

## About Repute

REPUTE is the first comprehensive Reputation Management Consultancy & Public Affairs Management Firm with a keen focus on “Corporate Social Responsibility Solutions” for large, medium and small Indian and Multi-national enterprises including academic institutions as well as the Not-for-Profit sector.

REPUTE’s key areas of expertise are Public Relations, Public Affairs, Corporate Communications, Corporate Brand Advisory Services & Strategic Event Management. Based in Mumbai, REPUTE aims to provide its clients the benefit of its integrated reputation management and communications services pan-India and overseas.

## Our Philosophy

As one of the single most important assets, your organization's reputation demands serious attention in today's formidably competitive marketplace. In today's fluctuating market & times of economic crisis a good, solid reputation can help a company ward off potential threats, financial or other. Reputation management is therefore, not only public relations, market research or brand and advertisement management, but a targeted amalgamation of all of the above that focuses on long-term strategic planning and delivery of an “Admirable Reputation”.

At REPUTE, we truly believe that REPUTATION MANAGEMENT is the science of influencing public opinion through the powerful communication of your good work. Aligned to your goals, our services make a real and positive impact on your business.

## Our Promise

- **Accountability:** We take responsibility for all our actions.
- **Result orientation:** We are committed to achieving our goals.
- **Open to change:** We are quick to adapt to new situations.
- **Lateral Thinking:** We challenge status quo to provide creative solutions.

## What we do

REPUTE partners with its clients through Strategy, Policy, Process Advisory and Execution to deliver results to enhance our 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 with your corporate vision and mission to help you drive hard business goals for your organization.

## Our Expertise

Within the broad strokes of our expertise lie three distinct streams of services that comprehensively map your business needs: Public Affairs Management Services, CSR Solutions & our range of Advisory Services.

Collectively, our services help you navigate the emerging and often complex public policy issues that could impact business. We offer astute monitoring within your sphere of business and help you engage with policy makers. Our services help your organisation engage actively with each of your stakeholder groups to help build and nurture the corporate reputation.

### Our Public Affairs Management Services

We understand both the pulse of the government and public opinion, and are equipped to manage the issues or crises that threaten to impact continuity of business through targeted communications. We do this by: working with advisors to create advocacy programmes that engage other critical stakeholders including regulatory bodies, NGOs, press and think-tanks & clearing stakeholder perceptions by presenting the facts through effective use of Public Relations.

At REPUTE, we endeavour to tailor public relations programmes based on an in-depth understanding of your business priorities and challenges. Our solutions are crafted to suit your needs and our public relations services are structured to provide a communication framework that maximizes your reach. This focused approach with an understanding of various audiences, objectives and environment allows us to deliver strategic counsel and assist our clients in an innovative management of their public affairs.

- Stakeholder Engagement And Communications
- Media Management
- Corporate Communications
- Press Conferences
- Crisis Communications

- Relationship Management
- Strategic Communications
- Educational Events

### Our CSR Solutions Services

In conjunction with Public Affairs Management, Corporate Social Responsibility action goes a long way in helping project a good, if not excellent, corporate reputation. It is an invaluable aid in furthering a corporation's credibility among "all its stakeholders" and adding to its sustainability, by enabling and demonstrating its contribution to society as a whole and its far-reaching commitments for development... way beyond the traditional focus singularly aimed at 'financial profit for only the shareholder'.

Thus, CSR is one of the most powerful drivers of business culture and brand value available to our clients. Helping others is no longer limited to writing a check. In fact, some of the most creative and multi-dimensional CSR campaigns in recent years have been grounded in action, far beyond financial contributions. At Repute, we walk clients through a period of research and due diligence in order to ensure that CSR campaigns are aligned with business objectives, brand position, and the needs of all stakeholders. Our CSR approach includes:

- Strategy, Planning & Implementation
- Business Embedded And/Or Philanthropic
- Program Development
- Strategic Partnerships
- Due-Diligence Support
- Grant-Giving Process Development
- Impact Measurement Process
- Employee Engagement
- Fund-Raising Strategy for Ngos
- Visibility Support
- CSR Events
- Stakeholder Communications

## Our Advisory Services

Policy development in India is a complex process. Decisions are arrived at by taking into account varying sensitivities, ideologies and public opinions. It's an amalgamation of several interests and is driven by various social, political and economic factors.

REPUTE's Advisory Services are based on a thorough understanding of the process of operating within a given public environment through effective and strategic relationship management, both externally as well as within your company. Our services aid our clients to understand the policy making environment and assists in forecasting and preparing for emerging scenarios. Our services include:

- Strategic Employee Communications
- Change Management Communications
- Reputation Risk Assessment
- Crisis Communications
- Stakeholder Engagement and Communications
- Corporate Brand Building
- Corporate Events
- CEO Clinics e.g. Media Spokesperson Training

## **Our Team**

REPUTE's team of associates and strategic advisors, brings to the table nearly 30 years of combined prior experience and cross-industry expertise under the steerage of its Founder, Madhulika Gupta who is highly experienced in the field of building Corporate Reputation and Sustainability.

Madhulika is 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. Prior to setting up REPUTE, Madhulika served as the Director and Head of Corporate Affairs and Director, Head of Corporate Citizenship for Citi, South Asia.

The REPUTE team offers clients a unique combination of communications experience in a cross-section of industry verticals that include Banking & Finance, HR Consulting, IT & ITES, Pharma & Healthcare, Media and Entertainment, Hotels and Hospitality, Consumer Products etc.