



Astrum & NGage ink an exclusive Strategic Alliance
Partnership to help bridge India and Sri Lanka's market connectivity



February 7, 2024, Colombo/Delhi: Astrum, India's first research-based strategic communication advisory that uses science of persuasion™ to understand and shape public opinion ethically, and NGage, Sri Lanka's pioneer in Integrated Marketing Communications and Public Relations, inked an exclusive strategic alliance that cements India and Sri Lanka connectivity with a partnership that benefits clients in both nations. This mutually exclusive partnership capitalizes on the growing economic strength of the South Asian sub-continent, home to one of the largest and fastest growing free market economies in the world today.

The partnership will see both Astrum and NGage collaborate to offer clients in India and Sri Lanka a seamless service experience and leverage each other capabilities to offer 'research-based multidisciplinary strategic communication solutions.' The agreement also envisages an active 'talent exchange' programme to develop specialist capabilities and offer growth opportunities to team members in both firms.

"The communication world is not what it used to be, because the shelf-life of the old normal has expired and the 'New World' demands new paradigms of strategic communications. The combined acumen of Astrum and NGage will help clients successfully negotiate the complex landscape of Reputation, Risk and Regulation in this new world." says **Ashwani Singla, Founding Managing Partner of Astrum**. He adds, "Our partnership is built on a shared passion for a science-powered approach to shape powerful narratives that deliver outcomes that matter to our clients."

Commenting on the tie-up, **Nimal Gunewardena, Founder Chairman & Chief Strategist of NGage Good advocacy & PR**, says, "I am delighted at the prospect of working again with Ashwani Singla, who invited us to join BM in 2008, and has now promised to help reinforce our expertise and international access. Our affiliation with Astrum enables us to help Sri Lankan companies as they increasingly go into regional markets, and Indian companies to build their brands here, while bringing access and expertise for national projects and FDI promotion."

About Astrum

[Astrum](#) is India's first research based strategic communication advisory that uses the science of persuasion to understand and shape public opinion ethically. Astrum is leading the way in rooting creativity in science to provide 'research-based multidisciplinary strategic communication solutions to sustain and protect reputation & license to operate.'

Founded by [Ashwani Singla](#), in 2015 as the next progression for public relations with the proven belief that "deep insights are the fountainhead of breakthrough thinking and data-supported decisions will always have a greater probability of success." What sets it apart? A work ethic founded on ownership and accountability to solve some of our client's toughest challenges. Astrum's team of multi-disciplinary professionals apply their collective acumen to help our C Suite clients successfully negotiate the complex landscape of *Reputation, Risk and Regulation*. Applying the same principles of insights-led thinking, we advise Political leaders to win the mandate of their voters.

Our focused services include Bespoke Market Research, Multi-Disciplinary Strategic Communication Programmes, [Crisis Preparedness](#), [Crisis Communications](#), Policy Advocacy and Election Campaign Strategy. Our C Suite capacity building

workshops include Message Development, Media Training, Crisis Handling and New CXO Onboarding. Astrum serves clients through our presence in the NCR, Mumbai, and Bangalore and reaches 60 cities and towns in all major states of India and over 100 cities in more than 30 countries in five continents across the globe through our network of partners.

About NGage

NGage Strategic Alliance is a pioneering PR and IMC consultancy founded in 1993 by its Chairman [Nimal Gunewardena](#). It brought Sri Lanka's first multinational network tie-up when it became an affiliate of Rowland Communications Worldwide in 1996. Between 2008-2019 it was the exclusive affiliate in Sri Lanka of global giant Burson-Marsteller. It reverted to its indie status and rebranded as NGage in 2019, and launched NGage Goodvocacy & PR to drive purpose-driven and cause marketing and work in ESG areas with clients. Over its 30 years, it has worked on nationally significant public sector assignments, and with developmental sector and blue-chip private sector clients.

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