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Shefali Khanna, honoured with 'Most Influential Marketing Leaders Listing' at World Marketing Congress, Mumbai.

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Gurgaon

Shefali Khanna, Partner Digital Marketing and Business Growth of Astrum, India's first science based specialist reputation management advisory, was recognised as one of **'The Most Influential Marketing Leaders'** by the World Marketing Congress (WMC) at its annual global conference in Mumbai. *"This award by the WMC recognizes the sterling work that Shefali is doing to build the Astrum Brand and helping our clients stand apart online,"* says Ashwani Singla, Founding Managing Partner, Astrum.

*"I am delighted that Shefali was recognized amongst **'The Most Influential Marketing Leaders'**. Never stop learning and always inspire people the way that you have been inspired to learn new things. Most importantly share that knowledge with the rest of the world,"* says Avinash Pandey, Chairman World Marketing Congress.

About the Award

The World Marketing Congress is conducted in strategic partnership with CMO Global and the World Federation of Marketing Professionals. The 'Most Influential Marketing Leaders' listing is a result of an intensely researched process undertaken by the research cell which consists of postgraduates in history & management with a cumulative experience of 100+ years of research. It is the hard work and intense work ethic of the research cell to produce a shortlist of Individuals who are doing extraordinary work & track the record of their achievements. The shortlist is then reviewed by a Jury comprising of senior professionals from across the globe.



About Astrum

Astrum (astrum.in) is India's first science-based specialist [Reputation Management advisory](#). We are trusted counsellors to CXOs, helping them resolve complex challenges they face in building and guarding their company's reputation. Applying the same science, Astrum helps senior political leaders connect with their voters to get elected and keep their mandate.

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 public opinion in an ethical way. Our specializations include Reputation Management, [Corporate Affairs](#), Crisis & Issues Communication and [Election Campaign Strategy](#).

In 2018, Reputation Today in its Top 50 ranking of the largest public relations firms, it listed Astrum amongst the Top 20, making it the youngest and the fastest on that listing. In 2017, The Holmes Report featured Astrum as a nominee of the "Asia Pacific

New Consultancy of the Year" and PRCI inducted Ashwani Singla, Founding Managing Partner into its Hall of Fame.

Commencing operations in 2015, 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.

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