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## CPR GLOBAL

*Rewriting the Rules of Public Relations  
in a Reputation-Driven Economy*

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*Founder  
CPR Global*

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# CPR Global

*Rewriting the Rules  
of Public Relations in  
a Reputation-Driven  
Economy*

Shweta Singh | *The CEO Magazine*

**F**or founders and leadership teams, there comes a point when the question is no longer “How do we get noticed?” but “How do we want to be remembered?” That shift changes the role communication plays in a business, moving it from promotion to positioning, from messaging to meaning, and from visibility to credibility. Chaitali Pishay Roy recognised this early in her career and built CPR Global around it. Today, she works closely with organisations to craft reputations, elevate leadership visibility, and anchor communication in business outcomes.

**Chaitali  
Pishay Roy**

*Founder  
CPR Global*



### Chaitali Pishay Roy, Founder, CPR Global

Chaitali's entry into communication was shaped early by her inclination toward people and storytelling. Her professional journey began while she was still in college, working on corporate engagement and wellness programmes, an experience that taught her how to read people, manage expectations, and understand what drives human connection. "I often say this – I didn't find PR; PR found me," she says.

After graduating from Christ University, she joined Goldman Sachs, where working in a global environment exposed her to cross-cultural communication and diverse audience behaviour. Over time, she realised her interest lay closer to storytelling and brand perception.

Her formal PR journey began at The PRactice, where she worked on mandates such as Infosys and the Infosys Science Prize. The experience strengthened her foundation in corporate storytelling and reputation management, reinforcing the importance of consistency in building credibility.

She later moved into advertising and brand communication, where she learned the value of emotional connection.

**"STRATEGY MATTERS, MESSAGING MATTERS, BUT EMOTIONAL RESONANCE IS WHAT TRULY DRIVES RECALL AND CONNECTION."**

A defining phase followed at MSL (Publicis Groupe), where she worked across global brands including Airbnb, Alibaba, Dell, PUMA, and iRobot. The work required adapting narratives for different markets, from building trust around the shared economy in India with Airbnb to helping Alibaba find a relatable Indian narrative. Her leadership journey deepened at Madison Communications, where she led South India operations, building teams and managing portfolios and integrated communication strategies aligned with business goals.

CPR Global emerged during a later consulting phase. Reflecting on her experience, Chaitali recognised that businesses needed communication partners who think like entrepreneurs and growth strategists, not just execution specialists, a realisation that led to the creation of CPR.

#### The Genesis of CPR Global

CPR Global took shape from a question that stayed with Chaitali through her years in the industry – why was PR still being viewed largely as media coverage when businesses clearly needed deeper, more strategic communication support?

*"I wasn't trying to build another PR agency," she says. "I wanted to build the kind of communication partner businesses genuinely need, one that understands growth, reputation, leadership influence, and narrative building as interconnected pillars."*

Founded in 2021, CPR Global initially found resonance with organisations at defining growth stages, companies not looking for visibility alone but for credibility and clarity of narrative. One of the early examples was Accel Atoms. While the accelerator already had strong brand equity, the challenge lay in perception. Founders admired Accel but did not always see it as approachable at the early stage. CPR responded by building a communication ecosystem rooted in founder networks, alumni groups, B-school ecosystems, and digital storytelling. The effort resulted in a fourfold increase in quality applications and helped reposition the accelerator as more accessible and founder-friendly.

Today, CPR Global is often brought in at inflection points, when brands are launching, scaling, repositioning, navigating reputation risks, or building leadership visibility. The firm's positioning has evolved alongside these mandates, moving beyond storytelling into a more strategic role. "We don't see ourselves as storytellers alone. We see ourselves as reputation architects," Chaitali notes.

#### A Consultancy Built on Credibility and Trust

CPR Global operates with a clear mandate to help organisations build, shape, and protect what cannot be automated: reputation, credibility, and trust. Its work spans personal branding, corporate branding, reputation management, and brand narrative development, helping businesses and leaders define what they stand for and ensure that narrative is reflected consistently across media, markets, and stakeholder ecosystems.

The firm's vision is to move public relations beyond traditional press coverage into strategic reputation architecture, where communication directly influences business growth, leadership perception, and long-term brand relevance.

Over the years, CPR Global has worked with a diverse portfolio of clients across sectors and growth stages, including [24]7.ai, Accel Atoms, Redseer Strategy Consultants, Owndays India, Rubans Accessories, Infinity Design Corp., Lifebridge Group, KITES Senior Care, Blisswater Industries, Stratefix Consulting, and Leegality.

With a presence in Bengaluru and Gurgaon and partner networks across Singapore, the GCC, the United States, and London, the consultancy supports cross-market communication and reputation-building mandates.

#### A Four-Pillar Communication Framework

CPR Global's work is anchored in four strategic pillars, each designed to align communication closely with business priorities, reputation-building, and measurable outcomes.

##### Personal Branding and Leadership Positioning

The firm places strong emphasis on leadership visibility, recognising that audiences increasingly trust the people behind brands. In its work with Rubans Accessories, CPR Global positioned the founder's journey, from starting with ₹300 to building a nationally recognised brand, at the centre of the narrative. This approach strengthened visibility while deepening customer trust and brand loyalty.

##### Corporate Branding and Reputation Management

CPR Global supports organisations in defining their positioning and ensuring consistency across stakeholder touchpoints. In its work with Lifebridge Group, the firm focused on clarifying the organisation's narrative around impact-led growth and sector credibility, aligning leadership voice, brand messaging,



and media presence to strengthen long-term stakeholder trust.

##### Brand Communication and Consumer Narratives

The consultancy designs campaigns that create cultural and emotional resonance. During the Commercial Street Shopping Festival in Bengaluru, CPR Global led a nostalgia-driven influencer storytelling initiative instead of conventional advertising. The campaign generated over 35 million views and brought nearly five lakh shoppers back to the retail hub, demonstrating the tangible business impact of culturally rooted communication.

##### Crisis and Business Impact Communication

In moments of uncertainty, CPR Global focuses on communication that supports resilience and recovery. During the COVID period, Infinity Design Corp. faced stagnant orders and operational pressures. The firm conceptualised "The Never-Before Sale", a campaign that preserved the brand's premium positioning while generating ₹1.5 crore in revenue from a ₹50,000 investment – reinforcing the role of communication in driving real business outcomes.



### Challenges That Shaped the Consultancy

Building CPR Global from the ground up has its share of challenges, particularly in the early years. One of the first was establishing organisational credibility. "Clients initially trusted me as an individual, but scaling that trust into a brand required consistency and sustained results," Chaitali recalls. To overcome this, they focused heavily on building strong case studies and long-term partnerships rather than chasing rapid, short-term growth.

The firm also had to navigate a rapidly evolving communications landscape. Public relations was expanding beyond traditional media into digital storytelling, influencer ecosystems, and community-driven engagement. Instead of resisting this shift, CPR Global embraced integration early, making it a core strength of its positioning and service delivery.

As the organisation grew, balancing scale with culture became equally important. PR is inherently people-driven, and building a team rooted in curiosity, empathy, and ownership was treated as a priority alongside business growth.

What differentiates CPR Global today is its focus on outcomes over optics. Communication is treated as a business lever, one that influences perception,

stakeholder confidence, and growth momentum. Many of its engagements prioritise leadership voice and narrative clarity, grounded in the belief that when leaders communicate with authenticity and conviction, brands gain stronger trust and recall.

Community-driven storytelling remains central to its philosophy. "Whether it's founders influencing founders, customers becoming brand advocates, or local ecosystems amplifying cultural narratives, participation is far more powerful than persuasion," Chaitali says, a perspective that continues to define CPR Global's work and differentiation.

### Redefining Success

For Chaitali, success has never been defined by coverage metrics alone. It is measured through influence, credibility, and the tangible business outcomes communication helps create.

Over the years, CPR Global's journey has been marked by a series of meaningful milestones, including,

- Partnering with over 200 brands across India and international markets
- Being recognised in Business World's 40 Under 40 Communications Professionals list
- Executing campaigns that directly influenced revenue growth and brand repositioning

- Building international partner networks and long-term client relationships

Among these, Chaitali considers the most meaningful accomplishment to be building CPR Global into a consultancy that clients trust during defining business moments. Whether it involves helping a founder articulate their story for the first time or guiding an established brand through repositioning, those moments carry significant responsibility.

The journey has also shaped her leadership philosophy. "Credibility is built through consistency," Chaitali says. "Consistency in values, storytelling, and relationships always outperforms short-term visibility."

### What Lies Ahead for CPR Global

As the communications landscape evolves with the growing influence of AI, data intelligence, and shifting audience behaviour, CPR Global continues to adapt its approach while staying anchored in trust-led storytelling. The firm actively experiments with AI-driven research tools, audience sentiment tracking, and predictive communication frameworks, integrating technology into its processes without losing sight of the human dimension of communication.

**"TECHNOLOGY CAN ACCELERATE INSIGHT, BUT IT CANNOT REPLACE HUMAN JUDGEMENT AND EMOTIONAL INTELLIGENCE," SAYS CHAITALI. "TRUST IS STILL BUILT THROUGH HOW THOUGHTFULLY AND ETHICALLY A STORY IS TOLD."**

In its current phase, CPR Global is focused strongly on leadership branding, founder storytelling, and reputation architecture for growth-stage companies. The firm is investing in structured leadership visibility frameworks, strengthening digital storytelling formats, and expanding its cross-market communication capabilities to support organisations navigating scale and transformation.

Looking ahead, Chaitali envisions CPR evolving into a global boutique reputation consultancy. The firm aims to deepen its presence across Southeast Asia and the Middle East while continuing to build category authority in India. "The future of communication lies in blending data intelligence with authentic storytelling," she says, outlining a direction that combines technology, cultural understanding, and credibility-led narrative building.

### Leadership Mantra

For Chaitali, building a meaningful career in public relations begins with curiosity. "Stay endlessly curious," she says. "Understand business fundamentals, study human behaviour, and build strong storytelling capabilities. PR is built on trust, and trust is built through credibility and consistency."

She is equally clear about the priorities young professionals should set for themselves. "Don't chase noise; chase meaning. Visibility without credibility rarely lasts," she adds, emphasising the importance of substance over momentary attention.

Beyond her professional commitments, Chaitali remains closely invested in mentoring young professionals and engaging with students exploring careers in communication and entrepreneurship. These interactions, she believes, keep her perspective grounded and forward-looking.

On a personal level, fitness continues to play a defining role in her life. An athlete since her school years, she credits sport with shaping her discipline, resilience, and consistency, qualities that have carried into her approach to entrepreneurship and leadership.

Reflecting on her journey, Chaitali attributes it to a set of enduring values. "When I look back, my journey has been driven by curiosity, courage, and an unwavering belief that meaningful communication builds lasting impact," she says. "CPR Global is a reflection of that belief, and I genuinely feel we are only getting started."