

**PRESS RELEASE**

*For Immediate Release*

## **Brand-Comm revamps brand identity to mark 26 years of excellence in Public Relations**

**Bengaluru, XX November, 2024:** Brand-comm Public Relations, a leading PR agency, part of Madison World, today unveiled a new brand identity, celebrating 26 years of excellence and reasserting its commitment to holistic client service in the VUCA world. Now rebranded as **Brandcom PR**, the company's fresh look is symbolized by a sleek, modern logo in a striking blue-and-red combination, embodying precision, creativity and a forward-thinking outlook. The new identity is keeping in line with the new brand identity of Madison World launched earlier this year in March.

*"The new brand identity demonstrates how astutely Brandcom PR wishes to lend itself to the domain of Public Relations in a fast-changing communications ecosystem. The brand refresh also is an attempt to bring Brandcom PR and Madison World closer."* said **Mr. Sridhar Ramanujam, Founder-CEO, Brandcom PR.**

**Lara Balsara Vajifdar, Executive Director, Madison World,** noted, *"Innovation and ideation have always defined us. Our refreshed look reflects our growth while staying true to our core values."*

Echoing similar sentiments, **Mr. Pravin Shiriyannavar, Chief Operation Officer, Brandcom PR,** said, *"We are making a statement with this new branding, one that speaks of clarity, excellence, precision and truthfulness. The rebranding is a testimony to the fact that we have strongly evolved over these many years as a leading player in Public Relations. Our effort to service our clients better continues."*

**About Brandcom PR** - a leading integrated communications consultancy specializing in strategic storytelling for the VUCA world. Established in 1998, Brandcom PR offers a comprehensive and integrated range of services across the vast spectrum of Public Relations, Influencer Marketing, Digital Marketing and Brand Advisory. Our client roster includes some iconic global brands ranging from Education, Technology, Retail, Infrastructure, Manufacturing, Fashion & Apparel and Healthcare to Automobile, Food and Beverage, FMCG and other emerging sectors.

Brandcom PR is a part of Madison World, a diversified Indian Communication Group offering services in Media (Digital, TV, Print, Radio, Cinema, Outdoor, and Activation) PR, Creative & Sports, employing 1300 communication professionals across India. Visit us at [www.brandcompr.com](http://www.brandcompr.com)