



Shefali Khanna
Chief Marketing Officer
+91 971 111 8615 / shefali.khanna@astrum.in
www.astrum.in

ASTRUM STRENGTHENS CORPORATE AFFAIRS TEAM

Appoints Award Winning Journalist Rajeet Sinha as Principal Counsellor

Gurgaon, August 3, 2018. Astrum, India's first science-based specialist [Reputation Management Advisory](#) announced the appointment of Rajeet R Sinha as Principal Counsellor in its Corporate Affairs Team. Rajeet will work closely with clients to advance their legitimate corporate affairs and public policy goals.

An award-winning journalist and a public advocacy specialist, Rajeet has extensive experience in covering current affairs and public policy and has served as an advisor to several senior leaders across the political spectrum. During the course of his distinguished career, he has advised several ministries and government departments such as the UIDAI (Aadhaar project), Ministries of Women & Child Development, Rural Development and Pachayati Raj on their public advocacy campaigns.

Rajeet holds a PG degree in Mass Communications. He is a Chevening Scholar, a Fellow of the Salzburg Global Seminar and a Fellow of The 21st Century Trust at London and Oxford. He currently serves as the Vice-President of Association of British Scholars, Delhi.

" Rajeet adds to our ability to provide the most pertinent insights and collaborate with our clients to help them successfully navigate the unfolding policy & regulatory landscape to realise their larger corporate ambitions," **said Ashwani Singla, Founding Managing Partner, Astrum. He added,** "Coming off the back of a strong first half 2018 performance, Rajeet's appointment underlines our continuing ambition to invest in top-notch talent to fuel the growth of the firm by providing high calibre service experience our clients have come to expect of us."

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 a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape opinions in an ethical way.

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

More information is available on astrum.in.

###