



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

Gurugram, August 28, 2020.

EXCHANGE4MEDIA LISTS ASTRUM AMONGST TOP 25 PUBLIC RELATIONS FIRMS IN INDIA

The inaugural listing makes Astrum the Youngest firm amongst its Peers

Astrum, India's only science-based specialist reputation management advisory, on its fifth anniversary has been recognised by the [Exchange4Media's in its first annual listing](#) of the Top 25 public relations firms in India making it amongst the youngest and the fastest firm's in their listing.

*"The prestigious 'E4M Top 25' on the back of the Reputation Today 'Top 50' listings in under five years of our inception demonstrates the value of our science based reputation management framework to our clients." Says **Ashwani Singla, Founding Managing Partner, Astrum**. He adds "The relentless focus of my colleagues on total ownership and accountability to solve high value problems for our clients is what makes them stand apart from others. "*

About the Exchange4media Listing

Exchange4media unveiled a list of "Top 25 PR Agencies 2020" under the aegis of 'e4m PR and Corporate Communication". Their first attempt to recognize and felicitate top-performing PR agencies for their unadulterated efforts, perseverance and commitment towards stakeholders, consumer and their employees.

Top 25 PR Agencies list is the result of exhaustive research including internal editorial and jury evaluation. E4M reached out to 45 Indian agencies, out of which 25 best agencies were selected based on certain parameters like organisation market share, turnover, top key clients, leadership strength, employee strength and agency network.

Exchange4media group has been pioneers in recognizing, celebrating and felicitating work in the field of public relations. The Top 25 PR agencies listed is exchange4media's first annual initiative to select, acknowledge and felicitate deserving agencies and brands. The list has been made on internal evaluation and editorial jury selection. This is a list not ranking.

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 ethically. Our specializations include Reputation Management, Corporate Affairs, Crisis & Issues Communication and [Election Campaign Strategy](#).

In 2020, Exchange4Media listed Astrum amongst the 'Top 25' public relations firms in India. In 2018, Reputation Today in its Top 50 ranking of the largest public relations firms, listed Astrum amongst the Top 20, making it the youngest and the fastest to break Top 20. In 2017, The Holmes Report featured Astrum as a nominee of the "Asia Pacific New Consultancy of the Year".

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. Astrum is Founded by Ashwani Singla, a trusted advisor and strategist for CXOs, senior political leaders and one of the most influential voices in the Indian Public Relations industry for over two decades.

###