

## A winning combination of expertise and experience.

Pressman PR is one of India's best-known and most respected names in public relations. We offer a comprehensive range of public relations services and have the size, resources, reach, skills and experience to meet your PR needs - large or small, strategic or tactical, long-term or immediate - whatever they may be.

We deliver public relations programmes for major multinational, national and government organisations in sectors as diverse as telecom, industrial, energy, information technology, healthcare, education, banking & insurance, financial services, environment, etc.

We are the specialist public relations division of Pressman Advertising Ltd., one of India's leading independent advertising agencies with four decades of experience and India's only ISO 9001 certified full service agency.

## Our Services

We have an outstanding track record in corporate, business, financial and marketing public relations, investor relations and crisis management.

Our deep knowledge of media relations, strong editorial contacts, and "nose for news" have produced an unsurpassed record of securing coverage for our clients.

Our people are skilled in every facet of public relations including strategy, positioning and messaging as well as tactical media and analyst execution.

We also provide services in the area of design and print, advertising, media buying, exhibitions, conferences, sponsorships, event management and online communications.

Corporate PR  
Financial PR  
Marketing PR  
Media Relations  
Investor Relations  
Crisis Management  
Graphic Design  
Advertising  
Event Management  
Sponsorships  
Multimedia Presentations  
Online Communications

## Our Experience

We have extensive experience in communicating with a wide range of publics: corporates, trade, media, institutions, analysts, investors and consumers. This experience gives us the ability to understand and create PR programmes relevant to your specific needs.

Our vast experience in financial communications and investor relations enable us to deliver the right message to the financial community whose opinions are instrumental in determining a company's reputation and valuation.

Over the years, we have handled a wide spectrum of public relations challenges from national launches to corporate upheavals. In this time, we have also developed long-standing media contacts with editors and reporters.

« Pressman has a consistency of both quality and results - which is why we have maintained such a successful relationship with them for over a decade. »

# Our Commitment

Every client is guaranteed personal attention and is serviced by a team headed by a Director to provide strategic direction and ensure quality. Our commitment is to deliver excellence.

We consistently deliver outstanding value to our clients. The results of our work are seen in favourable media coverage, strong corporate image and reputation, improved perception, informed investor following, stronger share price, a distinctive market positioning, a shift in attitudes or crisis containment.

We never forget that our success depends on our ability to exceed our clients' expectations. That's what gives our work a real edge. And what explains our enviable roster of blue-chip clients and our impressive record of client retention.

<< We really do feel that we are in partnership with Pressman: they take a much broader view of our business than just giving us public relations advice. >>

# Our Approach

We understand your business and goals and then we deliver in the most effective way using our wealth of specialised knowledge and experience. Our approach is fresh, creative, disciplined and result-oriented. In execution, our work is distinguished by meticulous attention to detail.

Our integrated 'hands-on' approach accurately identifies target audiences, defines effective and compelling messages and determines the appropriate delivery systems using a variety of tools to reach the target audience. Our public relations programmes generate recognition that makes a tangible difference to our clients and ultimately helps them succeed.

<< Strength in depth is Pressman's greatest attribute. From strategic advice to outstanding implementation, we receive a much valued service from their team. >>

# Our Network

Our network is powerful and responsive and staffed by qualified and dedicated professionals. We have offices in Mumbai, Kolkata, New Delhi, Chennai, Bangalore, Hyderabad, Ahmedabad, Nagpur, Guwahati, Siliguri and Bhubaneswar and provide our clients with a strong nationwide service.

We are a shareholder member of ECCO International Public Relations Ltd., and working with our partners, offer real global coverage in over 40 countries across Europe, the Americas, Africa, Asia and the Middle East. We ensure that global messages are translated effectively on the ground and that our clients achieve greater consistency, value and cost effectiveness in their worldwide communications.

  
**E C C O**  
International  
Communications  
Network

**PRESSMAN PR**  
Public Relations ■ India

(A division of Pressman Advertising Ltd.)

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Mumbai, Kolkata, New Delhi, Chennai, Bangalore, Hyderabad, Ahmedabad, Nagpur, Guwahati, Siliguri, Bhubaneswar and Patna