

Candid by Paromita

Empowering Brands, Creating Stories

Elevating Brands through PR, Marketing Communication, and Branding
Mastery



About Us

Visionary Leadership

Founded by Paromita Ghosh, a visionary with 23+ years of experience in PR and Branding, Candid by Paromita is a leading PR, Marketing Communications and Branding company.

Client-Centric Solutions

We specialize in creating innovative, client-centric solutions that empower brands to connect meaningfully with their audiences.

Mission & Vision

Mission

To strategically serve clients' communication needs and help them connect with their target audience effectively.

Vision

To be the most trusted and innovative marketing communications partner for brands globally.



Leadership Team



Paromita Ghosh

Founder and Director, a pioneer in PR and Corporate Communication with over 200 brand collaborations.



Gaurav Dhar Dubey

Strategic Advisor, IIT-Roorkee graduate, IIM-Calcutta MBA, 25+ years of leadership experience.



Shiv Prakash Dubey

Director, with expertise in finance, process excellence, and operational strategy.



Services We Offer

1

Public Relations (PR)

Strategic media relations, press releases, media activations, and crisis management.

2

Event Management

Product launches, press conferences, international events, and BTL activations with measurable outcomes.

3

Digital & Social Media Marketing

Data-driven strategies, influencer partnerships, and comprehensive social media campaign management.

4

Brand Management

Strategic positioning, identity development, and perception management to build brand equity.

5

Content Creation

Blogs, articles, videos, and thought leadership content tailored to target audiences.

6

Reputation Management

Proactive monitoring, response planning, and positive narrative building through stakeholder engagement.

7

Corporate AVs

Professional brand films and product videos that showcase your value proposition through visual storytelling.

Key Achievements

200+

Brand Launches

Successfully launched over 200 brands in various industries.

8,000+

AICOG 2023

Annual medical conference with 8,000+ health specialists.

5

Signature Events

Curated and managed signature events like Top Food Blogger Awards, Journalism Awards, Dharohar, FFACE Calendar and Sharodiya Digital Impact Awards





Signature Events

Top Food Blogger Awards (TFBA)

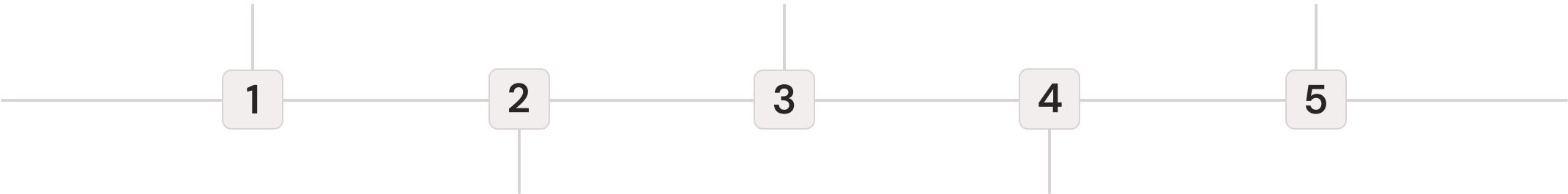
India's premier culinary recognition platform celebrating innovative food content creators who shape modern gastronomy trends through digital storytelling and social influence.

Journalism Awards

A distinguished annual ceremony honoring exceptional journalists who demonstrate unwavering commitment to truth, investigative excellence, and ethical storytelling in our digital age.

Dharohar

A cultural celebration showcasing India's rich textile heritage, bringing ancient handloom traditions to contemporary fashion through immersive exhibitions and master artisan showcases



Sharodiya Digital Impact Awards

A groundbreaking initiative recognizing digital trailblazers who leverage social media platforms to create meaningful change and drive industry innovation across sectors.

FFace Calendar

A prestigious platform merging emerging talent with established industry icons, showcasing the next generation of models and photographers alongside celebrated artists in fashion and photography.

Client Footprint

Our diverse portfolio spans industry giants across technology, healthcare, retail, education, and more. We're proud to have earned the trust of over 200+ brands, from innovative startups to established multinational corporations.



Portfolio



AICOG 2023, Kolkata

Managed media strategy for the 65th All India Congress of Obstetrics and Gynaecology. Generated extensive print and digital coverage of medical innovations and expert discussions, boosting social media engagement to new heights.



Nephrology Society Conference

Led media campaign for annual conference showcasing India's kidney care advances. Coordinated expert interviews and medical journal coverage, reaching 100,000+ healthcare professionals through targeted communications.



Credai Event

Managed communications for India's leading real estate summit focusing on sustainable development. Secured comprehensive business media coverage and distributed thought leadership content across multiple channels.



Top Food Bloggers Award

Created and launched India's premier recognition platform for digital food content creators. Established industry benchmark celebrating both emerging and established culinary influencers.

Portfolio



FFACE Calendar

As founding member of FFACE talent management, Paromita spearheads this prestigious annual calendar launch event. This star-studded showcase has become a launching pad for emerging models and photographers, while bringing together A-list celebrities and industry veterans in a celebration of artistic excellence and new talent.



Celebrity Chef Masterclass with Shaun Kenworthy

Orchestrated a groundbreaking collaboration between Kimberly Clarke and renowned Chef Shaun Kenworthy, delivering an intensive masterclass in Hyderabad. This specialized training elevated culinary hygiene standards for hospitality professionals, combining world-class expertise with practical implementation strategies.



Srijan Logistics Hub Inauguration

Executed comprehensive PR strategy for West Bengal's cutting-edge logistics facility inauguration by Mayor Firhad Hakim. The campaign successfully highlighted the hub's transformative impact on regional commerce, featuring its state-of-the-art infrastructure and potential to create thousands of local jobs.



Coal India Mining Safety Excellence Awards

Developed and implemented strategic PR campaign for this prestigious ceremony celebrating innovations in mining safety. The event spotlighted industry pioneers who revolutionized workplace safety protocols while promoting sustainable mining practices, setting new benchmarks in operational excellence.

Award-Winning Excellence

Our PR strategies and leadership have earned recognition from leading global organizations



Excellence in PR Leadership

Recognized by the Governor of West Bengal for mentoring and nurturing talent for entertainment industry



Global PR Icon Award

Leadership recognition at BSS Conference London, highlighting our international impact



Heroic Achievement Award

CRPF Chief recognition for empowerment initiatives with Sakhi Sang during Kargil Vijaya Diwas



Shree Shakti Excellence Award

Indian National Human Rights Council honor for outstanding leadership in communications and social impact

These awards reflect our commitment to excellence in PR and event management, setting new benchmarks across the industry.

Client Testimonials

Here's what our valued clients say about our services

Strategic Communication

"Candid by Paromita transformed our brand's public image with their impeccable PR strategies. Their media outreach and storytelling aligned perfectly with our goals, creating impactful campaigns that garnered incredible results."

– Ms Amita Mishra

GM, Ibis Kolkata Rajarhat

Crisis Management

"Paromita and her team were lifesavers during a critical PR crisis. Their quick thinking, professionalism, and strategic approach turned the situation around, restoring our reputation and winning back client trust."

– Amitava Chakraborty

Marketing Head, Apollo Multi speciality Hospital

Event Management

"From conceptualization to execution, Candid by Paromita made our corporate event unforgettable. Their attention to detail, creative ideas, and seamless coordination ensured everything was perfect. Guests couldn't stop raving about it!"

– Mr Jaideep Patwa

Secretary, SPK Jain Futuristic School and Jain Sabha

More Client Success Stories

Additional testimonials from our satisfied clients

Event Innovation Excellence

"The team brought our vision to life with an event that truly stood out. From innovative themes to flawless logistics, they ensured every detail was impeccable. They are the gold standard in event management!"

– Rajdeep Bose

MD, CBNITS India and Singapore

Strategic PR Excellence

"Thanks to Candid by Paromita, our PR and media presence skyrocketed. Their focused PR campaigns were innovative, engaging, and results-driven, helping us connect with broader audiences like never before."

– Anjan Chatterjee

Chairman, Speciality Restaurants PVT Ltd

Digital Transformation

"Paromita's team redefined our digital communication strategy and helped us build a cohesive brand identity online. Their expertise in crafting personalized content and boosting engagement truly set us apart from competitors."


– Dr. Mukherjee

President, AICOG 2023

Contact Us

Transform your brand's story with Candid by Paromita, your trusted partner in strategic communications. Our seasoned team of PR and marketing professionals brings decades of collective experience in brand building, media relations, and strategic communications. We don't just create campaigns – we craft compelling narratives that resonate with your audience and drive measurable business growth.

Ready to elevate your brand? Reach out to us today and let's start crafting your success story:

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