



Public Affairs Forum of India

## Press Release

Media Contact:

Ms. Lakshmi Kanchaan

+91 8130353232

lakshmi.kanchaan@pafi.in

### **Public Affairs Forum of India (PAFI) Announces New Office Bearers Rajeev Batra is the New President of PAFI**

New Delhi, May 30, 2014: Public Affairs Forum of India (PAFI), today announced the new office bearers of its Managing Committee.

Rajeev Batra, Group Head – Corporate Affairs, Hindustan Unilever, is the new President of PAFI after founding President Prema Sagar stepped down upon completion of her successful term.

T.S. Vishwanath, Principal Adviser with APJ-SLG Law Offices, is the new Vice President.

Rahul Sharma, President, Rediffusion Communications is the new Secretary of the organisation, and Harish Krishnan, Executive Director, Global Government Affairs of Cisco Systems India, is the new Treasurer.

“PAFI was established with a very clear goal of helping create an environment which enables the industry attain recognition and to raise and maintain standards of practice of public affairs. In India, Public Affairs as yet, is a nascent industry and profession. Given the challenging environment, PAFI intends to play the important role of an enabler to the Public Affairs community,” said Ms Sagar.

Rajeev Batra, the newly elected President of PAFI said, “Public Affairs practitioners have moved from the traditional perception of being “liaison officers” and have now become more critical to an organisation’s operations and strategy. They play an important role in helping the corporation and its’ leadership to focus on the higher order goals and enable a company to engage with the highest levels of relevant stakeholders.”

“We have embarked on a journey which will provide and develop opportunities of communication between PAFI members and other stake holders in order to promote co-operation and exchange of information, ideas and best practices,” he added.

Since its formal inception in 2012, PAFI has been actively promoting public affairs as a profession and organising regular meetings and forums to exchange views and share experience. It is PAFI’s belief that public affairs will play an increasingly significant role in organizations as well as the development of India’s economy.

PAFI membership has representation from heads Chiefs of the Public Affairs/Corporate Affairs functions of leading companies, Industry Associations and select government bodies.

**Correspondence Address:** c/o Genesis Burson-Marsteller Office, Chimes, 61, Sector 44,  
Gurgaon, Haryana - 122 003 (India) Ph: +91 8130 353232

**Registered Address:** 807 New Delhi House, Barakhamba Road, Connaught Place, New Delhi-110 001 (India)

[www.pafi.in](http://www.pafi.in)



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In addition to discussions and debates on the current and relevant political and economic scenarios, PAFI Management Committee, comprising of senior professionals from the Industry, has embarked upon a high level engagement programme with senior bureaucrats and officials as a special value add for PAFI Members. Several decision-makers, policy-makers and policy influencers from the government, media, think tanks and the private sector have addressed PAFI and participated in PAFI events.

**About Public Affairs Forum of India (PAFI):**

The Public Affairs Forum of India (PAFI), registered under Societies Registration Act XXI of 1860, is a non-partisan, not-for-profit Society, comprising of organisations working in the field of Public & Corporate Affairs. PAFI is dedicated to raise and maintain standards of practice in public affairs to enable the Industry to attain recognition and credibility. Serving as a professional resource for the Public Affairs and Corporate Affairs professionals, PAFI provides members with the platform and opportunity to exchange information, share their knowledge and experiences in engaging with external stakeholders like the government, media, industry associations, multilateral agencies and think tanks. For more information, visit: [www.pafi.in](http://www.pafi.in)

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