



**From A Seed Of Belief
To A Tree Of Trust
and Growth**

YEARS



Hi, We Are Adgcraft!

The first letter of our name, 'A,' represents our leader, **Abhinay Kumar Singh**. The 'D' and 'G' stand for his father, **D K Singh**, and his mother, **Gayatri Devi**. Their values, sacrifices, and unwavering support played a defining role in shaping not just him, but also a vision strong enough to grow into a brand name.

Together, these three letters in Adgcraft are a reminder of a meaningful journey that began in 2021.

Just as parents become your backbone, holding you through every challenge, achievement, and new beginning, Adgcraft always supports, guides, and grows alongside those who trust us with their stories.

Over the years, we have worked with startups taking their very first step, growing companies chasing bigger milestones, and established brands **looking to create stronger connections** with their audiences.

Different industries. Different goals. Different journeys.

Today, **Adgcraft is a group of communicators, creators, strategists, and problem-solvers**, all with one goal: to ensure that meaningful stories reach the people they are intended for.

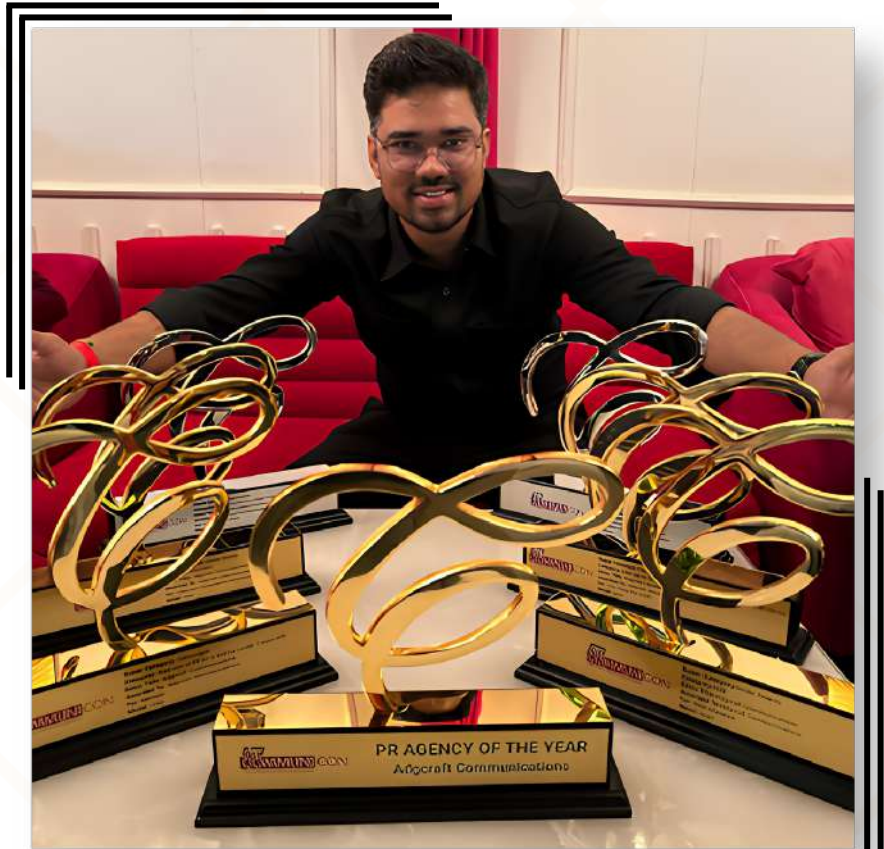


OUR FOUNDER

THE MAN WHO PLANTED THE SEED

Today, we all see Adgcraft as a tree with stronger roots and multiple branches. But we shouldn't forget that before the branches, before the leaves, before the milestones and celebrations, there is always someone willing to plant it and patiently wait for it to grow.

And for Adgcraft, that person is **Mr. Abhinay Kumar Singh**.



His journey has taken him from working with early-stage startups to advising ministries, from managing large-scale industry events to mentoring aspiring communication professionals.

- **15+ years in media, public relations, and strategic communications**
- **Worked with 300+ startups across different stages of growth**
- **Contributed to stories behind startups that went on to achieve 100+ crore valuations**
- **Managed communications for major government and industry events**
- **Served as Media Advisor to key ministries**
- **Mentored startups in Japan, the UK, and South Korea.**
- **Represented Adgcraft at JETRO in Japan.**

For Abhinay, growth has never been about a one-person journey. He believes that the people, experiences, and opportunities that shape us deserve a payback as well. Through the YPA Foundation, he has helped **provide educational support to more than 15,000 students**, while also mentoring young professionals entering the world of media and communications.

The agency he founded in 2021 carries the same values as he does, with commitment, consistency, curiosity, and the courage to keep building.



OUR JOURNEY



2021

The Seed of Adgcraft Communication was planted on **7th July, 2021, in Noida**, to craft stories that add wings of growth, trust, and credibility to your brands across the industry



2022



THE SEED STARTED TO GROW

A journey that began with **2 members and 4 clients** started gaining the trust of founders, entrepreneurs, startups, and brands. To celebrate 1 year of Adgcraft, we organised a workshop on **Digital Evaluation for PR and Journalism students**.

The first green shoots had appeared, and what began as the founder's dream had become a shared vision that every team member proudly called their own.



OUR JOURNEY



2023 NEW BRANCHES, NEW STRENGTH

The EV ecosystem accelerated across India, and Adgcraft launched its first specialised vertical, **Adgcraft EV**, with a motive to help emerging and established mobility brands strengthen their visibility, industry presence, and media positioning

The growing belief of our clients and team soon became recognition in the industry:

- **Emerging Agency of the Year = BW Businessworld**
- **Fastest Growing PR Agency in India - Agency Reporter**

We launched **#AdgcraftTalks**, an in-house leadership series where industry experts share experiences, discuss emerging trends, and inspire Team Adgcraft through meaningful conversations.



OUR JOURNEY



2024 ROOTED DEEP. REACHING HEIGHTS.

Bigger clients. Larger campaigns. Greater responsibility. Government events. High-impact work.

Challenges became more complex. Expectations became higher. But so did our determination.

AUR HUM CHHAA GAYE!!!!

- **PR Agency of The Year – 2024 - Afaqs**
- **Best Use of PR – Medium Enterprises (Gold) - Afaqs**
- **Best Use of PR – Startup (Gold) - Afaqs**
- **Best Use of PR – Education (Gold) - Afaqs**
- **Best Use of PR – B2B (Gold) - Afaqs**
- **Best Use of PR – Small Enterprises (Silver) - Afaqs**
- **Best Use of PR – Sports/Gaming (Silver) - Afaqs**

We launched another vertical: **Adgcraft Global.**

Our roots went global.

- Helping global brands build their presence in India
- Helping Indian brands expand across the world
- Navigating diverse markets with cultural understanding & strategic PR



OUR JOURNEY

2024 | Mumbai: India's Financial Capital

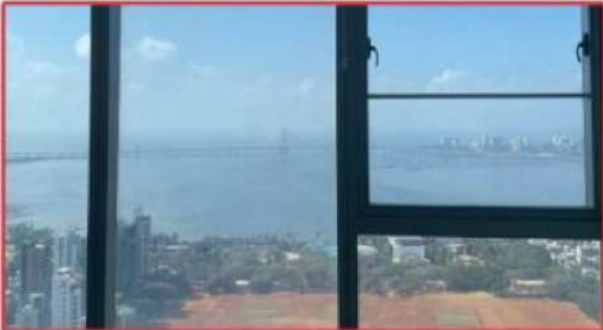
In 2024, we established **our Mumbai office at Dadar West**, marking an important milestone in our growth journey.

The Mumbai office strengthens **our capabilities across BFSI, corporate communications, lifestyle, hospitality, and influencer marketing**, enabling us to deliver strategic communications and tailored PR solutions with greater agility and impact.

Adgcraft Expands to Mumbai!



A Glimpse Inside Our New Hub



Featured in the News

INDIANtelevision

Home / PR & Communication / Adgcraft expands its footprints in Mumbai

PR & Communication @ adn / indiannews.com/television

Adgcraft expands its footprints in Mumbai

The office is situated at Hivel, Kohnoor Square, Dadar West.

Mumbai: Adgcraft, a Delhi NCR-based award-winning PR agency, as part of their strategic expansion plan opens their new office in Mumbai, Maharashtra. This expansion aligns with Adgcraft's strategic growth plan and underscores its commitment to providing top-tier public relations. The Mumbai office is set to become an important hub for Adgcraft's operations, focusing on delivering tailored communication strategies and innovative PR solutions. This move, not only strengthens Adgcraft's presence in India's financial capital but also enhances its ability to serve clients with the highest level of expertise and dedication. The office is situated at Hivel, Kohnoor Square, Dadar West.

Adguly

Adgcraft expands its footprints in Mumbai

Adguly Bureau | 1 day ago

Adgcraft, a Delhi NCR-based PR agency, has opened its new office in Mumbai. The new Mumbai office, situated at Hivel, Kohnoor Square, Dadar West, will serve clients in the BFSI (Banking, Financial Services, and Insurance), corporate, lifestyle, influencer marketing, and hospitality sectors.

With the opening of the Mumbai office, Adgcraft aims to leverage its extensive experience and industry knowledge to help clients achieve their communication goals. The agency's proven track record in handling high-profile PR mandates and delivering impactful results positions it as a trusted partner for businesses looking to enhance their brand presence and engagement.

Abhinav Kumar Singh, Managing Director of Adgcraft, expressed his enthusiasm about the new office launch: "Over the years, we have evolved into a trusted partner for over 100 brands, delivering comprehensive PR services to customise meet our client's diverse needs. Looking ahead, our goal is to continue expanding our capabilities, leveraging our industry expertise and talented team to drive measurable results for our clients. The launch of our Mumbai office marks the beginning of an exciting new chapter for Adgcraft as we aim to further strengthen our

APN News

Adgcraft expands its operations with the opening of new office in Mumbai

APN | 7 hours ago

New Delhi - Adgcraft, a Delhi NCR-based award-winning PR agency, as part of their strategic expansion plan opens their new office in Mumbai, Maharashtra. This expansion aligns with Adgcraft's strategic growth plan and underscores its commitment to providing top-tier public relations. The Mumbai office is set to become an important hub for Adgcraft's operations, focusing on delivering tailored communication strategies and innovative PR solutions. This move not only strengthens Adgcraft's presence in India's financial capital but also enhances its ability to serve clients with the highest level of expertise and dedication. The office is situated at Hivel, Kohnoor Square, Dadar West.





: @adgcraft

OUR JOURNEY



2025-2026 THE TREE THAT KEEPS GROWING

From onboarding our 1st client in 2021, pitching our 1st campaign ideas, and getting our 1st coverage published, to:

- 5 Years
- 200+ Brands
- 250+ Successful PR Campaigns
- 40,000+ Impactful Stories
- Turned strategies into impact and ideas into influence.
- Managed 60+ events and press conferences
- Opened a new office in Bangalore

We launched our third vertical, **Adgcraft AI: Your Partner in AI Communications**, in the presence of **Surya Kant Jha, CEO, AIC-BIMTECH**



OUR JOURNEY

2025 | Bengaluru: The Silicon Valley Of India

In 2025, we further strengthened our national presence with the launch of our Bengaluru office, strategically positioning Adgcraft in the heart of India's technology and innovation ecosystem.

The Bengaluru office serves as a key growth hub for **Adgcraft Communications**, **Adgcraft AI**, and **Adgcraft Global**, allowing us to partner more closely with startups, technology companies, AI innovators, and global enterprises.



Team Culture and Celebrations



Team Culture and Celebrations



#Craft_time at Adgcraft



#Adgcrafttalks Session



Coffee With Founder

Clarity, ideas, and trust are brewed through our Coffee With Founder sessions. Each session brings one team member together with our founder for a candid conversation over coffee.

Sitting together in his cabin, we exchange ideas, discuss career aspirations, industry trends, personal journeys, and challenges. In return, we gain insights, guidance, and mentorship from someone who has walked the path before us.



PR PARTNERSHIPS AND EVENTS MANAGED

Over the years, we've had the privilege of managing communications and media partnerships for events across India, including:

- **Steelbird International** - PR Partner for Auto Expo 2025
- **Meenakshi Polymers** - PR Partner for Auto Expo 2025
- **CanSupport** - PR Partner for the event at JNU Stadium, New Delhi
- **Nawgati** - India Energy Week, Yashobhoomi, New Delhi
- **30 under 30 Forbes Asia**: The co-founder of Nawgati
- **Bharat Tex** - Managed the Ministry of Textiles App Launch, New Delhi
- **Bharat Tex** - Managed media coordination during the Honorable Prime Minister Narendra Modi's inauguration at Bharat Mandapam, New Delhi
- **KP Group** - Green Bond Event at NSE, Mumbai
- **KP Group** - Renewable Energy Expo at India Expo Mart, Greater Noida
- **DHN** - Event at IIT Indore
- **Schoolnet India** - Event at India Habitat Centre, New Delhi
- **Vijaybhoomi University** - Press Conference at Constitution Club of India, New Delhi
- **FICCI FLO** - Two-day event across FICCI Headquarters and Sushma Swaraj Bhawan, New Delhi
- **Clove Dental** - Launch event announcing 48 clinics in a single day, Hyderabad
- **Nawgati** - PDAP Event, Pune
- **BRICS Culture Media Forum**
- **Kanyathon** - Bengaluru
- **MSME Honours 2026 by Tally**



PR PARTNERSHIPS AND EVENTS MANAGED



RECOGNIZING THOSE WHO PLAYED A KEY ROLE IN OUR JOURNEY.



Dr Sunil Shekhawat
Co-founder & CEO, SanchiConnect



Surya Kant
Chief Executive Officer, Atal
Incubation Centre- BIMTECH



Nemesisa Ujjain
VP and Head, The Circle:
Founders Club



Venu Madhav
General Manager, Boopin,
Bengaluru



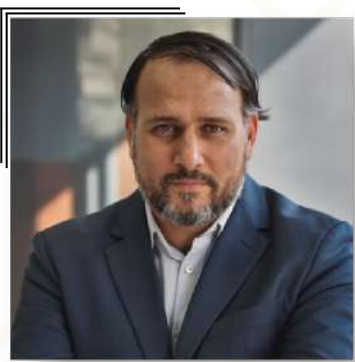
Karan Verma
Co-Founder & Director,
Faad Network



Narendra Jha
Founder & Director, Bioscope
Communication



Abhishek Kumar Gupta
Founder, Delhi Startup Community



Arbab Usmani
Chief of Marketing Communications,
FreeFlow Ventures



Forum Marfatia
Digital marketing Co-Chairman &
Youth Wing Committee Co-
Chairman, SGCCI

What we do

Public Relations

- Media Relations
- Corporate Reputation
- Strategic Communications
- Crisis Management
- Investor Relations

LinkedIn Management

- Profile Optimization
- Content Strategy
- Executive Positioning
- Analytics & Reporting

Social Media Marketing

- Content Planning & Scheduling
- Creative Development
- Copywriting
- Community Management
- Performance Tracking
- Campaign Execution
- Social Listening



What we do

Personal Branding

- Executive Branding
- Leadership Visibility
- Industry Positioning
- Reputation Building
- Digital Presence Management

Strategic Consulting

- Brand Positioning
- Communication Strategy
- Market Visibility Planning
- Reputation Advisory
- Growth Communications



Our Clients



and 250+

What our clients say

Kalyan Kumar

Co-Founder and CEO of KlugKlug, IIT Delhi Alumni & IIM Calcutta Alumni

Happy 5th Birthday Adgcraft!

It's amazing. I mean, we literally, both companies and I as the founder of Klug Klug, joined hands together pretty much very early in our journeys.

I think you guys have been so awesome. You've involved yourselves in our business. I can single-handedly say that **your contributions have been very significant to our growth.** And I don't say this lightly, it would have expressed itself over the last few years in my recommendations of your firm to many of my friends and the founders of other brands and businesses. So keep shining, keep doing well.



Mr. Sachin Jain

Managing Partner at Scripbox



Many heartiest congratulations to the entire team of Adgcraft on **completing five glorious years.** I really love their professionalism and their ability to look at the minutest details and identify what will really be the right thing for customers, and that really stands apart. Of course, they are a good professional team, but at the same time, they have a **humanness to the whole process,** and I think that completely differentiates them as a team when they approach their work, and I really love working with the entire team of Adgcraft.

What our clients say

Afraz Shaikh

Vice President, Marketing, KP Group

We have been working with Adgcraft Communications for the last 9 months. Our **PR activities, media management, etc. Adgcraft's team is handling it to some extent.** First of all, I would like to congratulate Adgcraft's team on completing its 5 years.

The **team works on your entire strategy planning and PR activity.** How to reach various media, whether it is **digital, TV, or print.** Adgcraft's team works on your entire strategy and aligns with your team. Keep up the excellent work. The way you **help brands shine is truly outstanding,** and I congratulate you for that as well. Thank you very much.



Surjeet Thakur

Founder & CEO of TrioTree Technologies

Many congratulations on completing five years. We've been working together for nearly three years now, and choosing you based on a simple recommendation turned out to be one of our best decisions.

It has never felt like working with a vendor, but a true partnership. **The team has been patient, committed, and consistently delivered beyond expectations.**

Wishing you even greater success in the years ahead. Keep growing.



What our clients say

Anushmi Tripathi

Brand Manager at TechnoStruct Group

We collaborated last year with Adgcraft for our media presence and PR partnership. They have done an **incredible job in building a digital presence** that is strong and also **building cordial relations** with all the **journalists** for our brand. So it has been immensely gratifying working with them. They are **proactive in a world of a reactive approach**.



Muhammed Danish

Chief Business Development Officer, TEXMiN

I want to congratulate the entire team of Adgcraft for the wonderful work they are doing. Let me tell you, the guys are **fantastic professionals**, and the kind of work they are doing is stupendous. So I wish them all the best, looking forward to a beautiful collaboration ahead.





“Our roots are stronger, our vision is clear, and our journey towards greater growth continues.”

Thank You