



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

ASTRUM JOINS INTERNATIONAL PUBLIC RELATIONS NETWORK (IPRN)

The leading Indian firm to be part of the world's largest & the most reputed network of independent Public Relations firms

Gurugram, July 19th, 2022. *Astrum, India's first and only science based specialist [reputation management](#) consultancy today announced that it has been invited to a part of [International Public Relations Network \(IPRN: \[www.iprn.com\]\(http://www.iprn.com\)\)](#) Established in 1995, IPRN is the world's largest well-established network of independently owned and managed communications and public relations agencies.*

Says, Ashwani Singla, Founding Managing Partner, "IPRN membership provides clients of Astrum unparalleled global reach and local expertise in over 100 top cities across 40 countries of the world." He adds, "Our clients benefit from a wealth of local knowledge and expertise whilst engaging with experienced professionals, who often are global PRN industry leaders and specialist in their home countries, a key difference that large agencies of international networks cannot match."

Welcoming Astrum, Luis Gonzalez, President IPRN says, "Astrum has firmly established its unique credentials in India as a science based specialist reputation management consulting firm, and its high standards of governance are a perfect fit with what we at IPRN look for in our member organization. We are delighted to welcome such a highly reputed Public Relations specialist member from India."

Says, Shefali Khanna, Partner and co-founder, "It's great privilege to be invited as a member of [IPRN](#), the premier network of independent Public Relations firms. This membership provides us a significant opportunity to represent clients of members looking at the opportunity in India, the fastest growing free market democracy in the world and to help our Indian clients expand internationally."

Says, Sharada Sharma, Partner and co-founder," IPRN membership is a great opportunity for Astrum's team members to expand their horizon through multi country collaboration with other members."

About Astrum

Astrum (astrum.in) 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, we help senior political leaders connect with their voters to get elected. We are 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, we serve clients through its own presence in the NCR and Mumbai and span 60 cities and towns in India through our dedicated affiliate network. Astrum is Founded by Ashwani Singla, a trusted advisor and strategist to the C Suite & Senior political leaders and considered to be one of the most influential voices in the Indian industry for over two decades.

About IPRN

IPRN has more than 45 members globally, with staff of more than 1,200 and total sales of more than 140M\$. The organization offers direct contacts with leading agency owners and great local connections. IPRN makes good global PR practical knowledge transfer, share of expertise, multicultural pollination, best practice and business opportunities, with unique activities and great resources. For more information: www.iprn.com
