



Contacts:

Rezani Aziz
CEO
Adfactors Sri Lanka
rezani.aziz@adfactorspr.com

Jeff Altheide
Global Managing Director
PROI Worldwide
jalthaide@proi.com

Jeff Lambert
Chair, Lambert Global
Global Chair of PROI
Worldwide
jlambert@lambert.com

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Adfactors Sri Lanka Joins PROI Worldwide

Subsidiary of Indian Agency Powerhouse Extends Asian Reach of Network

Chicago: [Adfactors Sri Lanka](#), based in Colombo, Sri Lanka, has been elected to partnership in PROI Worldwide, a leading global consortium of entrepreneurial communications agencies with 85 partners in 60 countries.

“We’ve managed through a very challenging year in Sri Lanka in 2022,” said Rezani Aziz, CEO. “Now in looking to the future for our business and our country we will benefit from the experience and resources of other agency leaders around the world.”

Jeff Lambert, Global Chair of PROI Worldwide and Chair of U.S.-based Lambert Global stated, “Indian agency Adfactors PR has been a long-time and valued Partner for our organization and we are pleased to extend that reach into Sri Lanka, and to Rezani Aziz and her colleagues in that country.”

Adfactors Sri Lanka was founded in 2014 as a subsidiary of Adfactors PR, the leading firm in the Indian market. Adfactors Sri Lanka provides a range of public affairs, corporate reputation and crisis counsel services to clients. Their strategic counsel has been particularly valuable to clients during the economic and political crisis in Sri Lanka in the past year.

PROI Worldwide encompasses 85 PR and communications businesses in 165 cities and 60 countries. Lambert says, individually, they are proven leaders in their home markets. Collectively, the PROI partners represent more than US\$1.075 billion in revenue and 7,500 employees. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.

About Adfactors Public Relations Lanka (Pvt) Ltd

[Adfactors PR Lanka](#) is among Sri Lanka's top 3 PR Agencies, managing a portfolio of the Country's largest diversified conglomerates. The firm has built expertise in managing reputation and image for a host of blue chip companies as well as industry bodies. Their Clients range from giant conglomerates to tech and healthcare with a key strength being advocacy crisis management. Their Public Affairs practice works closely with Sri Lanka's largest exporters in apparel, tea, pharmaceuticals, as well as their member associations and chambers of commerce.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people.