



Contacts:

Atul Ahluwalia
Founding Partner
First Partners
atul@firstpartners.in

Jeff Altheide
Global Managing Director
PROI Worldwide
jaltheide@proi.com

Jeff Lambert
Chair, Lambert Global
Global Chair of PROI
Worldwide
jlambert@lambert.com

June 19, 2023

Delhi-based First Partners Joins PROI Worldwide

Full-service Agency Expands Global Network's Reach in India

Chicago: [First Partners](#), headquartered in Delhi, India, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with partners in 65 countries. First Partners has offices in Gurugram, Mumbai, Bengaluru, Chennai and Kolkata, as well as a network that provides services across more than 30 cities throughout India.

"First Partners' business is built on the pursuit of excellence, and we are committed to using our deep industry knowledge and all aspects of communications to enable business success for our clients," said Atul Ahluwalia, founding partner of First Partners. "We believe we can greatly benefit from PROI's knowledge exchange programs and the sharing of global best practices among its partner firms."

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global added, "We're eager to add First Partners to our global network. The Indian market is dynamic and rapidly growing, and our PROI Partners will benefit from their diverse experience in handling complex corporate and public affairs issues."

Founded in 2016, First Partners is one of India's premier corporate communications and public affairs agencies, providing fully integrated services for Fortune 500 companies, leading Indian corporations, government entities, industry association, non-profits and start-ups. With its dedicated approach to driving communications programs focused on business outcomes, the company has quickly established a strong reputation and earned numerous industry honors and awards. Capabilities include public relations, public affairs, digital marketing, social media communication, CSR & sustainability, content development, event management and related support.

PROI Worldwide encompasses 89 PR and communications businesses in 165 cities and 65 countries. Lambert said, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.128 billion in revenue and 8,800 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions worldwide.

About First Partners

Based in India, [First Partners](#) is an award-winning, full-service communications consultancy specializing in integrating communication solutions with business outcomes through its proprietary toolset Business Outcome Communication™, which enables evidence-based interventions to predictably deliver business outcomes through corporate communication solutions. Today, First Partners has three founding partners, two partners, six principal consultants and an overall staff strength of over 60 professionals throughout India. Their client experience spans a broad range of industries, including aerospace, automotive, food service, consulting, insurance, hospitality, healthcare, and e-gaming. Services include advocacy and policy communications; C-suite equity building; corporate brand storytelling; crisis preparedness and reputation management; environmental, social and governance communications; purpose, position and culture narrative; financial/investor relations; internal communications; and more.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2022, PROI encompassed 89 partners with 8,800 employees in more than 165 cities and 65 countries. With combined revenue of more than US\$1.128 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.