

## Concept PR wins Agency of the Year award &bull; Public Relations Council of India honour for 'outstanding performance'

*Concept PR, part of India's largest independent communication company Concept Communication, has catapulted itself into prominence by rapidly spreading its canvass. What began as a financial PR company in the year 2000, it now offers a wide gamut of Communications expertise - from Brand Building Communication, to Image Engineering Strategies, Investor Relations, Communication in Crisis, Event and Roadshow Management, apart from innovative media relations that meet the communication goals.*

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India's largest independent Public Relations consultancy Concept PR has bagged the prestigious '**Agency of the Year**' award at the Public Relations Council of India's (PRCI) National Awards for achievers.

The PRCI citation said: '*Public Relations Council of India is pleased to confer upon Concept PR - India Pvt Ltd, Mumbai, as PR Agency Of the year 2007 for outstanding contribution in the field of Corporate Services and Public Relations.*'

Karnataka Governor Mr. Rameshwar Thakur and State Lokayukta Justice N Santosh Hegde presented the award to Concept PR Director Ashish Jalan and President B N Kumar at a glittering function hosted by PRCI at Hotel Grand Ashok, Bangalore, last evening.

PRCI Chairman Emeritus and Chief Mentor Mr M B Jayaram said in his communiqué to Concept PR: '*We are extremely happy to inform you that our jury has chosen your Agency from among the several received, to be honoured this year. Among the various professional and fellowship building activities, our National Awards for Achievers is the biggest event where PRCI recognizes the contribution made by people in different walks of life, especially for the PR fraternity. Some of them are Communication, Innovation, Media, Cinema, PR, Advertising, Rural leadership, Corporate leadership and Social leadership.*'

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### **About Public Relations Council of India (PRCI)**

PRCI has emerged as the foremost platform for PR professionals for global exchange of ideas in corporate communication, image management, advertising and PR.

### **About Concept PR**

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With over 150 professionals across 12 offices pan-India, Concept PR is in a formidable position with its network that covers B and C class cities and towns as well, and across all language media.

**For more information, Please contact:**

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