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ASHWANI SINGLA RECOGNIZED BY REPUTATION TODAY

Amongst “100 Most Important Professionals” in the Indian Public Relations & Corporate Communications

Gurugram, September 14, 2017: Ashwani Singla, Founding Managing Partner, Astrum has been featured in the Reputation Today, 2017 listing of the “100 most important professionals in Indian Public Relations & Corporate Communications”.

Reputation Today is India's premier publication for Public Relations and Corporate Communications professionals. **Says Ashwani**, “*This recognition would not have been possible but for the faith of our clients in our science based [reputation management](#) and the adoption of data and insight driven communication by every member of Team Astrum.*”

Ashwani, is credited with establishing some of the most cutting-edge industry practices in India. He has previously featured in the Campaign India Magazine's 'A list' and Agency FAQ's listings of the most influential communication professionals in India. Earlier this year he was inducted by the Public Relations Council of India into their Hall-of-Fame.

In his distinguished career of over two decades he has built successful firm Like Genesis Burson-Marsteller and Penn Schoen Berland as their CEO and Asia MD respectively. Renowned for his strategic thinking, he has been a trusted advisor and strategist for both the C-Suite & Political Leaders. He has advised both Indian and Multinational corporations across a range of sectors. Since the 2014 General Election in India, he has been the election campaign strategist for the Bhartiya Janata Party (BJP) and has been involved in several successful domestic and international election campaigns.

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 and Mumbai through its own presence, and spans 60 cities and towns in India through its dedicated affiliate network.

More information is available on astrum.in.

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