



Started our PR journey in 2001, as a part of the Benchmark Group; a leading communications and public relations consultancy in Bangladesh offering strategic communication solutions to corporates, brands and nonprofit organizations. Today we are rated as the **number one PR agency** within the country.



We believe public relations is all about telling the story in a creative style to put up a 'know-me-better' image for a brand among its target audiences.



We listen to each of our clients to understand their each and every needs and objectives and only then do we come up with a tailor-made solution to address those issues. With our expertise, we ensure the message is communicated in a positive, engaging and clear manner to the target audiences and that the key objective is achieved at every stage of the journey.



Our key Practice Areas includes PR and Marketing Strategy, Corporate Communications, Brand Development, Stakeholder Engagement, Media Relations, Government Relations, Crisis and Issue Management, Financial Communication, Stakeholder Management, Media Training, Trade Shows & Event Management, Celebrity Management, Reputation Management, Media Monitoring, Social Media PR, Influencer Relations, CSR.



We have Industry Specialization on Telecom & Technology, Banking & Finance, Energy & Power, FMCG, Aviation, Travel & Tourism, Social Business, Food & Beverage and Restaurants.

We are very particular about selecting our clients; our **key clients** are Grameenphone, Standard Chartered, Western Union, Eitihad Airways, Proctor & Gamble, Grameen Danon and AMTOB.



Our team is our core strength; we are made up of vibrant, creative, independent individuals with just the right amount of spark. While each of us brings something different to the mix, we all have passion at our core, which makes us unique from the crowd. Our teamwork and experience works as a synergy for the organization.



We have a clear vision to provide gold standard performance - for our clients and our people- as one seamless business.



Our mission is to create superior value. We provide the best in strategy, integrated communications counsel, effective implementation and we help in achieving our client's core objectives.