

# 'REGIONAL DIGITAL'

## A new wave in Indian PR Industry

What started as a dream amidst the hustle of metro conglomerates 12 years ago, is enabling many to turn their vision towards Regional India. Fuzion PR Pvt. Ltd., a Fuzion group company, is a synonym to Regional PR in India and has created a platform for brands to explore the potential of Tier II and III regions of our diverse nation. With the acquisition of Digital PR firm 'SocialOCD' by Fuzion group, we are geared to initiate and hopefully conquer a new era in the Indian PR Industry that would explore the hidden gravity of digital platforms and people influencing them in Regional India. We call it 'THE ERA OF REGIONAL DIGITAL'.

Regional PR needs no introduction in the communication industry today. The ever growing and continuous demand to expand customer footprint in regional cities by brand says it all. Gone are the days when the word Metro Cities used to be the nucleus of PR planning. The struggle has been real and worth it that makes Regional Media the new cynosure in brand building strategy. But now is the time to go further, mapping the digital horizons in the same geographic interface.

It was imperative to understand that Digital consumption has increased manifold in India and especially in non-metro regions. The usage of all the social platforms ranging from Facebook to LinkedIn are not ephemeral in nature but are being highly used for absorption of brand information and making a well-informed-price-sensitive decision. Hence, it is integral for any brand to put out the right and informed content across their platforms, which is well-tailored for their regional audience in a language that is not so alien to them. However, the digital market is still cluttered and SocialOCD offers strategic interface which provides comprehensive solutions to break this stagnancy and provides unique and unparalleled solution/strategy to clients to stand out in the crowd.

With PR industry continuing on its growth trajectory and is expected to grow double digits annually, digital sector will be the key factor for its growth and with SocialOCD coming under the umbrella of Fuzion, we are aiming to bridge the gap in non-metro regions both through traditional PR as well as via digital PR between the client and their target group residing in tier II and tier III cities.

The Fuzion umbrella of companies is all set to become a one-stop-solution for anything and everything a brand aspires to be in Regional India, as we continue to meticulously shape creative strategies that are in line with our client business models. With the trust Industry has bestowed in us, I am sure Fuzion with new divisions but similar set of values, will soon establish a stout, stable and an even wider array of services for our esteemed clients.

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