

# The CEO Magazine®

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10 MOST VALUABLE  
**PR AGENCIES**  
TO WATCH IN 2025

**SOWMYA IYER**  
FOUNDER & CEO,  
CLARITY COMMUNICATION

## CLARITY COMMUNICATION

**REDEFINING PR WITH AUTHENTICITY**

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PR BY DELIVERING AUTHENTIC, IMPACTFUL STORIES FOR BRANDS.







# CLARITY COMMUNICATION

REDEFINING PR WITH AUTHENTICITY

*With Sowmya Iyer at the helm, Clarity Communication is revolutionising PR by delivering authentic, impactful stories for brands.*

— Shweta Singh | The CEO Magazine —

**I**n the overcrowded and highly competitive business world, organisations continually vie for attention. To rise above the noise, a brand needs to build a strong, positive image. They must connect with their audiences in a trusted and reliable manner that makes them stand out. This is where public relations (PR) agencies come into play. PR agencies are the ones who are coordinating the entire play from backstage, ensuring that the right message reaches the right people. However, despite all their efforts, many PR agencies fall short in delivering authentic, transparent communication that truly resonates with audiences.

**SOWMYA IYER**  
FOUNDER & CEO  
CLARITY COMMUNICATION



Sowmya Iyer recognised this gap in the industry, realising that PR was more than just managing media relations or sending out press releases. There was a need for a deeper, more honest approach to brand communication. With this vision in mind, she founded Clarity Communication in 2016, determined to bring authenticity and transparency to the forefront of the PR world. What began as a one-woman operation soon evolved into a thriving, pan-India agency-helping brands create real, lasting connections with their audiences.

SOWMYA IYER, FOUNDER & CEO, CLARITY COMMUNICATION

Sowmya Iyer's entry into the world of PR was unexpected. With no prior background in the field, she discovered her passion for communication by chance. However, her natural aptitude for the industry quickly set her apart. Over the course of a decade, she gained valuable experience and worked her way up to become the General Manager of PR at Concept PR.



While working in the industry, Sowmya recognised a significant gap between what PR agencies were promising and what they were actually delivering, and she wanted to change that. She wanted to create an agency that prioritised authenticity, transparency, and meaningful results for clients, and thus was born Clarity Communication.

"I learnt everything there was to know about PR, and in 2016, I branched out to start my own PR company to close this gap," shares Sowmya. The name Clarity Communication itself stands for her commitment to transparent and honest communication. For Sowmya, PR is not just a profession; it is her passion. Through Clarity Communication, she aims to redefine the standards of the PR industry by helping businesses communicate and connect with their audiences in an authentic way.

THE CLARITY STORY

*"Greatness comes from humble beginnings; it comes from grunt work. It means you're the least important person in the room-until you change that with results."*  
Ryan Holiday

Clarity Communication began as a modest operation with just two team members, including Sowmya herself, working out of New Delhi. They initially focused on bootstrapped startups, helping them organise conferences and events and build brand visibility to attract investor interest.

From these humble beginnings, the agency quickly gained momentum. Within a year, through word-of-mouth referrals, they expanded their client base from one to seven. By 2020, Clarity Communication had grown to serve 15 retainer clients, cementing its reputation for delivering results.

And then came the COVID-19 pandemic. "Like many others, we too lost a few clients," shares Sowmya. "However, by March 2021, we bounced back stronger than ever, regaining our footing with 15 clients." COVID

was a challenging time for the entire world, bringing significant damage, but it also offered valuable lessons. It taught people to be more resilient, adaptable, and resourceful, pushing them to rethink their approaches and find new ways to navigate through difficult times. "That period taught me how important it is to adapt. I decided to expand," shares Sowmya.

Clarity Communication established a second office in Bangalore and soon after they started serving clients in Hyderabad, Mumbai, Ahmedabad, and Kerala. Over time, the agency broadened its expertise, working across diverse industries, including automotive, technology, hospitality, food, travel, and healthcare.

Today, Clarity Communication stands as a pan-India agency with two offices in Delhi and Bangalore, proudly serving 23 retainer clients across the country. "What sets us apart is our authentic strategies that get real results," says Sowmya. "This is how we've managed to grow every year since we started."

COMPREHENSIVE PR SOLUTIONS

Clarity Communication offers a wide range of PR services that add significant value to clients' strategies. Their offerings include brand building, authentic storytelling, media relations, media planning, influencer outreach, digital and traditional PR, social media management, personal branding, PR analytics, and tailored training for freshers wanting to enter the PR world.

TURNING CHALLENGES INTO OPPORTUNITIES

Although Clarity Communication is thriving today, the journey to reaching there has not been an easy one for Sowmya. One of the biggest challenges was hiring the right talent. Larger agencies offered more competitive salaries, attracting the best professionals. "I didn't have the luxury of big budgets, so I turned to interns," says Sowmya. "I trained them, invested in their growth, and now I have employees who have worked with me for over five years."

Another challenge came in the form of delayed payments from clients. As a small agency, this was particularly difficult for Clarity Communication, as it



impacted the agency's cash flow and operations. To navigate through this, Sowmya took the step of raising funds to ensure the business could continue running smoothly.

Convincing clients to commit to retainer contracts was also a tough task. To address this, Sowmya crafted flexible PR plans that would fit different budgets without compromising on quality. "I was confident in our work and knew that once clients saw the results, they'd stay," she explains. This approach paid off, as many clients converted into long-term retainers.

Despite these early challenges, Clarity Communication stood out from other PR agencies by being hands-on and proactive. Sowmya's team didn't just execute tasks; they became a part of their clients' teams, offering practical and realistic solutions.

As someone who built a business from the ground up, Sowmya takes immense pride in the accomplishments the agency has achieved. Clarity Communication has





seen consistent growth, with a 30% year-on-year increase, much of which has been driven by word-of-mouth recommendations. "Client retention is always a priority for us. Our client attrition is consistently under 10%, and employee attrition is below 5%. That speaks to the environment we've created," Sowmya reflects. One of her greatest successes is the high quality of work her agency produces. "Hardly any content is ever rejected by clients," she proudly notes.

AT CLARITY, PEOPLE MATTER MOST

For Sowmya, the fundamental values that have guided Clarity Communication remain unchanged. "From day one, I've focused on building a work culture based on transparency and respect. There's no room for politics, gossip, or negativity here," Sowmya explains. The agency thrives on a supportive, hard-working team that always has each other's back.

An open-door policy is another key value that Sowmya upholds. "Anyone can come to me directly. It's important that my team feels heard and supported," she

says. Flexibility is also a key aspect of the agency's culture. "We believe in giving our team the freedom to balance work and personal life. There are no restrictions on holidays or personal time offs," she adds. This approach has played a significant role in the agency's positive work environment.

A DECADE OF SUCCESS

For Sowmya, success at Clarity Communication is defined by the value the agency brings to its clients. "It's about making a real difference for our clients, like we did with Sid's Farm. Through targeted PR strategies, we helped turn an unknown brand into a recognised name," Sowmya reflects.

Since its founding in 2016, Clarity Communication has experienced steady growth, with a 30% year-on-year increase. The agency has managed to keep client attrition under 10% and employee attrition below 5%.

Over the years, Clarity Communication extended beyond traditional PR to include services like social media, influencer marketing, and personal branding. This continued growth and impact has earned the agency recognition in the industry. Sowmya herself has been honoured with invitations to prestigious platforms, such as serving as a panellist at Startup Nexus and being selected for the Goldman Sachs 10,000 Women Program at IIM Bangalore.

Even during the challenges of the pandemic, Clarity Communication continued to thrive and expanded its presence to cities like Bangalore, Hyderabad, and Kochi, and is now preparing for an international leap to Canada. "Our journey has been filled with milestones, and we're just getting started," Sowmya adds with pride.

STAYING AHEAD OF THE CURVE

Shifting market trends, technological advancements, and changing consumer behaviours make PR a highly dynamic and competitive industry. Sowmya believes that staying ahead in PR is all about adaptability and staying informed. "Post-COVID, the PR industry changed rapidly, and being flexible has been our greatest strength. I personally make it a point to stay updated by reading newspapers daily, following



industry leaders, and keeping a pulse on emerging trends," she shares.

One of the ways Clarity Communication has maintained its competitive edge is by staying ahead on the tech front. "We recently introduced analytics for our clients, which allows them to measure the impact of their campaigns and make data-driven decisions," Sowmya explains. "PR is a fast-changing field, and staying curious and proactive is how we deliver value."

WHAT LIES AHEAD FOR CLARITY COMMUNICATION

Currently, Clarity Communication is laser-focused on two priorities: collaborating with more big brands and expanding their footprint internationally. "We're actively building relationships with potential clients, showcasing how our proactive and results-driven approach can make a difference for their brands," shares Sowmya. The agency has already made strides in pan-India operations with offices in Delhi and Bangalore, but their ambitions reach far beyond domestic borders. "Our primary focus is on expanding into Canada and the US," says Sowmya. This global

expansion aligns with the agency's vision of becoming a leading international PR firm. Looking ahead, Clarity Communication is determined to bridge the gap between local stories and global audiences. "We aim to create campaigns that resonate universally while staying rooted in the cultural nuances of local markets," she adds. With this strategy, the agency hopes to establish itself as the go-to partner for businesses looking to leave a mark on the global stage.

LEADERSHIP MANTRA

Advising aspiring entrepreneurs, Sowmya shares, "If you're starting in PR, my advice would be to read daily. Start with just one newspaper-it's a simple habit that will keep you informed and sharpen your media knowledge.

Stay open to learning because PR is always changing. While it's important to know your strengths, you need to be ready to adapt and grow. Work hard and stay persistent. This field isn't easy, and success takes time. And be confident and independent. Don't be afraid to step out of your comfort zone, build connections, and take charge of your journey."