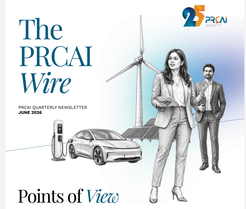
The PRCAI *Wire*

PRCAI QUARTERLY NEWSLETTER
JUNE 2026



Points of *View*

PDF 1

Future-Proofing Communications in an Age of Complexity

Lenora Yvon Nuwa
Global Leaders

Communications is human at its core. AI can generate content, but it can't replicate the judgment that makes it valuable.

READ

PDF 2

The End of Predictable *Policymaking*

By: Vidit Sah,
CEO, Exor Consulting National Chair, Public Affairs & Advocacy, PRCAI

The predictable rhythm of policymaking has broken down. Public affairs now needs capabilities it never used to carry.

READ

Learning That Stays: *Voices from AIPR 2026*

AIPR is designed to test exactly the kind of judgment a resume can't capture: how practitioners think under pressure, navigate ethical grey areas, and build strategy from scratch.

We asked **two of this year's top scorers** what the process actually felt like from the inside.

LEVEL 1

Yazad Elavia

Sr. Account Executive, Edelman

What stood out most to Yazad was the ability to develop a standalone communications strategy that demonstrated a deep into the business, understand the industry and its stakeholders, and build a strategy from the ground up.

LEVEL 2

Pooja Behuria

Assistant Manager, Communications (Corporate Affairs), AstraZeneca India

The AIPR accreditation journey was both structured and reflective. The process provided clear guidance and resources that made every stage of the process easy to navigate.

SPRINT 2026: Views from PRCAI Leadership

Nearly **77 percent** of corporate communicators told us strategic thinking is now among the top skills our industry needs.

11 percent growth to **Rs 3,230 crore**, and a profession being asked to prove its value like never before.

Kunal Kishore

President, PRCAI

What strikes me most is not any single number but the shape of the profession. We are increasingly being asked to become something wider than it has ever been.

READ

Deeptie Sethi

Chief Executive Officer, PRCAI

One asset has quietly become the decisive competitive advantage for Indian business: reputation.

READ

PRCAI In the Headlines

Indian PR industry grows 17% in FY26, profession undergoing a broader transformation: PRCAI SPRINT 2026

PRCAI SPRINT 2026 report shows industry for 12th month PR revenue growing Drive into deeper long-term strategic communications and governance and reports from Tata Steel, Lenovo and ITC India highlight the role of internal communications

PUBLISHED 20 JUN, 2026 03:00 PM IST | Updated 20 JUN, 2026 03:00 PM IST

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Sunil Alagh, President, Corporate Affairs, Tata Steel

Indian Public Relations Market to Reach ₹6,320 Crore by 2030: PRCAI SPRINT 2026

PRESS RELEASE

Press Release Indian Public Relations Market to Reach ₹6,320 Crore by 2030: PRCAI SPRINT 2026 Delhi, June 20, 2026 (GLOBE NEWSWIRE) -- The Public Relations Consultants Association of India (PRCAI) has released its annual report, SPRINT 2026, a comprehensive assessment of the country's public relations industry. The report highlights strong growth across the sector, with revenues rising 17% to ₹3,230 crore in FY26, a 12th consecutive month of growth. The industry now employs over 77,000 people and operates across more than 1,500 firms, underscoring its scale and maturity. The report also highlights the growing role of communications in governance, reputation management, and long-term strategic decision-making across corporates, government and institutions.

Indian public relations industry pegged to reach ₹1,100 cr by 2030: Report

Indian public relations industry pegged to reach ₹1,100 cr by 2030: Report

Indian public relations industry pegged to reach ₹4,620 cr by 2030: Report

Indian public relations industry pegged to reach ₹4,620 cr by 2030: Report

India's PR industry grows 17% to ₹3,230 crore as AI, startups and reputation reshape communications: Report

The study points to the industry's resilience marked by a 12th consecutive year of growth, with AI adoption, startup demand and reputation-led business outcomes driving the next phase of growth.

By: TOI[Bureau] | Updated: | Jun, 2026, 04:42 IST

PRCAI Launches Two New Guidelines Under the Client-Consultancy-Partnership Charter

At the Annual General Meeting held on July 2, 2026 PRCAI unveiled amidst its members two guidelines **Code of Conduct for *Financial Efficiency and Healthy Commercial Partnerships* & *Guidelines for Measuring the Impact of Public Relations***, to its Client-Consultancy-Partnership Charter, tackling the two most persistent friction points between consultancies and clients: money and proof of value.

One sets clear contracts, payment terms, and escalation paths to prevent disputes before they start.

The other, the METRICS framework, pushes the industry to stop measuring output and measuring what PR actually changes.

Code of Conduct for Financial Efficiency & Healthy Commercial Partnerships

READ

Guidelines for Measuring the Impact of Public Relations

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Besides the measurement code, PRCAI introduced an advocacy campaign.

The Insights Measurement Series brought global voices.

Ramnath Bojeesh

Country Manager, Southeast Asia & India, Meltwater.

The emerging questions for us to think about as communicators is how can AI find us, how can we be more prominent with AI.

WATCH

Jim Macnamara

Professor of Public Communication at the University of Technology Sydney (UTS).

If I had my time over again, I would front load my campaigns with measurement and evaluation.

WATCH

PRCAI *Dialogues*

Bangalore Edition

PRCAI Dialogues Bangalore brought communications leaders together under the theme *"The Next Lexicon of Reputation"*, exploring how reputation gets shaped before communications teams even enter the conversation.

Shonali Chakravarty

Head of Enterprise Tech Communications, Lenovo Asia Pacific

What hasn't changed is what earns trust once people are paying attention. It's still the same human way it always was, through proof and substance, not volume.

Arpita Sengupta

Director of Marketing and Communications, Red Hat India

Some of the most valuable industry conversations are the ones that don't make it onto the stage. For me, Dialogues is the opportunity to gather communications creators and curious minds for an afternoon of candid discussion.

PRCAI Listening Circle with Bosch

Dr. Christof Ehrhart, Global Head of Corporate Communications & Governmental Affairs and Executive Vice President of Robert Bosch GmbH and **Jay Jhang,** Vice President of Corporate Communications & Governmental Affairs, Bosch India, joined a Listening Circle hosted by PRCAI to tackle AI's biggest inversion yet, understanding a brand's business leaders than responding to one. The real risk on the table was a generation trained by shortcuts, losing the judgment good counsel is built on.

New Members Spotlight

| Last quarter, we were delighted to welcome new professionals and organisations to the PRCAI community.

Prime Members

ELISHA BAGAL
Founder & CEO
Sy Ace Strategic Consulting

SAYED AMAN ABBAS ABDI
Founder & CEO
Sayed Aman Consultants LLP

RAHUL JAIN
CEO PR Practice
Strategic Search Advisors Pvt. Ltd.

Affiliate Members

AMIT NAGRI
JAGO Head of Business
JAGO Client PR Mesopotamia

C WINSTON D'SOUZA
JAGO Head of Business
JAGO Client PR Mesopotamia

BISHNODEEP GUPTA
Founder & MD
Rise Knowledge Labs (I) Pvt. Ltd.

Institutional Members

SANDEEP FERNANDES
Head of Communications
Mondel'ez India

Associate Members

KASTURI PALADHI
Head of Corporate Communications and Brand Strategy
Hindustan Coca-Cola Beverages

SHAHBAAI CHAKRABORTY
Consultant

SANAVI VANITA GIDEON
Consultant

POOJA SANG KHAN
Practitioner CCO
GYO International & Singularity NFT

Just in Jest

Reading Room

As AI adoption accelerates, human judgment is the real differentiator left, a case worth sitting with for a profession built on reputation, trust, and human interpretation.

Across thirty short "sparks" from leaders, the work of empowerment, reimagination, and amplification, Nagar makes the same point this issue keeps returning to: that AI should amplify human judgment, never substitute for it.

READ

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Q3 2026

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