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## Sunil Lulla Appointed as Chairman of Astrum Reputation Advisory

**Gurugram, August 22nd, 2023.** *Astrum*, India's first science-based specialist Reputation Management advisory, announces the appointment of Mr. Sunil Lulla as its Chairman. With his proven credentials as a business leader, Mr. Lulla will play a vital role in strengthening Astrum's capability as a trusted advisor to the C Suite and adding fuel to its growth engine.

Astrum's Founding Managing Partner, **Ashwani Singla**, stated, "For over two decades that I have known and worked with Sunil, I have admired how he combines strategic clarity with execution excellence to achieve extraordinary outcomes. Our clients and colleagues will benefit from his sage counsel and proven acumen."

"The impact of Reputation, Risk and Regulation on business is a major pre-occupation of the C Suite and more so today; I am delighted to be a part of a team that has an enviable track record of helping CXOs successfully negotiate this landscape, says, **Sunil Lulla**.

**Sunil** further adds," Ashwani has played a major role in professionalising the Indian Public Relations landscape and now by putting 'data and digital' at the heart of Astrum, he is pioneering the next progression of public relations and public affairs; I am excited to contribute to this journey."

### About Sunil Lulla

**Sunil Lulla** is known for successfully growing businesses, building enduring brands, and shaping organizational cultures. In a career spanning close to four decades, Sunil has delivered business profitability, built market leadership and driven high employee engagement. These include blue chip organizations such as MTV, SONY, Entertainment Television, The Times Television Network, Indya.com, HMV, Diageo, Balaji Telefilms, JWT, GREY Group and BARC. He is the Chief Evangelist of The Linus Adventures, an advisory service focused on growing businesses, building brands and enabling cultures.

Brands benefit from Sunil's deep insights into Indian consumers and Board of Directors, C Suite executives and Start-Up Founders benefit from his rich experience in building very successful high-performance organizations. Sunil is an Institute of Directors (IOD) certified board member and currently serves on a number of boards.

Sunil is an active sports-oriented person fond of running, swimming and working out in the gym. While at rest, it's music, movies, and books, with a good hand at mixology.

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## About Astrum

Astrum (astrum.in) India's first science-based specialist Reputation Management advisory. We are trusted counsellors to CXOs, helping them resolve complex challenges they face in building and guarding their company's reputation. Applying the same science, we help senior political leaders connect with their voters to get elected.

We are a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape public opinion ethically. Our specializations include Reputation Management, Corporate Affairs, Crisis & Issues Communication and Election Campaign Strategy.

In 2020, Exchange4Media listed Astrum amongst the 'Top 25' public relations firms in India. In 2018, Reputation Today in its Top 50 ranking of the largest public relations firms, listed Astrum amongst the Top 20, making it the youngest and the fastest to break Top 20. In 2017, The Holmes Report featured Astrum as a nominee of the "Asia Pacific New Consultancy of the Year".

Commencing operations in 2015, we serve clients through its own presence in the NCR, Mumbai, and span 60 cities and towns in India through our dedicated affiliate network. Astrum is Founded by Ashwani Singla, a trusted advisor and strategist to the C Suite & Senior political leaders and considered to be one of the most influential voices in the Indian industry for over two decades.

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