



Press Release

Multiverse Debuts in Hyderabad to Transform Brand Narratives

Founded by Vijay Amruth Raj — former journalist, PR leader, and corporate communications expert with over 25 years of experience

Hyderabad, June 29, 2026: Hyderabad witnessed the launch of Multiverse, a new-age integrated communications agency specialising in Advertising, Public Relations, Digital Marketing, and Corporate Event Management today. Founded by seasoned communications leader Mr. Vijay Amruth Raj, Multiverse is built on the conviction that purposeful, credible, and consistent communication is the cornerstone of enduring brands.

With operations beginning in Hyderabad, Multiverse will soon extend its services to New Delhi, Mumbai, Bangalore, and Chennai, offering organisations across India strategic, insight-led solutions to shape reputation, drive engagement, and achieve measurable business outcomes.

A Visionary Founder

Mr. Vijay Amruth Raj brings over 25 years of cross-sector experience in brand communications, corporate communications, advertising, and public relations. His career spans leadership roles at **Biological E. Limited**, where he spearheaded global communications, including the national launch of the CORBEVAX Vaccine (**COVID-19 Vaccine**), and **Tata Projects Limited**, where he established the Corporate Communications function recognised as a Promising Practice within the **Tata Group**.

Earlier in his career, Vijay worked with Perfect Relations, one of India's leading public relations firms, and served as Hyderabad Branch Head at **Rediffusion | YR**, where he led campaigns for marquee global brands such as Airtel, Toyota Motors, Oracle, and others. He also worked in Corporate Communications at Dr. Reddy's Laboratories, contributing to reputation management and stakeholder engagement for the pharmaceutical major.

His strong foundation in journalism began at **Newstime**, an English daily from Ushodaya Publications, which continues to inform his media-first sensibility. His award-winning track record includes multiple honours from the Association of Business Communicators of India (ABCI) and recognition on the Tata Engage platform.

What Multiverse Offers

Multiverse provides a comprehensive suite of services, including:

- **Advertising:** Strategic brand campaigns across traditional and digital platforms
- **Public Relations:** Reputation management, media relations, crisis communications, and policy advocacy
- **Digital Marketing:** Social media, content marketing, SEO, online reputation management, and paid digital campaigns
- **Corporate Event Management:** Product launches, press conferences, institutional events, and government-linked programmes

Mr. Vijay Amruth Raj, Managing Director, Multiverse, said: "I am delighted to announce the launch of Multiverse in Hyderabad. Over the course of my career, I observed a persistent challenge: fragmented brand voices, with companies forced to split their identities across separate PR, digital, advertising, and event firms. I founded Multiverse to change that. We bring client-side precision, corporate affairs expertise, and award-winning creative strategies under one unified roof. Multiverse is not just a service provider—it is a trusted partner in building enduring brands."

Experience That Shapes Multiverse

Mr. Vijay has previously managed landmark initiatives at the intersection of business, government, and society—including major vaccine launches, high-value international financial agreements, and large-scale infrastructure inaugurations. Drawing on this extensive experience, Multiverse is designed to deliver an integrated approach that ensures consistency and impact across internal and external channels, enabling clients to engage effectively with customers, employees, regulators, media, investors, and communities.

About Multiverse

Multiverse is a Hyderabad-based integrated communications agency designed for organisations that seek more than tactical visibility. With strategic thinking, creative execution, and disciplined delivery, Multiverse helps brands navigate their own multiverse of audiences, platforms, and expectations—confidently and credibly. www.multiverse-group.com

Media Contact: For further information, please reach out to: Vijay at +91 91548 91956 or info@multiverse-group.com. Please follow us on [Facebook](#), [LinkedIn](#), [Instagram](#), [YouTube](#), and [X](#).
