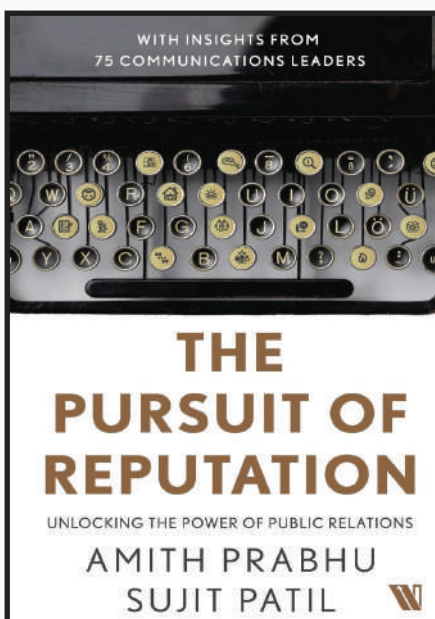
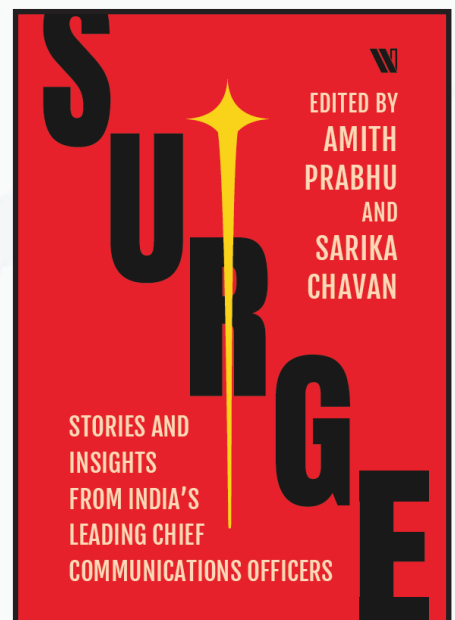
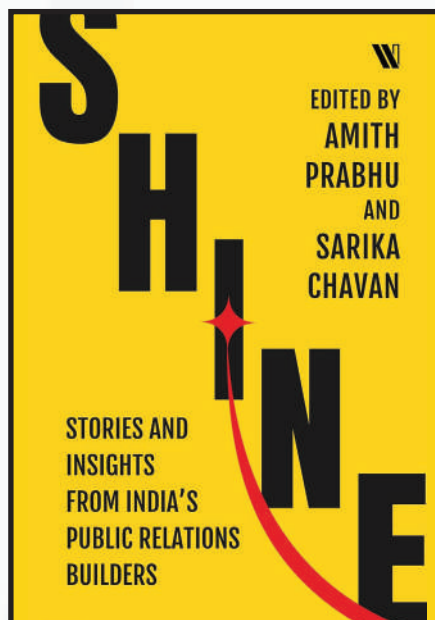
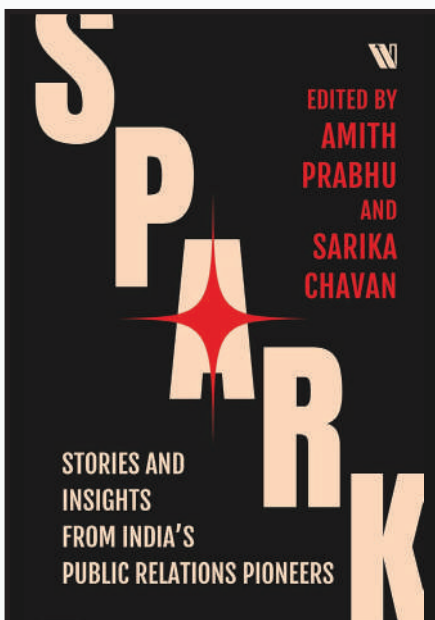
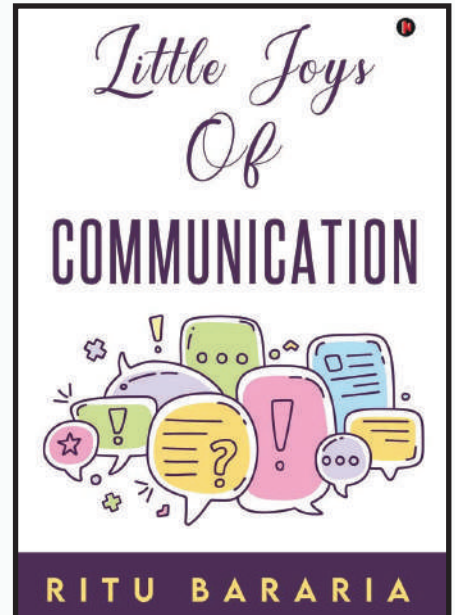
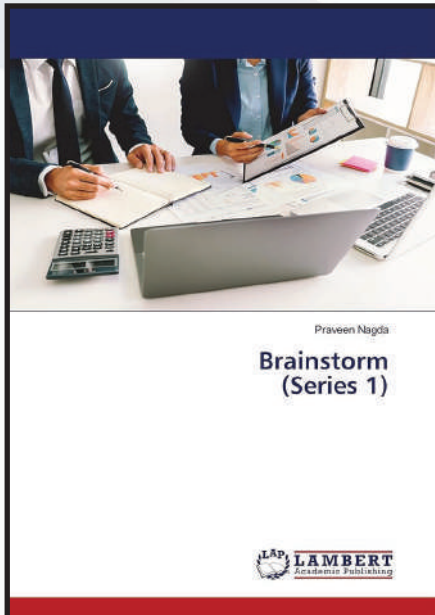


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Saloni Ginnare
Snigdha Parasrampuria
Sulagna Chakraborty
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Sakshi Jain
Shwetha Kumar
Sthitapragyan Parija
Udita Mehta

2023- 2025

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Drishti Tiwari
Jessica Kerketta
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Guests of Honour

Nalin Mehta, Indian Political Scientist, Journalist, Author (2022)

Saurabh Dwivedi, Founder, The Lallantop & Editor, India Today Hindi (2023)

Rajdeep Sardesai, Journalist, Author & News Commentator (2024)



Guests of Honour

Feroze Varun Gandhi, Member of Parliament (2023)

Samrat Phadnis, Editor-Traditional & Digital Media, Sakal Media Group (2023)

Swati Narayan, Author (2024)

SUPER NIGHT

Guests of Honour and Panelists

✦ **Naveen Seshadri**, Global COO, Lonely Planet (2017)

✦ **Simeran Bhasin**, Founder, BRAG (2017)

✦ **Shreya Narayan**, Model & Actor (2018)

✦ **Siddharth Banerjee**, EVP - Marketing, Vodafone

March 2019 | New Delhi

Arun Sudhaman
Editor & Journalist

Priya Sahgal
Political Journalist

Rasheed Kidwai
Journalist & Political Analyst

Surabhi Hodigere
Political Commentator

December, 2019 | Gurgaon & Mumbai

Prof. (Dr.) Anubhuti Yadav
Course Director, PR and Advertising,
Indian Institute of Mass Communications

Hemant Gaule
Co-Founder and Dean, School of
Communications & Reputation

Minari Shah
Director PR, Amazon India

Paarul Chand
Editor, PRmoment India

Pooja Shah Patel
Editor, PRmoment India

Puja Patel
VP - Talent & Culture, MSL

Unmesh Pawar
Head - Talent, People & Culture, KPMG India

Yasmin Taj
Global Content Lead, People Matters

November, 2022 | Mumbai

Palak Kohli
Paralympic Athlete (Badminton)

Varun Singh Bhati
Paralympic Athlete (High Jumper)

Glen Charles D'Souza
MD, Crisis, Media & Network Group, MSL India

January, 2023 | Bangalore

Deepa Sapatnekar
Head of Marketing, Bessemer
Venture Partners

Meher Taj
Director - Brand, Marketing
and Communications, EY

Nandita Lakshmanan
CEO, The PRactice

Pranay Kotasthane
Chairperson, High- Tech Geopolitics
Programme, Takshashila Institution

Rajesh Narwankar
Vice President and Head of
Talent and Culture, MSL India

November, 2023 | Mumbai

Dhiraj Bommadevara
Archer

Priyanka Goswami
Olympic Race Walker

Sumati Chaudhary
MSL India

February, 2024 | New Delhi

Mukesh Kumar
Paralympic Athlete -
Table Tennis

Poonam
Paralympic Athlete -
Table Tennis

Sandeep Dangi
Paralympic Athlete -
Table Tennis

Sayesha Arora
Associate Director,
MSL India

21st & 22nd June, 2024 | Taj Lakefront, Bhopal

Mentors

Amit Narayan

Partner – India & South Asia,
Control Risks

Anisha Motwani

Founder, STORM the NORM Ventures

Lloyd Mathias

Angel Investor & Business Strategist

Rituparna Chakraborty

Co-Founder – TeamLease
Services Limited

Siraj Chaudhry

Country Chairman – SATS (India)
Co Pvt. Limited

Sree Srinivasan

Co-Founder and CEO – Digimentors

2nd & 3rd May, 2024 | Taj Resort, Bekal

Mentors

Aditi Hingu

Innovation / Marketing
Consultant

Chandra Prakash Suryawanshi

Managing Director, Alvarez & Marsal,
Disputes & Investigations Practice,
Head of Global Cyber Risk Services India

Gaurav Phadke

Ex-Investment Banker, Capital
Market Communication Group

Rama Bijapurkar

Business Advisor,
Independent Director & Author

Rameesh Kailasam

Chief Executive Officer (CEO) and
President, IndiaTech.org

Srinath Sridharan

Business Advisor (CEO Coach,
Independent Director, Author,
Columnist, Succession Planning
Expert & ESG Consultant)



28th February & 1st March 2025 | Courtyard by Marriott, Shillong

Aseem Sood

CEO, Impact Research & Measurement

Brian Keenan

International Head of Insights & Analytics, AvianWe

Rajan Mehta

Founder, Climate Ventures

Vimala Rajkumari

Founder, Vsual Brewery

Reputation Today Conclave

2016, 20th April, Gurgaon | 19th May, Bangalore

Ajay Sharma Author	Aparna Jain ZEBRAA WORKS	Banmali Agrawala GE	Devita Saraf VU Technologies	K Ganesh Growth Story & Portea Medical
Kiran Mazmudar Shaw BIOCON		Aparna Jain ZEBRAA WORKS	Nikhil Pahwa Save The Internet	BPAC VU Technologies
Sailee Chahal SHEROES	Umang Bedi Adobe	Vijay Nair OML	Vivek Mehra SAGE Publications	Yatish Rajawat Local Circles

2017, 5th April, Mumbai | 20th April, Bangalore

Apurva Purohit Jagran Group	Avani Davda Nature's Basket Ltd.	CVL Srinivas South Asia Group M	Jessie Paul Paul Writer	Kanchana T.K. OPPI
Mahesh Chauhan Salt Brand Solutions	Mainak Dhar General Mills	Raj Nayak Colors-Viacom 18	Nitin Pai The Takshashila Institution	
Sandhya Vasudevan DBOI Global Services Pvt Ltd.		Shradha Sharma YourStory	Sowmya Iyer Xebec Digital	

2020, 12th February, Bhubaneswar

Atul Sharma Ruder Finn India	Madhavi Jha Cairn Oil & Gas	Minol Ajekar Purvankara Limited	Mitu Samar Eminence	Amith Prabhu The PRomise Foundation
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March & April, Online

Amandeep Singh Indraprastha Gas Limited	Amit Misra MSL South Asia	Anuj Dayal Delhi Metro	Bianca Ghose Wipro	Deepshikha Dharmaraj Genesis BCW
Hemant Gaule SCoRE	Jyotsna Ghoshal MSD India	Madan Bahal Adfactors PR	Nandita Laskhmanan The PRactice	Nitin Mantri ICCO
Purnima Sahni Mohanty Microsoft	Rahul Sharma APCO Worldwide	Rajneesh Kumar Flipkart	Rakesh Thukral Edelman	Roma Balwani Vedanta
Sonia Huria Viacom 18	Sudeep Bhalla Vodafone Idea	Sujit Patil Godrej	Valerie Pinto Weber Shandwick	Virali Modi Motivational Speaker

Huddle | 6th June, 2024 | Bangalore

Speakers

AR Hemant Bank Bazaar	Deepa Kannan Author & Ayurveda & Functional Medicine Practitioner	Murali Sashidharan Aether	Seema Ahuja Biocon
Senjam Rajshekhar MPL	Shiwani Vyas Lowes India	Shuvadip Banerjee ITC	Suhel Singh Bayer India

QUEST AT PRAXIS 2025

Answer all the 30 questions below before 9 pm on Friday, 19th September and stand a chance to win an *all-expense paid pass to attend PRAXIS Asia Pacific in Singapore on 14th October, 2025!



Scan the QR Code or go to bit.ly/PRAXISQUEST and submit your answers now!

Hint: All answers can be found in the Shine book

1. Which PR leader worked at Amar Ujala before exploring the civil services and later moving to the world of PR?
2. Which PR CEO worked in the Taj Mahal Hotel in marketing communications before she ventured into the consultancy world?
3. Whose dad was a pilot in the Indian Air force, and the first commanding officer of the Illyushin - II - 76?
4. Which entrepreneur was born in Champaran and later went to build an independent PR firm?
5. Whose batchmate is the famous chef, Sanjeev Kapoor?
6. Which PR entrepreneur worked with Headlines Today as a guest coordinator as their first job?
7. Which founder's first internship was with ACC cements in the sales department?
8. She joined as the fifth person in the team and has turned to thirty years being in the firm. Who are we talking about?
9. Who states he packed his suitcase full of dreams and the zeal to make a mark for himself and moved to New Delhi?
10. Whose early life was spent going on daily boat tours on the river with his grandfather since they lived on the banks of the ganga near Allahabad?
11. Who credits a significant influence in his life growing up in Tezpur, a crucial Air Force base on the Indo-China border?
12. Which PR leader has a post-graduate degree in community development from Australia?
13. Tata set up a creative agency called Design Shop India Limited and asked this PR leader to lead it. Who is this leader?
14. Was the first male employee at Genesis PR?
15. Who joined a small tech company, fresh out of university called Peutronics which developed the accounting software -Tally?
16. Which founder of a PR firm was born in Berhampur but also lived her growing up days in Bihar and Gujarat?
17. Which PR CEOs first job was as a trainee copywriter with Swift Advertising?
18. Who started their professional journey in the construction industry and then pivoted to PR?
19. Which professional spent several years at McKinsey & Co. before moving to Perfect Relations and now runs a leading service provider company?
20. Which PR CEO bought Philip Kotler's book and HBR to keep up with the advertising industry during the early days of their career?
21. Which founder founded a firm while working on a boutique hotel property in Mukteshwar near Nainital?
22. Which PR entrepreneur was selected by the Physical Research Laboratory in Ahmedabad but decided to not to pursue it?
23. Who developed the framework - NITWIT - 'Non-conformist, Irreverent, Trendsetting, Wild, Wacky, Innovative and Topical to drive internal behaviour changes?
24. Which PR CEO was part of the founding team at Comma Consulting and now is the CEO of APAC region of his company?
25. Whose love for reading was nurtured by a Reader's Digest subscription that was gifted to at an early age?
26. Which PR firm CEO switched his hospitality career from leading the front office at ITC Mughal Agra to public relations?
27. Who has a distinct memory of Times printing press watching papers being printed and loading trucks at 4pm and following their delivery routes?
28. Who was invited to be part of the Global Management Group of Golin during the initial years of their career?
29. Which PR CEOs father was a renowned economist and editor of The Economic Times?
30. Which PR firm CEO hails from a tiny village called Theog in Himachal Pradesh?

**Only registered participants of PRAXIS 2025 are eligible to play the quiz.*

**The prize is non-transferable and cannot be exchanged for cash.*

**All-expense means - pass to the conference + stay for 2 nights in a Marriott owned property + reimbursement on actuals for economy class flights + visa charges paid by 20th October 2025.*

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THE STEEL OF INDIA





JURY 2016

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Jury Chair

Arijit De

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Dimple Kapur

Meena
Vaidyanathan

Meenu Handa

Paarul Chand

Paroma Roy
Choudhary

Rashmi Naik

Roma Balwani

Rakhee Lalvani

Sabiana Anandaraj

Sanjiv Kataria

Suvodeep Das

Varghese Thomas

Veena Gidwani

JURY 2017

P Balaji
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Debasis Ray

Deepa Dey

Gaurav Sinha

Humsa Dhir

Mahesh Jayaram

Minari Shah

Moushumi Dutt

Nandini Goswami

Nitin Thakur

Poonam Kaul

Raza Khan

Seema Ahuja

Shravani Dang

Sonya Madeira

Subhayu Mishra

JURY 2018

Harshendra
Verdhan

Lou Hoffman

Manish Kalghatgi

Ophira Bhatia

Pradeep Wadhwa

Purnima Sahni
Mohanty

Ransom D'Souza

Rashmi Soni

Sarah Gideon

Seema Siddiqui

Shreya Krishnan

Shrutidhar Paliwal

Shweta Munjal

Sourav Das

Subir Moitra

Sumeet Chatterjee

Sunita Venugopal

Sushant Balsekar

Tara Rogers Ellis

Zeenat Khan



JURY 2019

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Jury Chair

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Aman Dhall

Amandeep Singh

Amit Chaudhery

Aparna Thomas

Archana Muthappa

Arpan Basu

Chhavi Leekha

Gabriela Lungu

Heena Kanal

Khushboo Gupta

Mona Kwatra

Paresh Chaudhry

Pooja Sabharwal

Rohan Vyavaharkar

Ruchika Mehta

JURY 2020

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**Anand
Subramanian**

Arijit Sengupta

Arpana Kumar Ahuja

Atul Ahluwalia

Deepa Sridhar

Deepshikha Dharmaraj

Dilip Cherian

Gaurav Bhaskar

Madhu Chibber

Nandini Chatterjee

Nandita Lakshmanan

Nikhil Khanna

NS Rajan

Pooja Garg Khan

Prasanna Kotian

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Rajagopalan**

Rashmi Adukoorie

Ronit Baugh

Sarah Hanel

**Shubham
Mukherjee**

Sudeep Bhalla

Usha Iyer

Valerie Pinto

Varsha Chainani

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Xavier Prabhu

Yuvraj Mehta



JURY 2021

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Chris Samuel	Deep Ghatak	Gayathri Sharma	Harleen Sachdeva
Hitesh Raj Bhagat	Ira Pradhan	K M Prashanth	Manisha Chaudhary
Medha Girotra	Neha Mathur Rastogi	Nikhil Dey	Payal Banerjee
Pooja Pathak	Radha Radhakrishnan	Rajesh Mani	Rajnish Wahi
Rohini Kute	Shiwani Varma Vyas	Snehal Chitneni	Sukanti Ghosh
Suniet Bezbaroowa	Tuhina Pandey	Tushar Makkar	Viju George

JURY 2022

Abhilasha Padhy	Abhinandan Saikia	Amandeep Arora	Anuradha Roy Chowdhury
Bhuvnesh Chawla	Boby Kurian	Jatin Aggarwal	Kavita Lakhani
Kerman Kasad	Komal Lath	Madhavi Behl	Murali Sashidharan
Neeraj Jha	Nitin Mantri	Partha Ghosh	Piyal Banerjee
Pranav Kumar	Prateek Chatterjee	Preeti Binoy	Rajalakshmi Azariah
Rimmi Harindran	Sanaj Natarajan	Shivani Gupta	Sukanya Chakraborty
Swetank Jain	Vidisha Chatterjee	Vineet Handa	



JURY 2023

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Geetaj Channana	Kinshuk Gupta	Kunal Gulati	Madhavi Jha
Nivedeeta Moirangthem	Omgita Awasthi	Pramuch Goel	Priya Zutshi
Sanjeev Handa	Saraswathi Mohan	Saritha Rajeev Hazare	Shaily Vaswani
Shirley Coses D'Silva	Siddhartha P Saikia	Smita Basu	Sourav Mishra
Tehseen Zaidi	Vasundhara Mudgil	Yatin Padia	

JURY 2024

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Ashutosh Sharma	Bibhu Mishra	Geetanjali Nehru	Jasrita Dhir
Jeyasingh Balakrishna	Kasturi Paladhi	Kavita Doshi	Lavanya Mandal
Nadhiya Mali	Pooja Thakran	Pooja Trehan	Rasick Gowda
Rishi Basu	Saba Khan	Sakshi Talwar	Sameer Bajaj
Sandeep Fernandes	Saumya Bhushan	Shivanjali Singh	Sunaina Jairath

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Abu Dhabi | February 2026

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TAKING PRIDE

Stories that must be told. We have a dozen for the 12th edition

*Continued from pg no 1

7. Our happiness comes from being **grateful**. While PR consultancies have always been supporting the PRAXIS movement, this year, we have a record number of corporate houses who have stood by us and we want to acknowledge all these twelve: 1. Aditya Birla Group, 2. Godrej Industries Group, 3. Hero MotoCorp, 4. Tata Consultancy Services, 5. PepsiCo India, 6. Diageo India, 7. Arvind, 8. Bayer India, 9. Mondelez India, 10. Jindal Steel, 11. Amar Ujala and 12. YouGov

To all the 17 other firms that supported us in a very difficult year we remain grateful: 1. Value 360 Group, 2. Avian We 3. Kaizzen 4. SPAG-Finn Partners 5. MSL 6. Burson 7. PR Pundit Havas Red 8. Edelman 9. OPRG 10. Impact Research and Measurement 11. Bloomingdale PR 12. NewsVoor 13. Newzo

A special thanks to three partners: 14. Avignyata for driving social media; 15. ANTS Digital for supporting the creatives and the website 16. Kritikal Edge for designing this magazine and to the device partner: 17. Lenovo.

A special word of thanks to our seven external volunteers: Samuel John, Richard Joy, Kanika Dayal, Ajit Pai, Julia Joseph, Rahul Rakesh and debutante Smriti Singla. We would be failing in our duty if we do not mention nine individuals – Hina Huria, Tinu Cherian, Anup Sharma, Amit Nanchahal, Aditi Juneja, Moksh Juneja, Kiruba Shankar, Aarti Arjun and Jayoti Lahiri. The first four are part of a cohort of 18 professionals who have never missed a single edition. You will find the names and photos of the others in the ensuing pages.

A shout out to all the speakers who will be the mainstay of the summit's content this year: They are Adrian Warr, Advita Patel, Amol Palekar, Bella Ling-Nair, Chris Foster, Dana Salloum, James Wright, Laura Robbie, Raja Jamalamadaka, Rekha Raghunathan, Rochelle Ford and Sandhya Gokhale.

8. We are in the process of building the biggest community of PR professionals which will meet offline annually to celebrate the age of influence. The South Asian Public Relations Alliance (**SAPRA**) is a membership-driven organisation which will focus on continuous learning and development. Its own retreat – **THRIVE** is in the works and will see the light of day this financial year. Follow us on social media for updates.

9. Last year in the fourth week of November we brought to life the first ever **World Public Relations Week** with various events across the major metros. We will commemorate the week this year between 24th and 28th November. It is the week in which Edward Bernays – the father of Modern Public Relations and was born in 1891. [And the month in which Prema Sagar – the mother of Indian Public Relations was born in 1953]. It's a tribute to these icons.

10. We have been fortunate to **collaborate** with two global organisations: AMEC, led by Johna Burke and the Global Alliance, led by Justin Green. Both these organisations organise fantastic global summits that one must not miss. Look up their websites for details on the next edition.

11. The magazine in your hands is a collector's edition. It is an archive of the work we have put together in the last decade. And credit for curating this magnum opus goes to our content director – **Anubhuti Mathur**. The summit you are about to witness is a labour of love and a fun project. A great deal of heavy lifting is done by **Roshan Alexander** and **Ameeta Vadhera** who ensure everything moves at a pace and style few can match.

12. And finally, the storyteller is yours truly who watches the world, as it goes by sipping fresh lime water, and is fortunate to work with a team that lives the values of The PRomise Foundation: Mindful, Affable, Nimble, Open and Resilient.

My name is **Amith Prabhu** and the picture you see below is that of the core team who makes a lot of things possible with discipline, focus, consistency and passion.

Team PRomise Foundation

**Ameeta
Vadhera**

**Anubhuti
Mathur**

**Sarika
Chavan**

**Joulyn
Kenny**



**Amith
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