

PRESS INFORMATION NOTE

PRCAI unveils CEO Survey at PRana 2025 Spotlighting Reputation as India's Currency for Growth

'84% CEOs See India's Best Days Ahead'

'93% feel that central government has been effective in enabling India's global rise'

- PRana 2025 brought together 20 reputation icons, 200 C-Suite leaders and reputation communicators to co-create India's RISE Story — Reputation through Innovation, Sustainability and Entrepreneurship
- Keynotes, 300Wise speeches, fireside chats, and panels featured leaders from politics, business, law, fashion, healthcare, sustainability, culture and sports shaping India's global reputation
- Former Cabinet Minister, Smt. Smriti Irani unveiled the PRCAI survey report, capturing Indian CEO's perspective on 'India's Place in the New World Order', echoing a confident and resurgent India.
- PRCAI marked the start of its 25-year milestone, reflecting the growing role of Public Relations in nation-building narrative.

New Delhi, Thursday, September 11, 2025: The Public Relations Consultants Association of India (PRCAI) hosted the second edition of **PRana 2025: The India RISE Story** on September 10, 2025 at the Taj Palace, New Delhi. The idea and story convention brought together more than 20 eminent speakers, over 200 C-Suite leaders, communicators and storytellers to deliberate on how India's Reputation, powered by Innovation, Sustainability and Entrepreneurship (RISE), will accelerate its journey to Viksit Bharat.

Smt. Smriti Irani, Former Cabinet minister, unveiled the PRCAI Survey Report, '**India's Place in the New World Order**', developed in collaboration with Astrum Advisory. The study captured the views of **123 CEOs** across six cities, finding that **84%** of CEOs believe India's best days lie ahead, and **89% are confident in India's growth story**. The report highlights reputation as the most valuable currency for India's economic progress and global leadership. Read the full PRCAI Survey Report, 'India's Place in the New World Order' [here](#).

The findings showed that Chief Executive Officers see climate readiness, geopolitical positioning, digital innovation and human capital as India's biggest levers for global leadership, while also recognizing communication and reputation management as essential tools in translating progress into global influence.

The study further revealed:

- **93% feel that government has been effective in enabling India's global rise**
- **92% believe India's global positioning is strong**
- **89% are confident in India's growth story**
- **54% believe India is using strategic communications to shape its global image very effectively**

The findings underscored that India, under the Prime Minister's leadership, is advancing strategically. At the same time, CEOs cautioned that policy unpredictability, AI-related risks, and perception gaps around civic and environmental issues could undermine global confidence if not addressed.

In a wide-ranging dialogue, **Smt. Smriti Irani, Former Cabinet Minister** said, "Reputation in public life is tested not by speeches or photo opportunities but by delivery. It is when a child reaches school well-nourished, when a woman finds safety and economic independence, when a family sees fairness in governance. These are the moments that earn trust, and it is this trust that ultimately defines India's credibility to the world."

Smt. Irani positioned women as central to India's reputation-building, highlighting how their leadership across politics, business, and culture reinforces values of resilience, ambition, and inclusivity. In doing so, she added, "Issues like sanitation, menstrual health, and women's safety were once taboo. Addressing them openly, through governance and leadership, is what truly reshapes reputation. Women are not just participants in India's rise; they are central to building its credibility."

She also reflected on India's evolving identity by noting: "Brand India is in a moment of evolution. Brands don't die because they don't succeed, they die because they don't evolve."

Defining India's RISE Story

PRana 2025 was designed around four dialogues — Entrepreneurship, Innovation, Reputation and Sustainability delivered through high-impact formats: 300Wise Leader speeches, powerful fireside chats, and multi-dimensional panels.

The discussions included entrepreneurs challenging the obsession with valuations, asking instead how India can build companies that are trusted as much as they are valued. Policymakers made the case that India's credibility will not come from announcements but from predictable and transparent delivery.

PRana 2025 also marked a special milestone with PRCAI unveiling its **25-years logo**, highlighting the association's role in shaping the Indian PR industry into a strategic partner in nation building narrative. As India steps onto the global stage with greater confidence, PRana 2025 made one message clear: reputation is not a soft measure, it is the hard currency of credibility. The choices we make in boardrooms, in policy, and in civic life and stories we tell will decide whether that trust endures for the next 25 years and beyond.

During the PRCAI 25-years logo unveil, **Kunal Kishore, President, PRCAI** said, "PRana 2025 and the launch of our Brand India Reputation Report demonstrate the power of leadership in shaping narratives. Reputation today is not just communication, it is strategy — it determines trust in boardrooms, credibility in markets, and influence on the world stage. At PRCAI, we see it as our responsibility to build platforms like PRana that help leaders, entrepreneurs, and policymakers recognize reputation as the capital that drives India's rise".

“Communications is no longer a channel that only carries messages, it is a force that shapes influence and trust. With India marching towards Viksit Bharat, we are entering a new era of ‘Reputation Capital’ that will drive brand value and national impact in the years to come, much like financial capital drives economies. We are bringing that shift to light at the PRana platform converging India’s icons, key voices and reputation architects,” said **Deeptie Sethi, CEO, PRCAI**.

PRana 2025 featured over 20 eminent voices from diverse spheres of influence. The prominent speaker line-up included **Smt. Smriti Irani**, Former Cabinet Minister, **Shri Jayant Sinha**, Former Union Minister of State for Finance and Civil Aviation & President, Eversource Capital and several reputation drivers and achievers including **Manish Sabharwal**, Co-Founder & Chairman, TeamLease Services; **Suresh Khadakbhavi**, CEO, DigiYatra Foundation; **Naina Lal Kidwai**, Chair, Rothschild India & India Sanitation Coalition; **Gaurav Gupta**, Creative Director of Gaurav Gupta Studio; **Vaishali Nigam Sinha**, Co-Founder, ReNew & President, UN Global Impact Network India; **Suresh Narayanan**, Former Chairman & Managing Director, Nestle India Limited; **Aditya Ghosh**, Co-Founder, Akasa Air, Founder of Homage Advisers; **Chetna Gala Sinha**, Founder, Mann Deshi Foundation; **Vikram Chandra**, Founder of Editorji Technologies; **Amish Devgan**, Managing Editor, News18 Hindi; **Aabha Bakaya**, Founder & CEO, Ladies Who Lead; **Nandini Bhalla**, Editor-in-Chief of The Word Magazine; **J. Sai Deepak**, Senior Advocate, Delhi High Court; **Rajeev Masand**, COO, Dharma Cornerstone Agency & Leading Film Critic; **Shri Pushyamitra Bhargav**, Mayor, Indore, and **Anvitaa Dutt**, Filmmaker, Screenwriter & Director; and India Climber & Reliance Foundation Athlete, **Kaamya Karthikeyan**.

###

PRana 2025: The India RISE Story is dedicated to exploring how Reputation, driven by Innovation, Sustainability, and Entrepreneurship, is shaping India’s next chapter of growth. Conceived as a platform for leaders, storytellers, and changemakers, PRana 2025 underscores the power of credible narratives to influence perception, inspire action, and strengthen Brand India’s position on the global stage. As India marches towards Viksit Bharat 2047, PRana 2025 salutes a renewed commitment to using storytelling as a strategic lever, not only to celebrate progress but to set the agenda for the future. Established by the counsel and advisory board of PRCAI, PRana has evolved into a pivotal platform for the communications industry, paving the way for innovation, collaboration, and leadership in shaping the nation’s reputation.

###

Editor Notes

About PRCAI: Founded in 2001, the Public Relations Consultants Association of India (PRCAI) is Indian PR industry’s flagship trade association and the members share a common goal to instill best practices for the greater progression of the PR industry in India and around the world. Over the years, through consistent efforts and a wide-ranging engagement approach for 150 plus member firms and practitioners, we have led the communications industry and also reiterated and showcased the Indian PR industry’s strengths to global audiences. In line with this, PRCAI in association with globally renowned Holmes Report brings SABRE Awards 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. Visit <https://prcai.org/> to know more.

For Media Contacts:

Saurabh Kochar

First Partners

Email: saurabh.k@firstpartners.in

Meghna Bhattacharya

Program Manager, PRCAI

meghna.bhattacharya@prcai.org



Tel: +91 98994 64224

+91 9953080578

