



Arun Arora

Director Strategy & Communication

Experience: 36 years in diverse sectors like Automobiles, Infrastructure, Airport, Steel, Power, Mining, Hospitality, Oil & Gas and CSR.

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Arun Arora is a Mechanical Engineer (Major Operations Research), MBA (Marketing), Post Graduate in Journalism, with additional qualification in Hotel Management. He has rich experience of over 36 years in diverse sectors like Automobiles, Infrastructure, Airport, Steel, Power, Mining, Hospitality, Oil & Gas and CSR.

He has expertise in the area of developing Strategy, Marketing Communication Plan, Advocacy, Corporate Affairs, Reputation and Stakeholder Management, Media, Branding, Advertising, Change Management and Crisis Communications.

Arun has been associated with and contributed to the organisations featuring among top brands (Maruti Suzuki, GMR, JSPL, GVK, Cairn Oil & Gas and Vedanta) in brand reputation and market value ranking as part of senior management.

Recipient of various credible ratings and awards, Arun was adjudged the Power Brand Hall of Fame, 'Most Dynamic Corporate Communication Professional' (2011), Indian PR Icon (2013), inducted in PR Hall of Fame by PRCI in 2015 and ranked amongst top ten corporate communications professions in India (Reputation Today) in 2016. Listed among top 100 PR professionals in Reputation Today Listing, 2017. He was felicitated by Indira University, Pune in 2019. He is also invited as a key note speaker and jury to various forums and credible corporate awards.

Arun is a Mentor to 'Be-arsty', a for-profit social enterprise <https://be-artsy.com/>.

He is on the Advisory Board of 'Ideahive', a cause driven media campaign start-up. <http://ideahive.in/index.html>