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### Astrum's Singla Receives the Inaugural E4M PR & Corp Comm Maestro Award

**NEW DELHI, December 20, 2023:** Ashwani Singla, Founding Managing Partner of Astrum, India's first specialist reputation management advisory that uses science to understand and shape public opinion ethically, was honoured at the prestigious inaugural edition of the Exchange4media Media PR and Corp Comm Maestro Awards, which took place on December 19<sup>th</sup>, 2023 in New Delhi.



This inaugural groundbreaking accolade, honouring individuals distinguished by their exemplary work ethic, notable media presence, active involvement in industry organizations, and global representation, is an annual event celebrating 30 deserving winners. This year, alongside Singla, passionate advocates who consistently demonstrate an unwavering

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commitment to upholding the dignity and principles of the Public Relations and Corporate Communications industry, while delivering impactful results, have been recognized.

As one of the most influential voices in the industry, the numerous recognitions Ashwani receives, underscore his exceptional expertise in helping clients negotiate the complex landscape of Reputation, Risk and Regulation. Expressing his gratitude with characteristic humility, he remarked, "*any award with my name on it is an award for my team; they deserve recognition for their acumen and dedication in delivering meaningful results that matter to our clients.*" He adds, "*the acknowledgment by E4M, industry's most credible platforms today reflect our collective accomplishments.*"

### **About Astrum**

Astrum is India's first specialist Reputation Management Advisory that uses science to understand and shape public opinion ethically. Astrum is leading the way in rooting creativity in science to provide 'research-based multidisciplinary strategic communication solutions to sustain and protect reputation & license to operate.' Founded by Ashwani Singla, in 2015 as the next progression for public relations with the proven belief that "*deep insights are the fountainhead of breakthrough thinking and data-supported decisions will always have a greater probability of success.*"

What sets it apart? A work ethic founded on ownership and accountability to solve some of our client's toughest challenges. Astrum's team of multi-disciplinary professionals apply their collective acumen to help our C Suite clients successfully negotiate the complex landscape of Reputation, Risk and Regulation. Applying the same principles of insights-led thinking, we advise Political leaders to win the mandate of their voters.

Our focused services include Bespoke Market Research, Multi-Disciplinary Strategic Communication Programmes, Crisis Preparedness, Board Preparedness, CXO Onboarding, Planning and Crisis Communications, Policy Advocacy and Election Strategy. Our C Suite capacity building workshops include Message Development, Media Training, Crisis Handling and CXO 3R Preparedness.

Astrum serves clients through our presence in the NCR, Mumbai, and Bangalore and reaches 60 cities and towns in all major states of India and 100 cities across 30 countries in five continents across the globe through our network of partners.

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