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PRESS RELEASE

Public Relations Firm VSC Consulting Expands Reach to India With Announcement of Mumbai Office Opening

San Francisco and London Based Public Relations Firm Aims to Extend Cadre of Leading Digital Media Clients to India

Last update: 7:00 a.m. EST Dec. 12, 2008

SAN FRANCISCO & NEW YORK & LONDON & MUMBAI, India, Dec 12, 2008 (BUSINESS WIRE) -- VSC Consulting, one of top U.S. boutique public relations firms in digital media and marketing, is expanding its footprint and client reach to India, adding to its global presence in San Francisco, New York City and London. The company has built an award-winning practice in North America and Europe, and is known for connecting clients with key players and influencers across Silicon Valley, Hollywood, Wall Street, High Street and now Marine Drive.

"In light of recent events, now more than ever it's important to show the world that the international business community will rally around Mumbai, India. We all can do our part. We are going to bring more business to Mumbai through fast growth startups, celebrity brands and innovative non-profits looking to engage with India," states VSC Founder Vijay S. Chattha.

VSC already has a media relations presence in India and has decided to open an office in Mumbai in order to better serve its clients who are looking to expand into India. Earlier this year, VSC served as Agency of Record to Reliance's Big Entertainment mobile division and launched Jump Games in North America.

VSC also has several clients with operations in India. Project Ahimsa, a global effort to empower youth through music, funds grantees in Gujarat and Kolkata, while the Patiala Health Foundation aims to build a new trauma center in Northern India. The agency has represented a variety of companies targeting the global Indian Diaspora in North America and Europe, and can now reach the largest Indian community logically based in India.

"We've taken sort of a reverse approach to launching South Asian brands, building a strong infrastructure outside of India with the Diaspora. Now it's time to go after the largest opportunity, which is the Indian domestic market," Chattha adds. "This reverse approach allows us to bring a different cultural and stylistic approach to communications that has proven to work on a global level with local relevance."

Three other VSC clients in North America will be extending their reach into India through the new Mumbai office, slated to open in January 2009. VSC is looking for talented senior account managers and consultants to apply for positions.

According to PRWeek, VSC is ranked among the top boutique agencies in the United States and has won 24 awards for its work in consumer technology, mobile, gaming, and advertising. With strong relationships across the wireless, entertainment and technology sectors, VSC continues to drive awareness and visibility for its clients, including coverage in today's top business and consumer outlets: the Wall Street Journal, the New York Times, "The Today Show," CNN, BusinessWeek, The Associated Press, the Economic Times, TechCrunch, Reuters, the Times of India, the Hindustan Times, Advertising Age, Forbes, MTV, GameSpot, IGN, the Financial Times, as well as coverage

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About VSC Consulting

VSC is an award-winning strategic public relations and digital marketing boutique founded in 2002 by Vijay Chattha who wanted to evolve the antiquated industry of public relations into a more aggressive and entrepreneurial approach to marketing based on results and creativity. The firm offers a comprehensive suite of services that includes public relations, product development, viral marketing, online marketing, digital video creation, analyst relations, events and promotions and tradeshow strategy.

SOURCE: VSC Consulting

VSC Consulting
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