



**COMPANY
PROFILE**



**WE DON'T FIT IN
WE STAND OUT!**



www.tridentpublicaffairs.com

WE

THINK LIKE OUR CUSTOMERS
THINK STRATEGICALLY
THINK CREATIVELY
THINK DIGITAL
THINK RESULTS



Trident Public Affairs... is a strategic communications, public relations, crisis mitigation, and reputation management consultancy. At Trident we collaborate, envision, innovate, strategize, amplify, and deliver impactful narratives that ensure your voice is heard across traditional and digital platforms. We amplify narratives that ensure your voice resonates powerfully across both traditional and digital platforms.

With expertise in PR, digital communication, and public affairs, we excel in crafting robust brand identities and skillfully navigating complex political and social landscapes.

Our team of seasoned professionals delivers tailored solutions that align seamlessly with your objectives, driving measurable success with precision and unwavering excellence.

At Trident, integrity is our cornerstone. We are dedicated to shaping perceptions, influencing outcomes, and delivering results that leave a lasting impact.

Why choose us?

We are public relations natives—young, agile, and among the few passionate PR firms in India. We transcend traditional media boundaries by leveraging technology to amplify your story.

Our entrepreneurial mindset ensures that our PR strategies are meticulously aligned with your corporate goals. With a team of experienced professionals, we provide comprehensive strategies, exceptional implementation, and consistent performance measurement to deliver impactful results.



Communications, Strategy and Approach



Corporate Communications

Our corporate communications services are proactive and anticipatory, guiding internal communications activities, intelligent business communications support, as well as issues and crises management.



Media Relations

Relating with the media is more than writing press releases. As core PR professionals, we help your organisation establish long lasting relationships in the media, securing allies that will have the organisation's interest at heart. From media tours to (virtual) press conferences and global media placements, we bring the eyes of the world to your doorstep.



Public Relations

As Public relations experts our focus is on managing reputation, building media relationships, crafting compelling narratives, and strategizing communication to enhance visibility, credibility, and engagement with target audiences.



Public Affairs

Relationships is what it takes to go closer is us one step closer for alignment of interests and smooth interactions which are critical for achieving successful outcomes. We actively network with government officials, media, and other stakeholders to advocate for policy amendments that benefit the nation. Our goal is to shape public perception, address community concerns, and align your organizational objectives with societal and regulatory expectations.



Stakeholder Management

Each stakeholder in your organisation has its own unique language From employees to investors, from the community to government, we implement unique communications activities to keep your stakeholders engaged and up to date.

Communications, Strategy and Approach

Brand Management

As custodians of Brand, imagine how important is to manage brand identity by way of protecting, preserving, and enhancing its identity, values, and reputation, with consistency across all touchpoints and adapt strategies to maintain brand integrity and relevance. Our tailormade strategies involve creating and maintaining a brand's identity, positioning, and reputation through strategic marketing, consistent messaging, and customer engagement to build brand equity and drive long-term business success.



Event Management

Events is beyond organising, as it requires strategic thinking, problem-solving, and attention to detail to ensure successful outcomes. The unfolding of the entire blue print for a memorable event, which entails planning, organizing, and executing events by coordinating logistics, vendors, and schedules, ensuring seamless execution and delivering a memorable experience that aligns with client goals and objectives.



Digital Communications

What should you be saying online, to whom and on what platform? Have you been able to leverage social selling to achieve business objectives? Our vast knowledge of the digital space helps us provide strategic guidance on how to get the best for your organisation's online activities.



Corporate Virtual

As digital natives, the new shift to virtual business engagement is right up our alley. We are able to conceptualise and or manage both physical and virtual events, ensuring that stated business objectives are attained.



Clients Worked With







❖ET Panache Celebrity event for Omkar Realtors

With Omkar Realtors Director Devang Varma (L) and Filmstar Suneil Shetty ® being briefed on the luxury residences at Omkar 1973 Worli-Mumbai.

The event was organising inviting Celebrities, HNI, Investors with the idea to own a residence in South Mumbai's most luxurious and coveted addresses by itself Omkar 1973, Worli.

(The latitude of Mumbai, Maharashtra, India is 19.076090, and the longitude is 72.877426. Mumbai, Maharashtra, India) Hence the names of the project Omkar 1973 Worli



Introducing the panel at the Realty Fact, Real Estate and business leadership award 2017. With the esteemed panel for the discussion on the Real Estate next steps and road map ahead



Compared event for Realty Fact Real Estate and business leadership award 2017. Making the session interactive comparing the panel with discussion on the Real Estate next steps and road map ahead



Addressing the media questions during the press conference road show in Ahmedabad, Gujarat during the launch of project Lawns & Beyond by Omkar Realtors in 2018



Briefing the media on new project launch Lawns & Beyond by Omkar Realtors in 2018 during the press conference road show in Indore, Madhya Pradesh

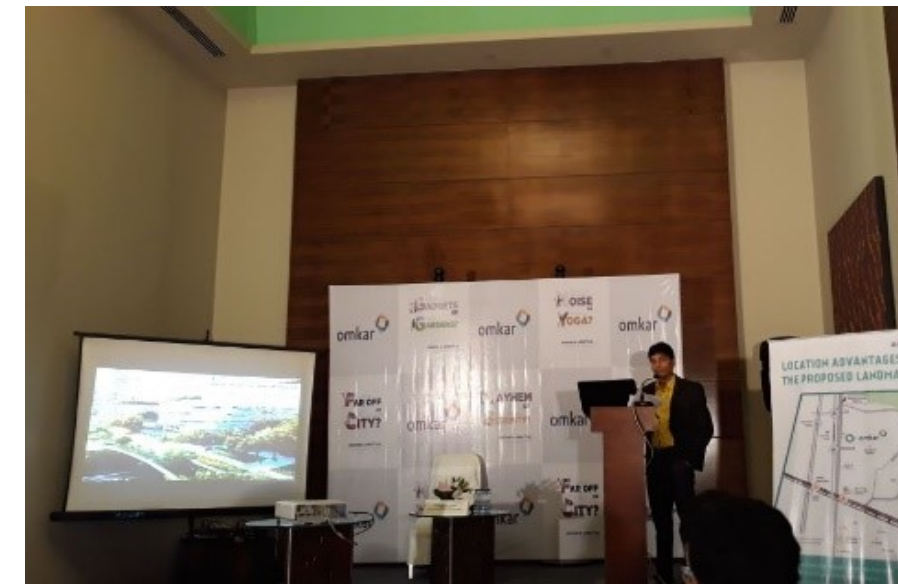
Public Relations & Event Activities in India & Abroad



Live with television media answering to the news media questions after the Delhi roadshow press conference for the launch of project Lawns & Beyond by Omkar Realtors in 2018



Addressing the media questions during the press conference road show in Jaipur, Rajasthan during the launch of project Lawns & Beyond by Omkar Realtors in 2018



Addressing the media questions during the press conference road show in Kolkata, Bengal during the launch of project Lawns & Beyond by Omkar Realtors in 2018



Organised and handled the ICERP – FRP event for the years 2011, 2013, 2015, 2017 and 2019. National media and exhibition events



Organised the event for Omkar Realtors and Western Automobile Association of India for the vintage car rally promoting the project to the HNIs and Clients who are proud owner's world best vintage cares in Mumbai



Organised the event for Omkar Realtors in Dubai inviting Channel Partners and Investors announcing the entry of Omkar Realtors with its sales office in Dubai market to tap NRIs



Organised the press conference for Omkar Realtors in Dubai announcing the entry of Omkar Realtors with its sales office in Dubai market to tap NRIs. Reporting extensively in UAE media



Briefing Ratan Tata Emeritus Tata Group on Vintage Car Rally by Omkar Realtors for its project Omkar1973 Worli 2019



Hyundai India introduced new Hyundai model in India. Headed the Mumbai launch along with team. The car was launched at Bourbon stadium in Mumbai inviting the media for the launch.



Compared for the ICERP – FRP event for the years 2011, 2013, 2015, 2017 and 2019. National media and exhibition events



Organised and Handled with comparing the ACREX Exhibition national event in Mumbai in 2010

Avaada Group

The Client :

Sustainable Energy Company

The Brief :

Micro-website is a small, focused, and independent web page or set of pages created to target a specific campaign, product, service, or audience. Unlike a full-fledged website, a micro-website has a streamlined design and functionality tailored to a single objective.

What we did :

we handle the micro-business website and print ads brochure

We created :

- We have made three micro website
- Outdoor Print Ads
- Corporate Event Brochure
- Corporate Gifting Exhibition



Saarathi Realtors

The Client :

Saarathi Realtors and Associates has provided Project Management Consultation to housing societies in Mumbai and MMR.

The Brief :

We focus on redevelopment and rehabilitation projects, offering end-to-end solutions, including:

- Land assessment and acquisition
- Evacuation and planning
- Seamless execution within timelines
- Building Redevelopment

What we did :

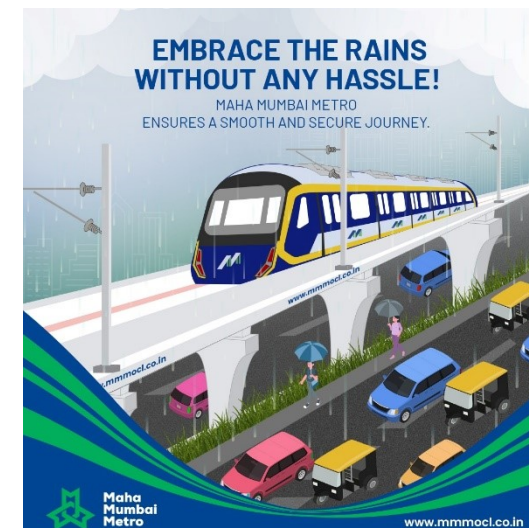
A Complete 360 Advertising and Digital Marketing Campaign.

We created :

- Content Marketing Campaign
- LinkedIn, Twitter, Facebook
- Website Redesign
- Outdoor Print Ads
- Corporate Event Brochure
- Corporate Gifting Exhibition



Digital, Social Media & Content Marketing – MMRDA & Maha Mumbai Metro



Digital Marketing – IIM Mumbai



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To know more Scanner 

Batch commences from: **Early 2025**
Last date of online application: **24th October 2024.**

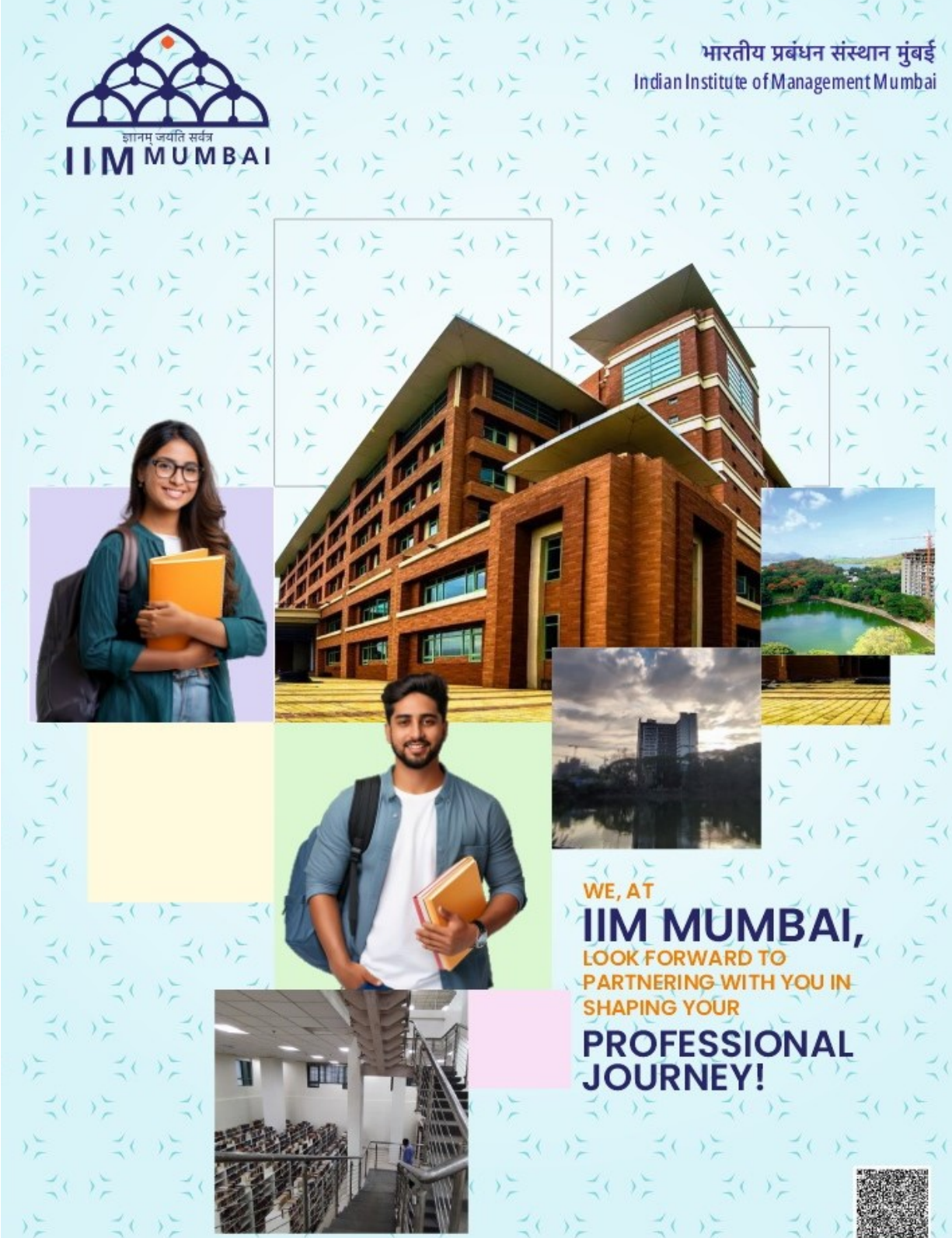
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Good Morning Arabia

The Client :

A Leading Pharma Company

The Brief :

To create awareness of bedwetting in children between 5 and 12 with an aim to drive traffic to doctors for the prescription of the treatment drug. Across 10 Countries in the Middle East and North Africa

What we did :

A Complete 360 Advertising and Digital Marketing Campaign.

We created :

- 1 video website in 3 languages
- 50 Videos in French English and Arabic.
- Content Marketing Campaign
- Google Adwords Campaign
- Whatsapp Marketing Campaign
- Facebook and Whatsapp support group.

Geography : 10 Countries across the MENA region The Result (still on-going campaign)

Impressions of 67 Million +

Video Views 6 Million +

Video Shares 100,000 +

Whatsapp Video Shares 1 million+



500+

Clients Handled Across Sectors (Mix of IPOs, Events, PR, IR, Launches, Projects, Digital Activations)

2500+

Active Events Days

25+

Indian Cities Media Events & Road Shows

50000+

Hours Organising, Holding & Managing Events

125+

IPOs Handled

50+

Project launches, project events, seminars, trade shows, exhibitions, expos

Trident Public Affairs, Mumbai



**We Would
Love To Tell Your
Story Too**



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