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## PRCI INDUCTS ASHWANI SINGLA of ASTRUM INTO THEIR 'HALL OF FAME'

*Recognizes the role played in shaping the best practices for over two decades*

**Gurugram, March 17<sup>th</sup> 2017.** Public Relations Council of India (PRCI), the oldest and most well established body representing practicing Public Relations professionals in India inducted Ashwani Singla, into its **Hall of Fame** at its 11th Global Conclave held in Bangalore, Karnataka, India, from March 3-5<sup>th</sup> 2017. Ashwani is the Founding Managing Partner of Astrum, India's only specialist science based [reputation management](#) advisory, former Asia MD of Penn Schoen Berland & CEO of Genesis Burson-Marsteller.

On his induction into the PRCI, Hall of Fame, Ashwani says, *"I am grateful to the members of the PRCI for this rare honour. This recognition really belongs to my outstanding colleagues, clients, friends and my family; it is their faith and belief in me that has led to this recognition."*

Says MB Jayaram, President PRCI, *"Ashwani has played a stellar role in shaping the course of the industry over the last two decades, his professionalism and his continuing focus in developing the next generation of practices has contributed to the respect and trust he enjoys with clients and colleagues."*

### **About Ashwani**

Ashwani Singla is the Founding Managing Partner of Astrum ([astrum.in](http://astrum.in)), India's first specialist reputation management advisory that uses science to understand and shape public opinion. In his two decades of experience in industry, he has donned the role of a trusted advisor and strategist for both the C-Suite & Political leaders. He was the campaign strategist for the campaign committee of the Bharatiya Janata Party (BJP) during the 2014 General Election in India, and continues to work closely with the leadership on the ongoing election strategies. He has featured in the Campaign India Magazine's 'A list' and Agency FAQ's listings of the most influential communication professionals in India.

### **About PRCI**

Public Relations Council of India (PRCI) is a non-political and not-for-profit organisation of professionals in the field of public relations, communications, advertising, education and many other allied services, providing industry professionals an opportunity to serve their community by encouraging high ethical standards in their respective areas of work and will be the first forum to offer accreditation to professionals in the stream. PRCI also has a separate cell for social action to look at developmental and social issues.

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PRCI today has emerged today in the country as one of the foremost platforms for Public Relations professionals for global exchange of ideas in many areas of public relations such as corporate communications, advertising, reputation management and academics. The organization provides a forum where creative minds often come together, upholding the challenges and values of professionalism in PR.

PRCI, the registered body of PR professionals which was born just about four years ago, is proud to have over 18 active chapters spread across India and installation of 10 more chapters are on the anvil, with plans to go international in the very near future.

More information is available on <http://www.publicrelationscouncilofindia.com/>

### **About Astrum**

Astrum is India's first science-based specialist Reputation Management advisory.

Astrum in Latin means the brightest star in its constellation. The purpose of every Astrum professional is to help each of our clients become 'that star'.

Astrum works as a strategic partner to the C-Suite, helping them resolve complex challenges they face in building and guarding their companies' reputation. Applying the same science, Astrum helps senior political leaders connect with voters to be elected to a public office, keep the mandate and get re-elected. Astrum is leading the way by weaving creativity into the Science of Reputation to understand and shape public opinion.

Our specializations include Reputation Management, Crisis & Issues Communication, Corporate Affairs, Corporate Governance, Voter Targeting, Candidate Positioning, Campaign Messaging and Voter Sentiment Tracking. Astrum is an insight-driven **Digital First** advisory, with its emphasis on harnessing the power of the mobile phone and the Internet to engage stakeholders and shape opinions.

Astrum serves clients in the NCR, Mumbai & Bangalore, through its own presence, and spans 60 cities and towns in India through its exclusive affiliates.

Along with a high-calibre team of practicing professionals, Ashwani Singla founded Astrum. Ashwani is the former Asia CEO of Penn Schoen Berland. In his two-decade experience in the industry, he has donned the roles of a trusted advisor and a strategist for both the C-Suite and political leaders. He has successfully steered many a blue-chip multinational and Indian corporation through crisis.

Ashwani acted as the **Campaign Strategist** for the campaign committee of the Bharatiya Janata Party (BJP) during the 2014 General Elections in India and continues to be involved in the ongoing election strategies. He was featured in the **Campaign India** Magazine's 'A List' and **Agency FAQ**'s listings of the Most Influential Communication Professionals in India.

More information is available on [www.astrum.in](http://www.astrum.in)