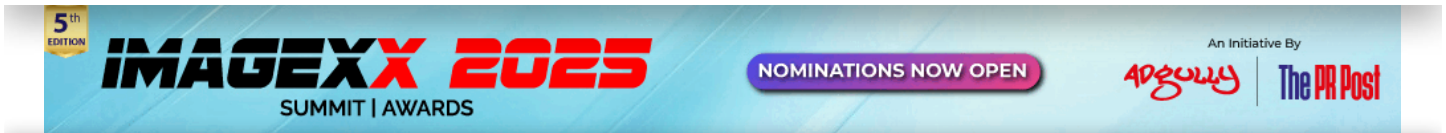


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wadhwa joins Commscredible to drive business growth



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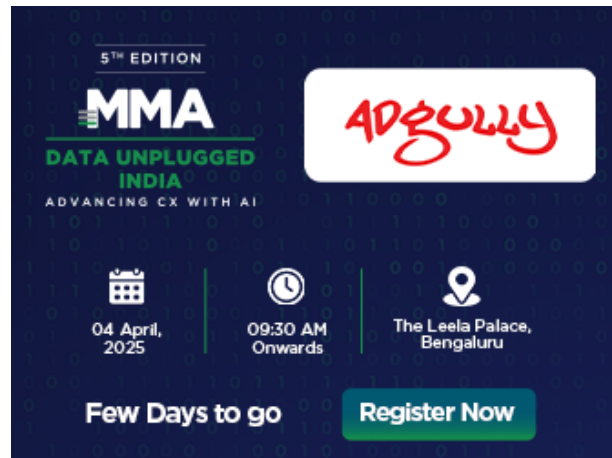
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India-headquartered integrated communications and start-up, **CommsCredible** on Tuesday announced that seasoned entrepreneur and business growth specialist, Priyanka Wadhwa has joined them to strengthen their venture



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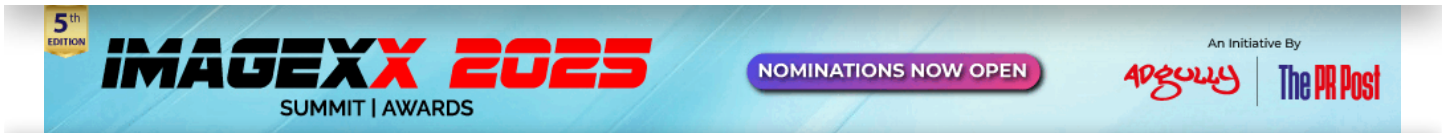
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At CommsCredible, she will don the hat of entrepreneur-in-residence and work closely with the founder and core team members. As part of her immediate focus area, Priyanka will be responsible for creating a structured framework for the smooth functioning of operations, ensuring that the company achieves its business and client objectives.

With a career spanning over two decades, Priyanka has worked and collaborated with international brands such as Henry Schein, Decathlon, Ariat, Pikeur, Tuff Rider, Dover Saddlery and Kramer Equestrian. In her previous role, she was co-leading the business operations of Kapila Krishi Udyog Ltd, India's leading cattle feed company. Priyanka played a pivotal role in scaling their revenue from Rs 100 cr to



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TV Viewership

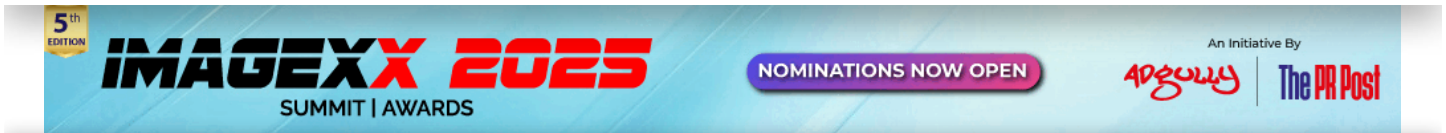
News18 India	7.37 Crore
Aaj Tak	7.10 Crore

Source: BARC | Metric: ARA | Period: WK 1725, 24 hrs, all days | Median: 18M

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News18 India	84.55 Crore
Aaj Tak	58.95 Crore

Source: YouTube, March 25



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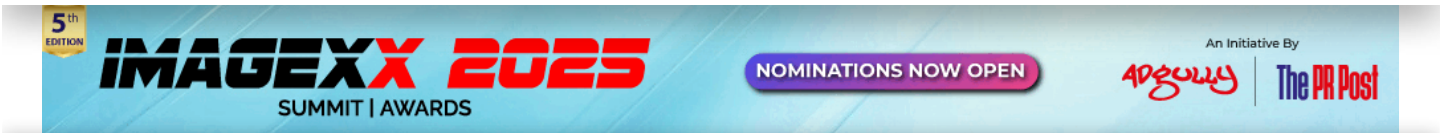
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industries.

Talking about her joining, **Aman Dhall**, Founder of CommsCredible, said, "We are delighted to onboard Priyanka in our core team. Her rich experience of scaling up early stage ventures in the international markets, creating distribution networks for global brands, as well operational experience of creating strong frameworks to lead market development for a niche sector player would help us accelerate our next phase of growth."

Talking about her appointment, **Priyanka Wadhwa** said, "Coming from a cross-industry background, I see a big potential in the PR industry. The focus areas of CommsCredible, and its global vision excites me. I believe that a large percentage of Indian businesses still don't

TV Viewership		YouTube Views	
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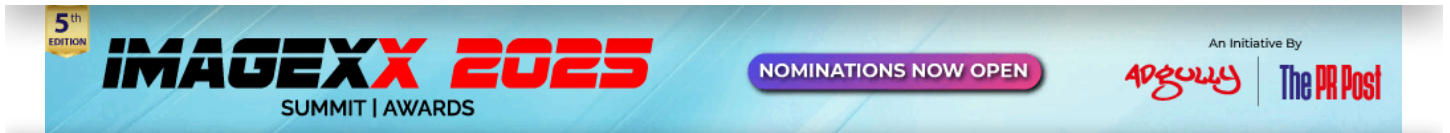
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strengthen our analytics and tech offering to strengthen our operations, as we stride towards a global scale up in the next phase.”

Starting in October 2020 as a bootstrapped setup, CommsCredible has quickly grown to achieve an ARR of INR 30 Million as on 31st March 2022. The company has a 14-member workforce, with presence across key geographies in India, including Chennai, Mumbai, Bangalore & Delhi, and overseas in Europe and the US.

The company is currently working with 20+ partner brands on various internal and external communication mandates. The companies include early-stage consumer internet startups in India such as BASIC Home Loan and Onsurity, as well as global consulting, technology & venture

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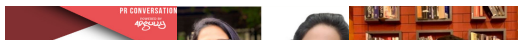
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News18 India	84.55 Crone
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Source: YouTube, MAY 12/25

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Source: BARC (Metric: ARA) | Period: WK 1725, 24 hrs, all days | Month: HM

Source: YouTube, March 25

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