



**Madhulika Gupta**  
Founder / Director

**REPUTE** Public Affairs & CSR Solutions

REPUTE is one of Mumbai's leading full-service Public Affairs and Communications Consultancies that provides integrated Communications Services for a varied cross section of industries. REPUTE's key areas of expertise are Public Relations, Public Affairs, Corporate Communications, Corporate Brand Advisory Services & Event Management with a keen focus on **"Reputation Management & Corporate Social Responsibility"**.

REPUTE partners with its clients through Strategy, Policy, Process Advisory and Execution to deliver results to enhance the clients' reputation and its long-term sustainability: including anticipating and advising on potential reputation risks across all its businesses. We help arrive at solutions that seamlessly slice through varied disciplines, multiple engagement points and skill areas. As our valued client, you also get the benefit of a single point, full service Reputation Management Service that aligns itself to drive hard business goals for your organization.

Although recently established, REPUTE's dynamic team brings to the table nearly 30 years of varied prior experience and industry expertise under the steerage of its Founding Director, Madhulika Gupta, a veteran in the field of building Corporate Reputation and Sustainability, Corporate Communications, Public Relations, Crisis Communications & Issues Management for the Financial, Advertising & Marketing, Product Management & Media & Entertainment industries.

A Communications and Public Affairs strategist who combines media and market environment insights with corporate insights to create opportunities to establish credible Corporate Reputations internationally, Madhulika is an excellent team player with strong communications skills & a solid track record of delivering results. She is also well recognised in the industry circles for creation and execution of effective strategies in the Corporate Social Responsibility space and the successful transfers of initiatives to other countries.

Some of Madhulika's previous appointments include Director, Head of Corporate Citizenship and Director, Head of Corporate Affairs with Citigroup as well as Head, Consumer Products Practice (All India) with Indian Public Affairs Network (IPAN).

Madhulika has been a guest speaker on topics of Corporate Communications and Corporate Social Responsibility at leading Indian academic institutions like the IIM Calcutta, MICA (Mudra Institute of Communications and Advertising) and S.P.Jain Institute of Management and Research, as well as at Indian and International PR and CSR conferences. She has participated (on invitation) in workshops to debate key topics for policy papers, e.g. Workshop on 'CSR and the Public Roles of Private Corporations' held at Centre on Asia and Globalisation, The Lee Kuan Yew School of Public Policy at NUS, Singapore. She is also a member of various professional associations and bodies and currently chairs the CSR committee of the Bombay Chamber of Commerce and Industry (BCCI) and is a member of the CSR Sub-Committee, Western Region of CII (Confederation of Indian Industry), Business and Professional Women's Association, The AAA – India Chapter, Public Relations Consultants Association of India (PRCAI) and Woman-in-business (WIB).