

PRESS INFORMATION NOTE

India's Finest Reputation Icons to address PRana 2025 by PRCAI

Industry leaders to share India's RISE Story over the next 25 years, as we build towards Viksit Bharat 2047

- **PRana 2025: India RISE Story** in its second edition will bring together India's key reputation icons to share the nation's growth narrative.
- The story convention will have more than 20 key opinion leaders building on the new narrative for Viksit Bharat with the credible lens of **Reputation through Innovation, Sustainability and Entrepreneurship (RISE)**
- PRCAI to unveil a whitepaper on how the C-Suite sees **Brand India's Place and Reputation** in the new world order, to more than 200+ C-Suite participants attending the story convention

New Delhi, 03 September 2025: Public Relations Consultants Association of India (PRCAI) brings its second and transformative edition of **PRana 2025: India RISE Story**, an industry-first story convention that beckons the creative mavericks, change-makers, visionaries and disruptors to weave the story of India's RISE.

As India charts its course toward the centenary of Independence in 2047, **PRana 2025** emerges as the most spirited confluence of real and diverse stories from the communication world, influencing the country's reputation. **PRana 2025** is here to champion the stories of India's RISE - Reputation through Innovation, Sustainability, and Entrepreneurship that are rewriting and reimagining India's growth story.

"PRana is here to become a platform to shape and tell the story of India's RISE, with honesty, courage, and panache. This is where strategic storytelling morphs into national strategy, and together, we draft the next chapter of India's RISE, with brevity and gravitas," said **Kunal Kishore, President, PRCAI**

PRana 2025 will feature over 20 eminent voices from diverse spheres of influence. The prominent speaker line-up include **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; **Dr. Sangita Reddy**, Joint Managing Director, Apollo Hospitals; **Aditya Ghosh**, Co-Founder, Akasa Air, Founder of Homage Advisers; **Chetna Gala Sinha**, Founder, Mann Deshi Foundation; **Vikram Chandra**, Founder of Editorji Technologies; **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 **Anvita Dutt**, Filmmaker, Screenwriter & Director; and India Climber & Reliance Foundation Athlete, **Kaamya Karthikeyan**.

The invigorating story convention will feature four sets of R.I.S.E dialogue with fireside chats, to in-conversation panels, and its signature 300Wise story format of five-minute narrative by India's

reputation architects and impact leaders highlighting the criticality of reputation, the stories of innovative game-changing ideas, the narratives on Sustainability and environment, and the most aspirational and heartfelt stories of Entrepreneurship, testifying grit and determination that refused to take no for an answer!

PRana 2025 is the epicentre of India's shift towards the power of communication and storytelling, influencing business growth. As communicators now collaborate directly with the C-suite, it's evident that PR is no longer an ancillary function but a strategic partner in achieving business goals. PRCAI SPRINT 2024-25*, the industry survey, reveals that while private corporates (46%) remain the big contributor, start-ups (22%) and NGOs (11%) have emerged as high-growth segments. Growing at a compounded decadal CAGR of 12.8%, the PR industry is expected to reach ₹4,570 crores by FY 2030, driven by strategic PR practices for business outcomes, technological advancements, influencer marketing, and purpose-driven communications.

A meticulously curated, by-invitation-only gathering of communication industry leaders, C-Suite, cultural and social architects, **PRana 2025 will be held on Wednesday, September 10, 2025 at the Taj Palace, New Delhi.** During the story convention, PRCAI will unveil a whitepaper on how C-Suite sees Brand India's place and reputation in the new world order and what's driving those sentiments.

"The second edition of PRana marks a bolder step forward in reimagining how we shape narratives for a changing India. What makes this edition unique is its deeper focus on collaboration between industry pioneers, visionaries and reputation strategists to address not just national, but global storytelling challenges. It's more than a movement, it's a blueprint for the future of public engagement, credible narratives and crafting stories that last forever," concluded **Deeptie Sethi, CEO of PRCAI.**

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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 instil 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.

**SPRINT 2024-25: Study of Public Relations Insights, Nuggets and Trends*

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