



FASHION-FITNESS-MEDIA-LUXURY®  
**TRIVIUM**  
PUBLIC RELATIONS

# TRIVIUM PUBLIC RELATIONS

MUMBAI | PUNE | BANGALORE | GOA | DELHI | DUBAI

[www.triviumpr.com](http://www.triviumpr.com)

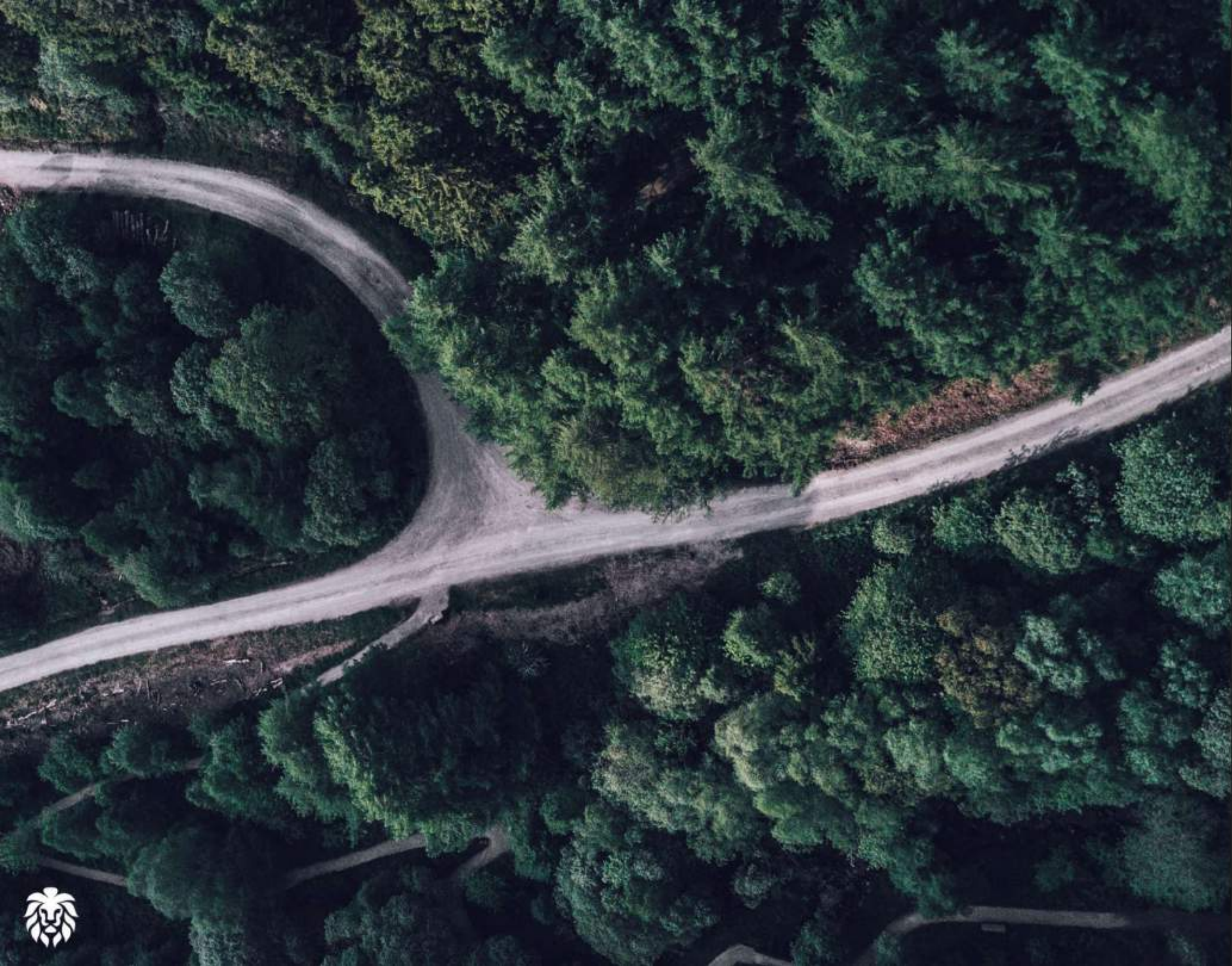


**“Paying obsessive attention to detail  
we formulate extensive strategies,  
helping your brand stride into a  
profitable future.”**

**- O Khan**

Founder and CEO





# TRIVIUM

“The meeting point of three paths”

A medieval course on Logic,  
Rhetoric & Grammar





# SYMBOL PHILOSOPHY

Mirroring the Lion's traits, Trivium embodies fierceness in all our endeavours. Our brand reflects the Lion's ethical nature as the ruler of the jungle, always standing firm in truth. Progress often demands a moment of reflection, and this clarity is what cements our leadership position in the industry.

# BRAND ARCHITECTURE OUR DIVISIONS



MEDIA-DIGITAL-COMMUNICATION-BRAND®  
**TRIVIUM**  
MEDIA GROUP



**TRIVIUM**  
PRODUCTION & FILM



**TRIVIUM**  
CREATIVE & DESIGN



**GLOBALocal**  
DIGITAL™



# TRIVIUM PUBLIC RELATIONS

“ CRAFTING CONVERSATIONS THAT SPARK INTEREST ”

Trivium Public Relations is a large and widely networked PR consultancy agency spanning pan India, and the Middle East. We offer an extensive and far-flung set of services that enable brands to convert their visions into reality.

With an expansive skill set, and experience backing us, we are a team of PR professionals using our expertise in the field to level a brand's positioning and sustaining in today's competitive market.

Ethical and tailored PR communication that resonates with your target audiences.

**We work for today, to make your tomorrow relevant!**



# STEPS



EVALUATE



IDENTIFY



STRATEGIZE



EXECUTE

# WE OFFER



**BRAND  
INTRODUCTION**



**BRAND  
POSITIONING**



**BRAND  
STRATEGY**



**BRAND  
ENHANCEMENT**



**BRAND INFLUENCER  
MANAGEMENT**



# WE OFFER



**HOLISTIC  
PR**



**INVESTOR  
RELATIONS**



**B2B  
CAMPAIGNS**



**CORPORATE  
COMMUNICATIONS**



**CONTENT &  
STRATEGIES**

# WE OFFER



INBOUND  
MARKETING



CRISIS  
MANAGEMENT



COMMUNICATION  
STRATEGY



CONTENT &  
PRODUCTION



DIGITAL &  
SOCIAL MEDIA

# WE OFFER



VISIBILITY  
MANAGEMENT



INFLUENCER  
MANAGEMENT



CELEBRITY  
EVENT  
MANAGEMENT



EVENT  
ADVISORY



MEDIA  
EXPOSURE

# OUR EXPERTISE

## STRATEGIC CONSULTING

Consultation & pointed advice to achieve the long term goals of your organisation

## HOLISTIC PR

Assured success using experienced and practical manners of manoeuvring content

## ADVISORY & CONSULTANCY

Tailor-made approach and guidance on strategies, positioning and the functional aspect of a brand

## ALLIANCES

Facilitation of profitable collaborations between brands across industries to ensure maximum visibility, satisfaction and growth



# OUR EXPERTISE

## CONTENT AMPLIFICATIONS

Calculated and curated content as a result of market analysis in-depth

## BEHAVIOURAL SCIENCE

Science of an individual's mind. This depicts not only your target audience's mindset but also your competitors', colleagues and consumers' habitual patterns.

## MERGERS & ACQUISITION

Affiliations signify the joining of two parties, to create a **powerful entity**

## GLOBAL INTELLIGENCE

Let your brand strategy elevate with our carefully curated data, trend analysis, and geopolitical insights that spur innovation, and resilience, and help in accomplishing sustainable growth.



# SPECIALIZATION



START-UP  
PR



MEDIA  
RELATIONS



ALLIANCES



MEDIA  
PLANNING



MEDIA  
CONNECTS



MEDIA  
BUYING



# SPECIALIZATION



CONSUMER  
CONNECTION



COMMUNITY  
BUILDING



SEARCH ENGINE  
OPTIMIZATION



INFLUENCER  
MANAGEMENT



CORPORATE SOCIAL  
RESPONSIBILITY



VISIBILITY  
MANAGEMENT





WE CATER TO











# TECHNOLOGY

Being in the limelight and the leader of innovation, every move matters. Every opinion matters. Every word matters. People expect you to be opinionated, responsible, poised, transparent, ethical and most importantly, profitable.

**We understand. We enable you to lead!**

Trivium PR gives you the outside perspective, experience and skills to enable your vision, products and services to thrive; and to flourish in a world that demands responsibility, transparency and responsiveness.

We curate positive reputations for you to overcome any tech-specific challenge.



Selected Clients

# Technology

geAMPS™

 **bmc**

**D E E P T E K**

**Tech  
Mahindra**



Selected Clients

# Automotive



**Volkswagen**



Mercedes-Benz



**TOYOTA**



**GoMechanic**



**POLARITY**  
RETHINKING TRANSPORTATION...



**TVS** 



# REAL ESTATE

Trivium Public Relations specialized real estate PR team helps clients to navigate this multifaceted environment and establish trust-based relationships within increasingly complicated landscapes.

Trivium's global network of real estate communications specialists work on some of the largest and most complex real estate projects in the world. We support comparatively smaller companies with big ideas, helping ambitious businesses of any size to meet their long-term goals and objectives.



Selected Clients

# Real Estate



NORTHERN BOULEVARD  
DESIGNED FOR ACCOMPLISHMENT





# HOSPITALITY

We tend to bring the HORECA arena a deep and wide network of media relationships and in-depth trade contacts that change the way we anticipate trends and operate within the progressively complicated media landscape within which we operate.

Our HORECA team of PR consultants draw from a Local, Regional, National & Worldwide reach and resources from a wide network, delivering what is expected with an ethical dedication to our clients.



Selected Clients

# Hospitality

S O F I T E L  
MUMBAI BKC

  
**Hilton**  
MUMBAI  
INTERNATIONAL AIRPORT

  
**CROWNE PLAZA®**  
AN IHG® HOTEL  
PUNE CITY CENTRE

**NOVOTEL**  
BENGALURU OUTER RING ROAD

**NOVOTEL**  
MUMBAI JUHU BEACH

**NOVOTEL**  
MUMBAI INTERNATIONAL AIRPORT



Selected Clients

# Hospitality



A man and a woman are on a boat, looking out at the ocean. The woman is wearing a dark bikini top and a white skirt with a polka-dot pattern. The man is wearing a light blue patterned shirt and light-colored pants. They are both wearing sunglasses. The background is a vast, calm sea under a clear sky.

# FASHION & LIFESTYLE

The Fashion and Lifestyle industry offers an affluent position and way of life to its consumers. With numerous brands venturing into this landscape, their consumer base is steadily growing as well, however, their visibility has already reached new heights.

We are an aspirational set of Fashion & Lifestyle PR professionals who understand the ins and outs of Fashion & Lifestyle PR and work towards the industrial growth of your brand, within and outside your target markets.



Selected Clients

# Fashion & Lifestyle



# TEXTILE & RETAIL

Textiles don't solely signify fabric and cloth. The range of offerings have taken an extremely wide berth as a regular approach to follow, assuring a multi-universe of offerings to pick and choose from.

The Textile industry is a trendsetter. The arrival of smart textiles has made the textile industry an innovator, ever-expanding with pace.

With public relations specialists in textile, retail & lifestyle PR, an excellent PR communications approach is adopted to make your brand visible in the eyes of potential stakeholders and investors along with consumers.



Selected Clients

## Textile & Retail



MADURAF&L

ARVIND  
Lifestyle Brands Limited



Om Lex<sup>®</sup>  
REFINING ETHNICITY

future group

The logo for Varsha features a stylized leaf or feather icon above the word "VARSHA" in a sans-serif font.

VARSHA

J  
JINAAM

Kapse  
Paithani<sup>®</sup>



# ARCHITECTURE & INTERIOR DESIGN

The art of Interior Design and world of Architecture is something we at Trivium Public Relations are well-versed with. Showcasing the intricate details of your personality to the best of our ability with new styles and patterns emerging constantly is what we strive to do.





Selected Clients

# Architecture & Interior Design



**Architect  
Hafeez  
Contractor**

**CHENCHOW LITTLE ARCHITECTS**

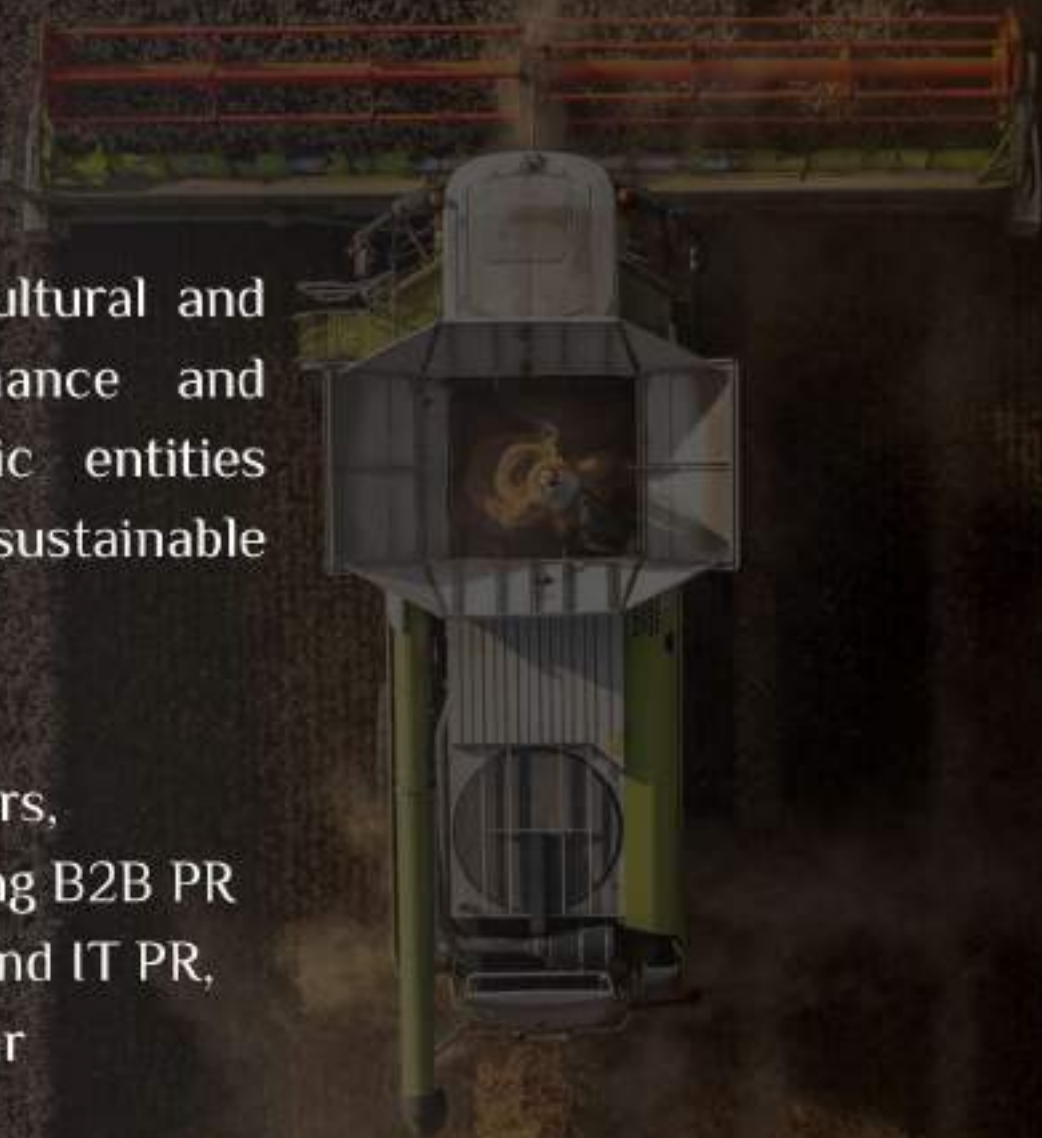
**Hassell**



# AGRI TECH

Agri Tech integrates technology with Agricultural and Agronomic activities. Practices that enhance and strengthen the supply chain, the organic entities involved, the harvesting processes, and sustainable practices, are a need of the hour.

Our team focuses on bringing this to consumers, investors and other individuals' attention. Using B2B PR strategies, your specific Brand's PR strategy and IT PR, a full-fledged service allows the growth of your bandwidth.



Selected Clients

**Agri Tech**

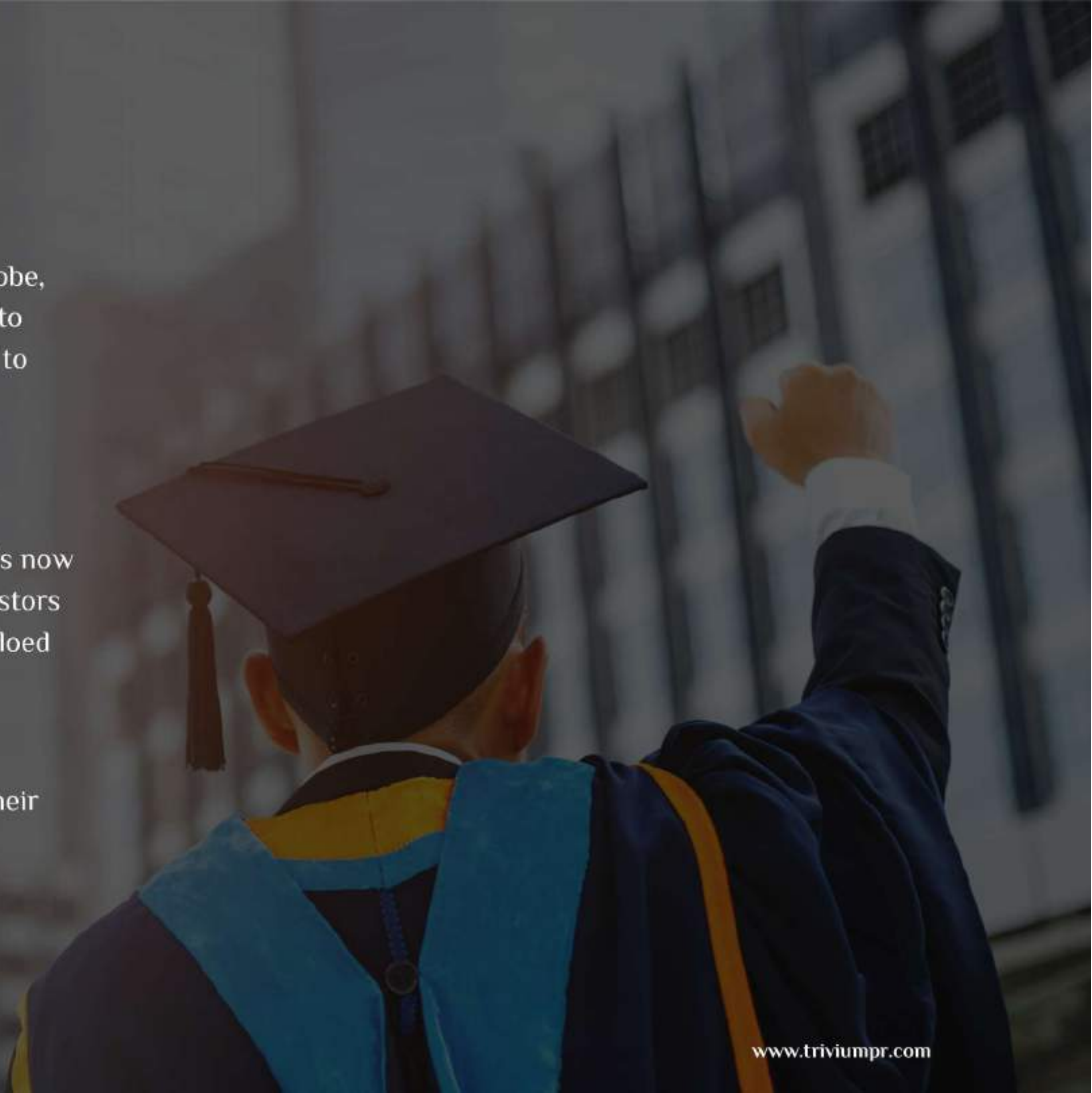


# EDUCATION

Change is a constant in the field of education. Across the globe, from research institutions to universities to middle schools to preschool programs, solutions to today's challenges related to education are increasingly diverse.

Yet there is great potential for educational institutions and companies that serve the academic field to be heard and represented in meaningful ways. What used to be a lecture is now a dialogue. Students, parents, alumni, donors, staff and investors now expect an 'all- bases-covered' relationship instead of siloed communications.

Our PR specialists in the Education Industry are seeking collaborations with various organizations to help improve their services.



Selected Clients

# Education



# FOOD & BEVERAGE

The food and beverage industry is the heart and soul of every consumer's life. The way to a consumer's heart is through its belly!

Experimentation and new takeaways for dining are enhanced by our team of PR professionals. The will of consumers to partake in a service experience by your brand is our expertise. Using well-structured PR plans and communication specializing in Food PR and Restaurant PR, the range of offerings allows the holistic growth of a brand.



Selected Clients

# Food & Beverage



# ENERGY & UTILITIES

Secure. Sustainable. Affordable.

Trivium Public Relations can help energy and utilities clients manage shareholder and investors' expectations created by the competition within the industry.

Trivium's energy and utilities team provides advice on today's organizations that need to operate to their full potential in an environment that demands transparency and high levels of accountability. Industry-specific PR strategies allow integration of effective communication to showcase the entities.





Selected Clients

# ENERGY & UTILITIES



# SPORTS & ENTERTAINMENT

The world of Sports and Entertainment is much like that of Public Relations. Working steadily to achieve certain goals and striking hard and fast when it is required the most.

We navigate through loopholes and face challenges as well. Coinciding the two and integrating their working patterns works towards enhancing the ability of management from both ends.

Sports is a vast and complex network, and sports PR is something our PR specialists are well-versed with, using manoeuvring strategies cohesively, working on team building and bonding and establishing a sense of movement to defeat competitors in the field.



Selected Clients

# SPORTS & ENTERTAINMENT



# FINANCE

Regulation, Industry complexity and Economic uncertainty is one of the daunting challenges facing the financial and professional services sector. Challenges that can erode confidence and credibility in capital markets and trust of customers as well as investors. To succeed in today's environment, organizations must consistently adapt to changing policies, norms and forums. Financial PR and Professional PR allow the diving into monetary aspects, investments, venture capitalism, accounting, administrative services, and various others.



Selected Clients

# FINANCE

**BAJAJ Allianz** 

**ING** 

  
***Muthoot Finance***



# FMCG

The rise of emerging markets and a 'global consumer' culture has ensured the change of several factors regarding how consumer product companies communicate with key stakeholders, including economic uncertainty.

These changes ensure our strategies are ever-evolving. From daily FMCG goods and quotidian services to luxurious and opulent amenities, well-versed with Brand PR and Consumer PR limitless growth can be witnessed for consumer products and services.



Selected Clients

FMCG



Selected Clients

**FMCG**

**PEPSICO**

*Kellogg's*

*Budweiser*



*Cadbury*





# HEALTHCARE

There are many challenges facing healthcare, from ageing populations, rapidly growing demand for health products and services, and severe budget pressures.

Healthcare operations are filled with complexity and integrated practices, where Healthcare PR is a necessity in every department of their operational activities.

Each challenge requires the most imaginative and innovative minds - people willing to ask various questions, take required risks and tackle complex problems in new ways.

At Trivium Public Relations, we believe there's an answer to every question that can be posed - we just have to be curious, persistent, collaborative and creative enough to find it.



Selected Clients

# HEALTHCARE



# MEDIA NETWORK



**FORTUNE**

**COSMOPOLITAN**

**FILMFARE**

**Bloomberg**

THE ECONOMIC TIMES

**GQ**

◆ FINANCIAL EXPRESS

GRAZIA

BRIDES  
TODAY.in

THE TIMES OF INDIA

VOGUE

*the  
quint*

hindustantimes

BAZAAR

Forbes

Business Today



MEDIA  
NETWORK



**Sakal Times**



**REALTY  
NXT** DECODING THE  
REALITY IN REALTY

**Miss  
Malini**

THE BACKGROUND  
**BusinessLine**



**ARCHITECT**  
and INTERIORS INDIA



**MEDIA  
NETWORK**





# MEDIA NETWORK



# OUR PARTNER NETWORK



# HOW DO WE DO IT

**01**

VISION

Formulate your long-term goals and targeted objectives for your organization

**02**

PLAN

Plan and strategize your brands journey to reach those goals

**03**

EXECUTE

Execute the plan to the “T” with navigating through real-time challenges

**04**

BENEFIT

Reap the benefits of your hard work through exposure and well-devised visibility





# OUR JOURNEY

Trivium PR is a multi-fold agency incepted 12 years ago by experienced professionals to drive business modules and shape public relations, interacting with traditional as well as new-age practices.

Today we pride a aiming workforce and goal-driven newcomers with knowledge and experience across industries.

With an in-depth knowledge and formidable experience in the fields of PR, we curate strategies and communication plans to elevate your brand's standing in the industry. We offer a wide spectrum of services from brand positioning and media relations to crisis management and public relations.

With our commitment and excellent results, today we stand in Pune, Mumbai, Bangalore, Delhi and The UAE offering services worldwide for brands and companies that aim to grow their visible potential.

**12** Years in  
Business

**3** Countries

**3400** Clients Served

**754345671** Features of  
our Work



# THE PEOPLE BEHIND IT ALL

Specialists in the art of Luxury, Lifestyle, Fashion, Hospitality, Healthcare, Education, Technology, AgriTech, Real Estate, Architecture and various others sit at the helm of Trivium Public Relations guiding it towards profitable partnerships and engagements.

Experts in the fields of Public Relations, Content, Communication, Brand Identities, Brand Exposure and Visibility are the individuals who formulate the team at Trivium Public Relations.

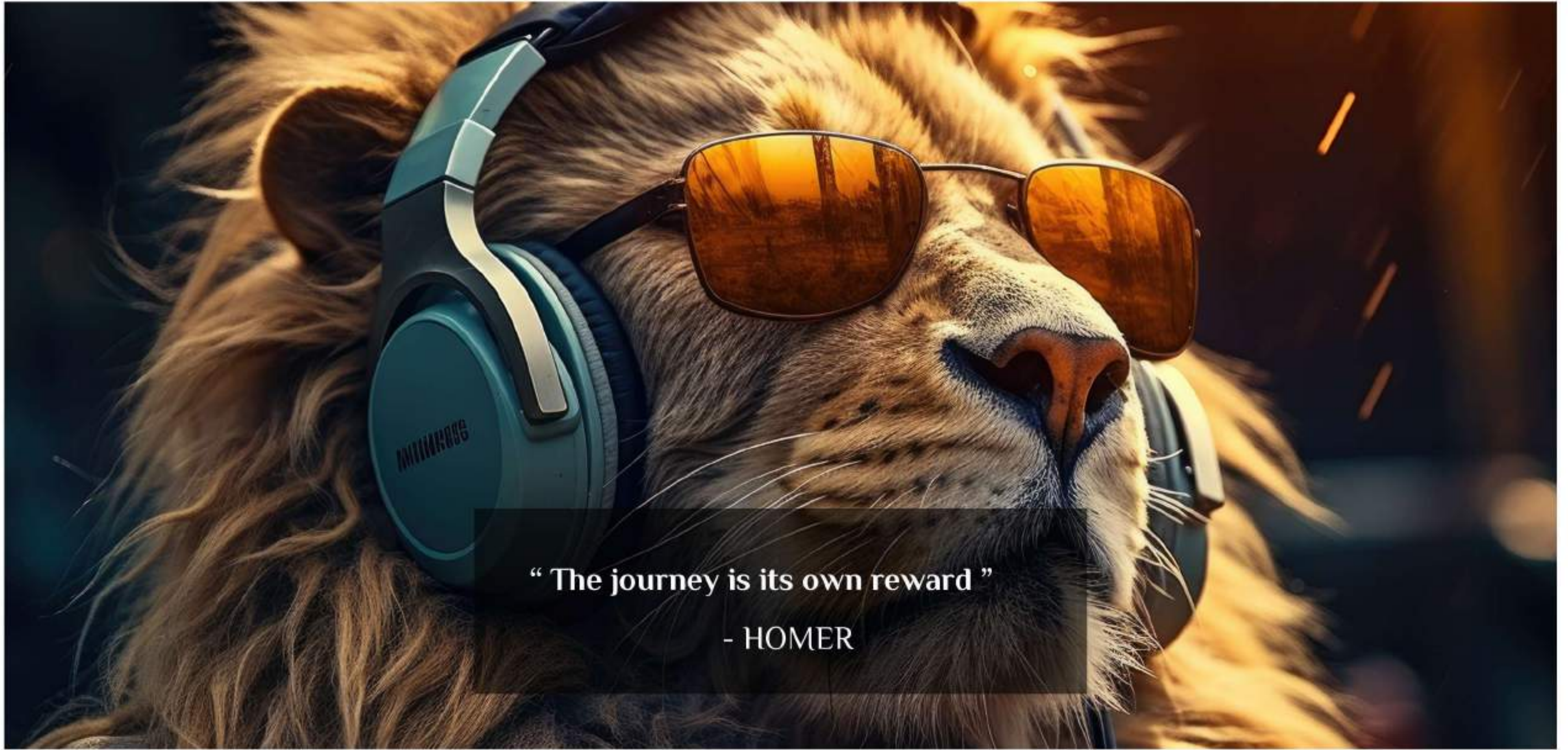
An integrated workforce sits behind the screens of their systems, working tirelessly to hone their skills to the best extent that they can, learning and adapting each day, to become a better version of their professional self each day.



# OUR CULTURE

The culture at Trivium Public Relations, whether internal or external, is a bit unconventional to the usual set of eyes. As an integrated workforce, we are ever-ready to support each other and our clients, never once turning our back by saying it's 'not our job'. A binding force with a network of creators, ensures a powerhouse accumulated with talent, perseverance, diligence and support. Individuals with formidable experience work in tandem with the new kids on the block, striving to make a mark and prove themselves. This environment nurtures our employees as well as our partners into an all-inclusive approach, with no turned backs and equal importance and knowledge imparted to every individual.





“ The journey is its own reward ”

- HOMER



# TRIVIUM MEDIA GROUP OUR MOTHER AGENCY

A brand growth, content communication, and responsible AI management agency that redefines strategies and creates engaging narratives to drive brands forward. We empower daring brands to distinguish themselves in competitive markets.



**Where Work matters, Brand matters, but most of all, People matter!**



# BEGIN YOUR JOURNEY WITH US

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/ triviumpr





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PUBLIC RELATIONS



**Thank You  
For Your  
Attention!**



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