



AGENCY CREDENTIALS



Mastering the Art of
Public Relations
for Over Three Decades

CREDENTIALS | CONTENTS

ABOUT US

THE WAY WE WORK

KEY SERVICE AREAS

OUR CLIENTS

CSR

NAARAD MOMENTS

RECOGNITION

CONTACT

| ABOUT US |

Naarad, the celestial PR was once responsible to connect the three lokas (worlds) – the ones of the Gods, the humans and the demons alike... He traversed three worlds, and connected each to the other with his communication skills. And of course, ensured that the lokas connected and, in the end... all is well... When myth turned reality, Naarad PR & Image Strategists was born.

With Naarad as our mentor, we seek to make a difference in the lives of our clients with our Differential and Positive Communication, Brand and Image Building Strategies...

UNCONVENTIONAL STORYTELLING

We stood out because we dared to move beyond the realm of traditional public relations and marketing, and we dared to go where most PR Agencies won't –

Creative Strategisation and Brand Custodianship, Video Production, Guerilla Efforts, Social Media Marketing and even some Advertising.

Admitted, we take pride that we land tons of press, regularly book broadcasts, generate massive media buzz and specialize in crisis management solutions for our clients, but we are workaholic overachievers.

You can simply say that we are the antithesis of the one-trick pony. Our team comprises of storytellers, strategists, techies, communicators, intellectuals, former journalists and hard-working team members who possess the media contacts to gain the coverage necessary to create a favourable opinion in the public eye.

Our Mentor and Founder Dr. Anusha Srinivasan Iyer is a a journalist-Media Strategist-Brand Custodian

ABOUT US

TEDx Speaker and an Egalitarian Earth Warrior. A global award-winning filmmaker-writer, Anusha Srinivasan Iyer has also been acknowledged as one of India's top 100 women entrepreneurs by Visionary and President APJ Abdul Kalam's Lead Foundation. Her film Saare Sapne Apne Hain has been awarded over 101 awards and acknowledged in official selection across 130 film festivals, worldwide.

Dr. Anusha Srinivasan Iyer has been acknowledged as The Economic Times Rising Indian, and The Queen Bee of Media Strategy by Forbes India, and felicitated with The Economic Times Business Icon – Strategic Brandmaker and Social Entrepreneur award. She has been bestowed with a Honorary Doctorate by the American University for Innovative Leadership Strategies and Progressive Social Impact.

Naarad believes in CSR. Our Make Earth Green Again MEGA Foundation stands for Earth and its inhabitants by leaving behind Green Footprints, Pawsitive Farm Sanctuary runs and supports three animal rescue centers with over 200 animals, while Zindagi Helpline is an initiative for suicide prevention and mental health awareness.

And this same proactive, empathetic attitude goes when it comes to holding hands of our clients for symbiotic growth.

THE WAY WE WORK

PASSION DRIVES US

Your product is ours, and this is reflected in every step of the way that you take with us. We are passionate about each new product and each new client, and this is our fuel to create innovative campaigns.

Just like our clients which range from industry legends and leaders to up-and-coming brands, our services are also diverse.

We are known for our innovation in the conscious and organised participation of the target groups.

Our micro approach is combined with Brand Strategies which enables brands to enjoy high trust and faith among target audience.

Welcome to the Naarad family...

KEY SERVICE AREAS

PUBLIC RELATIONS

As the leading global Public Relations and Reputation Management firm, Naarad PR & Image Strategists has been awarded by The Economic Times as The Industry Leader for Brand Custodianship, PR & Image Strategization, and acknowledged with The Mid-Day Iconic Brand Custodian Award for its Consistent Innovation, Effective Strategies and Lasting Results.

Known for its personal, professional relationship within its home, regional, national and global media markets, the agency is known as a game changer that positions its clients at the top of its industry.

Whether talking grassroots efforts, guerilla strategies or its innovative marketing techniques, Naarad is known to deliver fresh and researched perspective on an industry that is constantly evolving.

Naarad's skilled proactive media team utilizes all spokes of the brand strategisation of the macro and micro umbrellas alike to ensure maximum impact and measurable results, making them one of the most reputed brand custodianship agencies.

Naarad is known to develop strong and integrated media strategies, utilizing print, online, channels, radio, social and new age media buzz, creating meaningful connection with their desired audiences.

STRATEGIC PLANNING

To build a brand is a slow and steady process marked by expert advisory services, and that has been the hallmark of what Naarad stands for. Creating the brand objectives for the clients, handholding them through the implementation of the planned

KEY SERVICE AREAS

strategies and upgrading the strategies at the necessary intervals is what Naarad excels at.

EFFECTIVE IMPLEMENTATION

Naarad was born and grew up right in the lap of Indian media, with its veterans and thespians as our neighbours, our friend and our clients.

Media relations are the backbone of all image and brand building campaigns, and we excel at it. Be it our enviable connect with the press, our pan-India reach, our innovative ideas or our established editorial know-how, with us you know we deliver what we promise. During a brand crisis moment, our experience makes Naarad a great ally to have by your side. We are always there for our client partners.

We know first-hand how precious brands are and are experts at taking them for a stroll with the

media, the audience and have them safely back home, with their truth and integrity intact.

CONTENT CREATION & COMMUNICATION

To fuel the hundreds of thousands of social and digital media channels, brands have to be endlessly churning out content—be it for the print, the TV & cinema or for the digital airwaves. Our clients trust us to churn out content in keeping with their brands, at the speed of light.

DIGITAL MARKETING & SOCIAL MEDIA

As an agency built for the digital age, we use our development expertise to design and build powerful platforms. We operate by solving complex challenges while integrating creativity with the highest levels of technology with

KEY SERVICE AREAS

minimal business disruption.

Marketing has evolved majorly in the last few years, from the outdoor hoardings to print ads and radio and TV spots to finally fit your palm in the form of websites, social media, and videos, right on your phone! The audience you seek today is online all the time, consuming digital media. Our millennial team manages this digital landscape and rides the social media wave as easily as can be. We advise our clients on the know-how of this space and also manage their digital and social reputation, after meticulously planning the narratives that they want cast in their audience's mind.

DESIGN & PRINT

We at Naarad, through strategy and brand vision, develop cohesive, meaningful brands that redefine their market landscapes.

By taking the time to assimilate your company's purpose and working with you to develop creative briefs, we create unique brand personalities and make brand experiences far more engaging, both online and offline.

Great content needs to be displayed with great design to create true excellence. And we know mastery of design and print is as important as are the strategy building steps. At Naarad, we provide our clients with a one-stop-shop, with proficiency in superb photography & videography and winning copy alongside world-class design layout and typography. One of Naarad's specializations lies in designing all kinds of marketing materials like posters, newsletters, direct mailers, brochures, standees, et al. And if you have an agency to manage your creatives in place, we can

KEY SERVICE AREAS

EXHIBITIONS & EVENTS

Brands can be developed and enriched with the help of well-planned and well-executed events. We know this for a fact through our years of experience. And hence, be it organizing press conferences, preparing a special affair for a cause or creating an immersive experience that has your audience –and the media–hooked, we execute any and every kind of micro or macro event that your brand requires.

conversation and most importantly, drive short- and long-term purchase behaviour.

A MATTER OF VISION

In a vastly competitive advertising world, we bind our original thinking and creative flair to develop fresh, bold and commercially viable ideas, constantly innovating to ensure that your brand is receiving the attention it deserves. We aim to trigger genuine emotion, prompt

OUR ESTEEMED CLIENTS SERVICED BY US AT VARIOUS POINTS OF TIME INCLUDE....

Johnson & Johnson



OUR CLIENTS



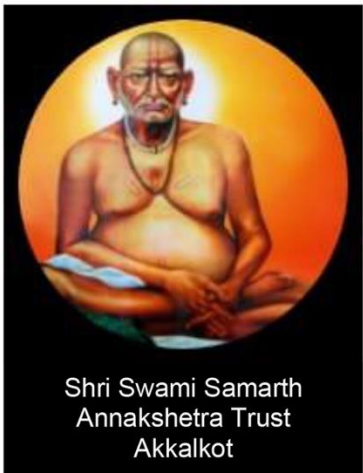
| OUR CLIENTS |

percept
Entertainment • Media • Communications

L'ORÉAL



Perfect Woman
Soft & Strong



Shri Swami Samarth
Annakshetra Trust
Akkalkot

PO10
P O I O T I A L

RAUT'ERS
Entertainment

OUR CLIENTS



OUR CLIENTS

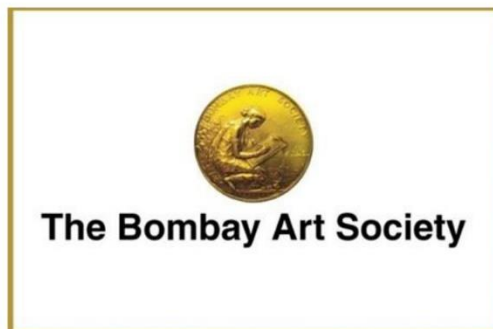
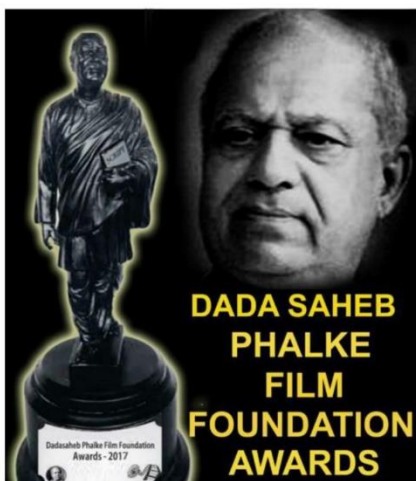


THE MUSEUM

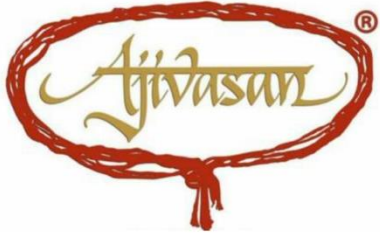


Chhatrapati Shivaji Maharaj Vastu Sangrahalaya
छत्रपती शिवाजी महाराज वस्तुसंग्रहालय

M U M B A I



OUR CLIENTS



OUR CLIENTS



Dr. Vishwanath Karad
MIT WORLD PEACE UNIVERSITY | PUNE
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



GLOBAL WELLNESS DAY[®]



INTER GOLD
Jewellers to the world



ROUBLE NAGI ART FOUNDATION



The **WALT DISNEY** Company



OUR CLIENTS



OUR CLIENTS



OUR CLIENTS



Raza Syed Haider



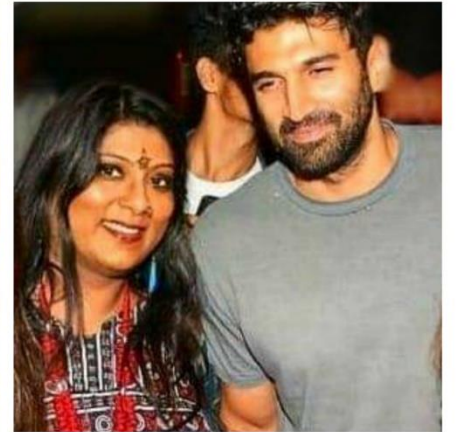
M. F. Husain

| CSR |

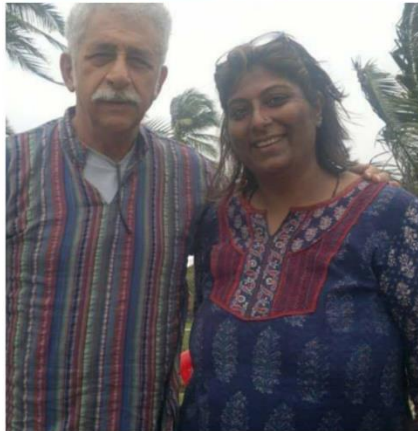
Naarad PR & Image Strategists' CSR Initiatives:



NAARAD MOMENTS



NAARAD MOMENTS



NAARAD MOMENTS



RECOGNITION

THE ECONOMIC TIMES

ET NEWSMAKERS

Naarad's Young Turks Spearhead Ethical Crusade

Global award-winning newsmaker, Naarad PR and Image Strategists, comprising of seasoned journalists and communication specialists, believes in ethics being the guiding mantra, and caters to a wide range of clientele, spanning across entertainment, lifestyle, wellness and healthcare corporates, movies, television, music, art and culture et al.

Besides being the numero uno Brand Custodians, Media Strategists and Publicists, famous for personalised professional service, Naarad is also a Newsmaker for its commitment towards grassroots development.

During the pandemic, the Naarad team relentlessly worked on feeding tribals in Math Island, rehoming abandoned animals, helping farmers sell produce and providing masks and shields to frontline workers among others.

It has not been easy, but we have always believed that Giving is Living. The same mantra guides our team at all times," says Nandini Viswanathan, Director, Naarad PR and Image Strategists.

And this augurs well for the organisation that has three CSR initiatives - Make Earth Green Again (MEGA), helmed by Vedant Gill that serves egalitarian earth causes, Pawssitive Farm Sanctuary, helmed by Siddhant Gill, where over 155 rescue cats and dogs find home in three shelters, and Zindagi Helpline, helmed by Nandini Viswanathan that aids mental wellness and suicide prevention among other causes.

Surely, there could be no better way to be their own brand custodian than leaving green footprints, laden with goodness behind. More power to these Young Turks!



Siddhant Gill, Nandini Viswanathan and Vedant Gill

THE ECONOMIC TIMES

ET The Rising Indians



A Matter of Heart

Eminent image and media strategist-brand custodian Anusha Srinivasan Iyer is best known as a fire-brand journalist with a golden heart. She leads by example, opening her own home to over 89 rescues turning it into Pawssitive Farm Sanctuary. A sought-after TEDx speaker who unflinchingly expresses her views on gender and animal rights, a life coach, and what is more is an international award-winning filmmaker with over 17 global awards to her credit. Saare Sapne Apne Hain (The World in My Dreams) a film on human rights and breaking handicap barriers, starring child actor Vedant Gill, has travelled to over 74 festivals worldwide, with rave reviews. Indeed, Anusha Srinivasan Iyer is a true rising Indian who deserves more than just a pat on her back. May there be more of her like!

Anusha Srinivasan Iyer



Nandini Viswanathan from Naarad PR felicitated for Iconic Brand Custodian of the year

THE ECONOMIC TIMES

ET Industry Leaders 29 September, 2020



Anusha Srinivasan Iyer, MD, and her team of Naarad PR & Image Strategists have been felicitated for Brand Custodianship, PR & Image Strategisation

A top tier agency in the domain of Brand Consolidation, Public Relations and Image Management, Naarad PR & Image Strategists, founded by Writer-Director-Journalist-Media Strategist-TEDx Speaker and Egalitarian Earth Warrior Anusha Srinivasan Iyer, is known for its forte to transform the Who's He to the Who's Who for the last 35 years. This consistency has enabled Naarad to stay head and shoulders above the best and emerge as The ET Industry Leader -- Brand Custodianship, PR and Image Strategisation.

THE ECONOMIC TIMES

ET BUSINESS ICONS WEST 2020



Anusha Srinivasan Iyer Naarad was felicitated by Neil Nitin Mukesh as a "Strategic Brandmaker and Social Entrepreneur"

Strategic brandmaker and social entrepreneur, the MD of Naarad, one of India's most revered brandmakers, Anusha Srinivasan Iyer a woman of many facets. She is a TEDx speaker, an eminent journalist, an international award-winning writer-director, an animal, gender and animal activist, she is now planting over five lakh trees in Maharashtra through her organisation Make Earth Green Again MEGA Foundation with Nimal Raghavan and Ajay Harinath Singh.



| CONTACT |

Whatever you're looking to achieve, feel free to call us or for an informal chat, drop us an email or pop in for a cup of tea and some fresh ideas - we'd love to hear from you

Write us

E: anushabrandmaker@gmail.com

Call us

T: 9082798374, 9820535230

Search us

Facebook [@anushabrandmaker](#) / [@NaaradPR](#)

Instagram [@naaradanusha](#) / [@naaradpr](#)

Twitter [@anushaiyer_](#)

Website

naarad.net

Meet us

Bungalow 35/35, Srinivasa Nilayam, Mhada,
Four Bungalows, Andheri, Mumbai.

THANK YOU FOR YOUR VALUABLE TIME