



For immediate release

PROI Worldwide Welcomes The PRactice in India, Deepening its Reach and Communications Expertise

Chicago, Illinois, USA: February 2, 2026 – PROI Worldwide, the world's largest partnership of independent communications agencies, today announced the addition of The PRactice, a highly regarded public relations and communications firm based in India. This partnership expands PROI's footprint and specialised capabilities within India's rapidly evolving technology and broader communications landscape.

Founded in 2000 by Nandita Lakshmanan, The PRactice has just completed 26 years as one of the early pioneers in tech PR, initially serving India's burgeoning startup ecosystem. It has since evolved into a full-service agency with a deep specialisation that cuts across various technology sectors, including consumer tech, enterprise tech, future of mobility, space tech, fintech and agro-tech and the social development sector with offices in Bangalore, Delhi, and Mumbai, The PRactice offers reach and local market understanding across India's diverse regions.

"The PRactice's impressive 26-year legacy and its expertise in technology and integrated communications make them an ideal addition to PROI Worldwide," said Angela Scaffidi, Global Chair of PROI Worldwide. "Their ability to position public relations as a strategic management discipline, coupled with their extensive reach across India, makes them a valuable partner to our network."

The PRactice provides stakeholder engagement, social media management, media relations, internal communications, CSR and public affairs/advocacy. The agency prides itself on guiding clients through complex market dynamics and delivering strategies that go beyond traditional media relations, focusing on achieving tangible business outcomes.

Nandita Lakshmanan, Founder and CEO of The PRactice, commented, "Joining PROI Worldwide is a tremendous opportunity for us. We are eager to gain exposure to a diverse global network such as PROI Worldwide and the invaluable learnings that come from shared experiences. As Indian companies increasingly look to go global, and as we seek to optimize our reach and maximize impact across India's diverse markets, the collaborative network of independent firms across PROI will be instrumental. We look forward to engaging deeply within the network and leveraging this partnership to better serve our clients globally, as well as extending high quality strategic counsel and execution to brands venturing into India."

About PROI Worldwide: PROI Worldwide is a global network of entrepreneurial communications agencies, representing combined revenues exceeding US\$1.108 billion. With 90 partners in 65 countries and over 9,100 employees, PROI Worldwide harnesses the collective power of the world's leading communications firms, providing clients with local expertise and global reach.

About The PRactice: The PRactice is a leading public relations and communications firm founded in 2000 and based in Bangalore, India, with additional offices in Delhi and Mumbai. Specializing in

technology communications across various verticals, the agency offers a full spectrum of services including stakeholder engagement, CSR, media relations, digital PR, and public affairs.

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