

India Hidden Champions: Strategic Reputation Management Masterclass

We are operating in a new geopolitical landscape, where the uncertainties created by the *America First* agenda also opens space for new partnership models: new trade corridors, diversification opportunities, and the specific advantages of the industrial ecosystem India, which genuinely houses over unlimited hidden champions. When these lighthouses from India collaborate directly with like-minded partners in Europe, the resulting ex-changes—validated by decades of scientific research—generate sustainable, organic value. In the past, stereotypical driven news has tended to divide rather than support alliances between India and their counterparts in across the world. Interestingly, these regions actually have more in common than one might think; their core values and desire to achieve win-win opportunities (as opposed to one-side first), provide a foundation from which lasting relationships and achievements can be built.

The new **STRATEGIC REPUTATION MANAGEMENT MASTERCLASSES** to be held in Noida, Berlin/Potsdam, and Geneva foster mutual understanding through mentored exchanges that build visibility, reduce stereotyping, and strengthen long-term partnerships.

- 1) The Masterclasses deliver hands-on management skills, including how to communicate and promote participants' unique strengths to opinion-leading media across Africa, Europe, and South America, and how to access exclusive business, political, and scientific networks built over more than 30 years of experience. Top representatives from the corporate, media, and public-affairs sectors teach and mentor 40 participants from India in each masterclass. Separate tracks and differentiated modules for corporate leaders, academic participants, and government officials will guarantee specific learnings and individual achievements.
- 2) The Masterclasses are designed around the limited availability of leaders from India: four condensed 5-day sessions per year deliver access to top-tier know-how curated since 1990 from institutions such as ESMT, expertise from renown scholars such as Prof. Joseph Fuller and George Seraphime (Harvard Business School), Prof Thomas Patterson, long serving director at Harvard Kennedy School, INSEAD, the United Nations, and leading media outlets including BBC, CBS, the Financial Times, Handelsblatt, The Washington Post, and The Wall Street Journal will be among the faculty and mentors of the Strategic Reputation Management Masterclasses.
- 3) Forty selected Hidden Champions work directly with experts from business, media, and public affairs to access unique data provided by Media Tenor and curated extra for each participant, strategic insights, and tailor-made communication concepts. After each session, participants gain entry to world-class platforms: SDG Lab during World Economic Forum, Davos, Hannover Messe, UN General Assembly in New York and the SDG Achievers Academy.
- 4) To maximize institutional impact, each cohort includes six representatives from India's blue-chip companies, mid-size firms, India's corporations operating abroad, regional city administrations, and universities. Ideally, each institution sends a team of two to ensure effective implementation after every module.
- 5) Each participant is mentored using their own data provided by Media Tenor International. Certification includes a customized communication plan, access to globally relevant business and public-affairs networks, and strategic guidance for crises, mergers, IPOs, and other high-stakes scenarios based on three decades of real cases.

The **Media Tenor Strategic Reputation Management Masterclasses** follow a proven principle: friends helping friends accelerates learning and builds lifelong expertise and networks. The first 5-day session is held in Noida, sessions two and three in Berlin/Potsdam, and the final session in Geneva—ensuring access to high-level networks in each market. Thanks to the support by UN Academic Impact as well as XY in India the cost per day/participant will stay under 840 € on average.