

PRESS INFORMATION NOTE

PRCAI Announces New Leadership, Kunal Kishore Takes Over as President

New Delhi | June 6, 2025 - Public Relations Consultants Association of India (PRCAI), the apex body representing PR and communication consultants in the country, today announced at its 24th Annual General meeting, the appointment of its new Managing Committee (MANCOM) and the 5 National Chairs who are part of the Executive Committee (EXCOM) for the 2025-2027 term, following a spirited and participative election process.

This year's elections saw robust member engagement, with five leaders being elected through a competitive voting process, while four were elected unanimously - a testament to the industry's belief in their leadership and direction.

Kunal Kishore, Group CEO & Co-Founder of Value 360 Communications, who has served as PRCAI's Vice President for the past four years, has been elected **President**. He succeeds **Atul Sharma**, CEO, Ruder Finn India and Head, Middle East, who led PRCAI through two dynamic terms marked by significant progress, including expanded membership, the onboarding of first-ever CEO, launch of signature industry programs, and a renewed focus on ethics and talent.

The new MANCOM will continue to work in close collaboration with **Deeptie Sethi**, CEO, PRCAI, to drive a progressive, future-ready agenda rooted in inclusivity, action, and industry impact. The committee includes:

- **Kunal Kishore**, Group CEO & Co-Founder of Value 360 Communications - **President, PRCAI**
- **Neha Mehrotra**, Managing Director, Avian WE - **Vice President, PRCAI**
- **Santanu Gogoi**, Founding Partner, First Partners - **Associate Vice President, PRCAI** (in a newly evolved role, previously "Secretary," to reflect its broader strategic mandate)

"These are transformative times for the Public Relations industry in India and is projected to nearly double by end of the decade. At PRCAI, we understand the pulse of this change and are committed to build a respected, sustainable and action-oriented industry body," said **Deeptie Sethi**, CEO, PRCAI. "As President, Atul Sharma led with exemplary vision and integrity, and with Kunal Kishore and the newly elected and diversely represented leadership team, our focus remains steadfast on ethical standards, industry excellence, capacity

development, and nurturing future-ready talent. Together, we aim to elevate the profession, built on reputation, rooted in responsibility.”

PRCAI also announced its five National Chairs in EXCOM, including 1 new role, each driving a specific mandate to advance the association’s strategic priorities:

- **Nandita Lakshmanan, National Chair, Growth & Standardization**, founder, The PRactice
- **Dolly Tayal - National Chair, Marketing Communications & Global Networks**, and the Managing Director, Burson Genesis
- **Abhishek Gulyani - National Chair, Talent & Academia Connect**, and the managing Director India and Head of Corporate Affairs, APAC, Zeno Group
- **Vivek Rana - National Chair, Learning & Thought Leadership**, and the managing partner, Gnothi Seauton
- **Rishi Seth - National Chair, Public Affairs and Advocacy**, and the founder and CEO of Evoc Communications Consulting Pvt. Ltd in a newly created role.

Together, this leadership cohort represents a diverse mix of vision, experience, and energy, united by the shared goal of strengthening India’s communications industry with one voice, and its global relevance.

Reflecting on his tenure, Atul Sharma shared, “Having worked in the public relations industry for over two and a half decades, my time with PRCAI has been one of the most meaningful ways I’ve been able to give back to the profession that shaped me. It’s been an honor to lead PRCAI through a period of real change- one that’s seen us move from intent to action, and from ambition to real outcomes. I’m grateful for the trust of my peers and proud of all we’ve built together.”

Newly elected President **Kunal Kishore** added, “I’m honored to take on this role at a time when the Indian PR industry is poised for its next phase of evolution. My vision is to build PRCAI as a dominant, respected voice in the country — one that not only represents our industry but shapes it. We will work to expand our national footprint, introduce a new industry charter focused on ethics, innovation, and professionalism, and deepen engagement with all stakeholders — from clients to academia, media to government. It’s time for public relations to be recognized as a core pillar of the media and marketing

ecosystem, and I look forward to driving that transformation with all the elected leaders and our CEO.”

Key Milestones from PRCAI’s Recent Term Include:

- **PRana 2024:** India’s first story convention and business summit, convening 100+ changemakers to reshape the PR narrative for brand India and its global reputation
- **Growth Hacking: Start-Up to Scale-Up:** Accelerator for emerging firms tackling financial strategy, talent, and positioning
- **Client-Consultancy Partnership Charter:** A first-of-its-kind framework to elevate industry standardization and engagement norms
- **2,500+ professionals trained:** Through certification programs and workshops aligned with future-ready skills
- **PRCAI Mediation Desk:** Mediation as a service that can help stakeholders and members use the art and science of mediation to resolve disputes amicably.
- **Advisory on Misinformation:** A guideline upholding Responsible Communication in Times of National Crises

Editors’ Note:

About PRCAI: Founded in 2001, the Public Relations Consultants Association of India (PRCAI) is India’s most influential and credible body for the Public Relations industry, working towards greater progression of the PR industry in India and globally. With more than 170 members in PR firms, communication leaders, academia and practitioners, we drive best practices through thought leadership, training, code of conduct and advocacy. PRCAI in association with globally renowned Holmes Report brings SABRE SA Awards in India which is the world's largest PR awards program, recognizing superior achievement in branding and reputation across South Asia, North America, EMEA, Asia-Pacific and Latin America. To know more, visit <https://prcai.org/>

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