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## MEDIA RELEASE

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### **PROI Worldwide Honors Madan Bahal, Founder of Adfactors, with the Prestigious Founders Award**

PROI Worldwide is delighted to announce that [Madan Bahal](#), Founder and Managing Director of [Adfactors PR](#), has been honored with the esteemed Founders Award.

This prestigious accolade acknowledges his exemplary contributions and commitment to the global PR industry.

[Jeff Lambert](#), Global Chair of PROI Worldwide and CEO of U.S.-based Lambert by LLYC, stated, "Madan Bahal exemplifies the spirit and vision that our community of independent communications agencies stands for. His dedication to innovation, excellence, and collaboration has significantly enriched the PROI network and the broader industry. We are thrilled to recognize his remarkable achievements with the Founders Award."

Madan Bahal shared his gratitude, saying, "I am grateful to the Board of PROI Worldwide for considering me worthy of the coveted Founders Award. It is particularly heartening because the recognition comes from a peer group of Founders/CEOs, representing nearly a hundred PR firms spread around the world. This award is only the icing on the cake. Over the last 15 years, I have benefitted immensely in terms of learning, insights and best practices from this wonderful partnership of leading independent PR firms worldwide."

In Bahal's honor, PROI made a US\$1,000 donation to the Yoga Institute in Mumbai.

Bahal's involvement with PROI spans over a decade and a half, during which time he has played crucial roles within the organization, including serving on various committees and contributing to strategic initiatives that have propelled PROI's mission forward. Under his leadership, Adfactors PR has not only grown to become one of India's largest independent PR firms but has also actively participated in PROI's global endeavors, sharing knowledge and expertise across markets.

Adfactors alignment with PROI's values and objectives has long been an asset to the network, fostering a culture of continuous improvement and collaboration. Bahal's recognition serves as a testament to his unwavering commitment to the principles of excellence and innovation that define PROI Worldwide.

## **About PROI Worldwide**

[PROI Worldwide](#) harnesses the collective power of the world's most entrepreneurial communications firms. Individually, they are successful local and regional businesses. Collectively, they are a communications powerhouse delivering for clients worldwide. PROI encompasses 90 partners with 9,100+ employees in more than 165 cities and 65 countries. With combined 2023 revenue of more than US\$1.108 billion, PROI ranked 5th among consolidated communications groups, and is the only one in the top five based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.