

Pragma Communication announces strategic partnership with US-based Walt & Company Communications, Inc.

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Agency: **pragma communication**

Pragma Communication, a Bangalore-based technology Public Relations consultancy firm, announced its strategic partnership with US-based Walt & Company Communications, Inc. an award-winning independent public relations agency specializing in consumer and enterprise technologies.

This partnership will allow seamless global client campaigns to be developed and implemented, ensuring cost-effective execution by experienced teams that deliver optimal results. Together, these agencies will simultaneously provide a client with PR expertise across the world, all working in unison on its behalf.

“We are extremely pleased to become a Walt & Company affiliate in India. This strategic partnership expands our U.S. market reach, which is of particular value to our technology clients that today represent more than 36 percent of our business”, said Rohit Gupta, co-Founder and Director, Pragma Communication. “I believe that this affiliation also creates a highly-effective communication platform for Indian companies to connect with their target audiences in U.S.”

“As opportunities and operations for many of our clients grow rapidly in India, so has the need for in-country support by experienced and well-connected professionals,” said Robert Walt, CEO, Walt & Company Communications, Inc. “I am very excited to be working with the terrific team at Pragma Communication in Bangalore. Sharing our commitment to generating results that advance our client’s business objectives, I believe that Pragma’s winning combination of experience, access and insight throughout India is an ideal complement to our existing global reach”.

Pragma had launched its liaison office in New Jersey earlier this year to enable global expansion of its reach and operations. This expansion targeted US-based PR firms which are working towards having an Indian presence and would look at branding opportunities in India.

Speaking on this occasion, co-Founder of Pragma and Director of PR services, Preeti Gupta stated, “Walt & Company offers a comprehensive range of public relation services like branding programs, industry analyst relations, award programs and financial analyst relations. This would help Pragma significantly expand its services portfolio”. Pragma currently provides public relations services to over 20 clients and has a portfolio spanning diverse sectors including IT & ITES, Retail, Art & Lifestyle, real estate & hospitality, Education & Training, MICE & Book promotion.

About Walt & Company Communications, Inc.

Founded in 1991, Walt & Company offers strategic communications services to companies marketing complex products and services. Our clientele consists of market leaders, innovative start-ups and industry associations.

About Pragma Communication

Founded in 2006, Pragma is one of India’s fastest growing PR agencies, with revenues increasing by more than 300 percent in 2007. Its burgeoning technology client base is one factor in its success. Pragma offers services in the areas of public relation & corporate image management, with focus on media relations. In addition, Pragma enables Web marketing campaigns and analytics for its clients. Pragma clients include more than 20 of Fortune 1000, and a wide range of SME’s and startups.

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