

Fleishman-Hillard enters India with office in Mumbai

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New Delhi, Delhi, IND, 2007-05-11 08:32:27 (IndiaPRwire.com)

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'In today's global marketplace, companies with international ambitions must define themselves fast, first, and on their terms — or someone else will,' said Dave Senay, president and chief executive officer of Fleishman-Hillard. 'The most admired, most profitable global companies in the world are often the ones that communicate most coherently and strategically with customers, investors, news media, employees, business partners, and governments. We look forward to helping our clients in India doing these things.'

In the global marketplace, corporate communications is increasingly critical to overall business strategy. Research has demonstrated that companies with best-in-class corporate and marketing communications functions increase revenue, profit, and customer retention. 'There is an absolute correlation between a multinational's communications competence and an improved bottom line,' said Dr. Paul Argenti, professor of corporate communication at Dartmouth College's Tuck School of Business and author of *Corporate Communications in India*, to be published in Summer 2007.

As 'India Inc.' expands its business operations overseas, Fleishman-Hillard counselors can help its CEOs and top executives drive clear, consistent, impactful business communications on a global scale and speak effectively to the diverse audiences that can affect a company's bottom line. Fleishman-Hillard already works with companies such as Tata Consultancy Services, India's largest IT services organization, to drive a strategic global communications program across Europe, Asia Pacific, and the Americas.

As the international business community's interest in the Indian market continues to rise, assignments from Fleishman-Hillard's North American, European, Middle Eastern, Asian, and South African clients will be consolidated through the firm's Mumbai office and executed with the help of its partner agencies.

The FH India Team

Jack Dougherty, a communications industry professional with 20 years of experience, has been named senior vice president and general manager. He will lead Fleishman-Hillard's India operations and provide senior strategic counsel.

A Fleishman-Hillard employee early in his career, Dougherty re-joined the firm in 2007 after managing his own consultancy, where he advised corporations including Anheuser-Busch, Gap Inc.,

GE, and Google as well as technology start-ups in the San Francisco Bay Area. He previously held corporate communications positions at specialty apparel retailer Gap Inc., and brewing giant Anheuser-Busch. In 2003 he co-wrote *Most Likely to Succeed at Work*, a critically acclaimed business book published by St. Martin's Press in the U.S., Canada, U.K., and Taiwan.

Yusuf Hatia, born in **India** and until recently based in Fleishman-Hillard's London office, has been named vice president. Raised and educated in the U.K., he has more than 10 years' communications experience working across a number of sectors including technology, education, government relations, and finance. He has worked for such companies as The World Wireless Forum, AST Computer, Saudi Telecom and Fujitsu, and with the U.K.'s Office of the Deputy Prime Minister. Hatia has advised on pre-IPO communications, investor relations, and corporate profile-building in global markets. He has also worked in the Middle East as a corporate communications adviser to senior executives from companies including Al Jawal Mobile, Al Othaim Supermarkets and Malls and GSK. Hatia will work with companies to drive global corporate and marketing communications campaigns tailored to the local needs of clients in the world's major business capitals.

The office's India capability will be bolstered by Tarun Deo, Fleishman-Hillard's senior vice president for technology, Asia Pacific. Deo was on the ground floor of the technology communications industry in India in the 1990s. Before joining FH in early 2007, he launched and led tech PR offices in Mumbai and, eventually, across India and Asia. He managed a client portfolio that included Cisco, Intel, Xerox, Microsoft, SAP, Canon, Tektronix, AMD, and the Gartner Group.

Global Capabilities

Founded more than 60 years ago in the United States, Fleishman-Hillard operates 80 owned offices spanning 24 countries across six continents in the world's major business capitals. The firm is widely recognized for its ability to draw instantly on global talent, deliver pre-eminent counsel and execute flawlessly.

The firm is organized into 24 practice areas that include: **B-to-B marketing, B-to-C marketing, corporate, digital, energy, FH Boom, FH Hispania, FH Out Front, financial communications, food and agribusiness, healthcare, Homeland Security, innovation, internal communications, litigation support, multicultural, public affairs, retail, social impact marketing, sports business, technology, transportation, travel and tourism, and youth marketing.** As the Internet and digital communications grow increasingly critical to the way successful businesses communicate, Fleishman-Hillard counselors in all practice areas formulate fully integrated digital media campaigns across traditional media, online, experiential and mobile channels.

For India-based multinationals seeking to increase their global business communications impact, the firm will also offer India-specific product offerings, including: Corporate communications audits; Guidance on building a world-class corporate communications capability; Message development and media-training workshops; Counsel on achieving success with foreign news media; Tailor-made communications solutions for executives wishing to strengthen their personal communications impact.

For international clients with in-bound communications needs, Fleishman-Hillard will: Advise international executives on communicating more effectively with key audiences in India; Conduct

messaging seminars and media-training workshops; Offer counsel on public affairs, issues management, and litigation communications matters; Help prepare foreign companies for a crisis in India; Develop and implement India-relevant corporate social responsibility programs.

'The world has its eyes on India at the moment. We're honored and humbled to work with leading companies to realize the limitless potential of this amazing country,' said Dougherty.

Fleishman-Hillard's office is located at Elphinstone House, 17 Murzban Road, Fourth Floor, Mumbai 400001, India. Phone: +91-22-4030-9368. www.fleishman.co.in

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About Fleishman-Hillard

Fleishman-Hillard Inc., one of the world's leading public relations firms, has built its reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations. The firm is widely recognized for excellent client service and a strong company culture founded on teamwork, integrity, and personal commitment. Based in St. Louis, the firm operates throughout North America, Europe, Asia Pacific, Middle East, South Africa, and Latin America through its 80 owned offices. For more information, visit the Fleishman-Hillard Web site at www.fleishman.com.

Fleishman-Hillard is a part of Omnicom Group Inc. (NYSE: OMC, www.omicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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