

OUR PEOPLE – OUR STRENGTH

Diversity, Equity and Inclusion Declaration

Diversity, Equity and Inclusion (DEI) are more than just words at PR Wire. They are embedded in our DNA and are the very core of our recruitment process.

We follow a culture of diversity, equity and inclusion – which is the key to success – and we believe in nurturing uniqueness within our teams which consist of individuals from various backgrounds. Our primary focus is to ensure a sense of belonging among our employees while eliminating the pressure to ‘fit in’. We are looking for individuals who are different and are able to create and promote shared experiences for all.

The past years have witnessed the celebration of several milestones closely aligned with our DEI policy, and while we continue to make significant strides in this regard every single day, we are constantly raising the bar on what we want to achieve for our valued team members and other stakeholders.

The three focal components of our DEI culture can be summed up as follows:

1. FEMALE TEAM POWER

We are proud to state that our female team members have always been a huge part of our success. Right from the initial stages of our Group, our senior management team has comprised of 50 percent female participation. Moreover, the growing number of team members paves the way for more female team members, thereby assisting in driving our progress over time. We are proud that our female workforce is representative at all levels of the Group.

2. EQUAL PAY

Irrespective of one’s gender, team members are remunerated in equal proportion when performing similar work. Through an annual examination of compensation, we ensure that adjustments are made to maintain Pay Equity based on Cost of Living to all members irrespective of their gender and job role.

3. EQUAL OPPORTUNITY

We do not discriminate against an employee or candidate based on their race, sex, sexual orientation, gender identity, age, religion, literacy, physical and mental abilities and disabilities, etc. We are energized to recruit and walk our journey with a diverse set of individuals especially those with disabilities.

Our team is powered by several members who are physically, mentally and socially challenged, without whose contribution and support we would have never gotten this far. We are privileged to have them in our team. The positive energy that they bring in is our ultimate reward for our long commitment to diversity, equity and inclusion.

While responsibilities are delegated based on the individual's experience, the support team is constantly encouraged and motivated to be authentic and achieve their aspirations while strongly and fearlessly facing all challenges.

WE NURTURE THE NEXT GENERATION OF DIVERSE LEADERS

We are all young at heart – but our team consists of different generations. We constantly support each and every one of our team members to achieve both professional and personal aspirations.

While the senior generation leads the way, our younger generation is adequately trained and prepped to be senior team players through continuous knowledge sharing, support for higher education, delegating responsibility, creating opportunities and training for accountability.

We aim to sustain a work environment and culture that celebrates the diversity of our team mates and other stakeholders, ensuring that equity and inclusion are given utmost importance. Our ultimate purpose is to be the space where all employees feel equally valued and respected.

“Diversity and Inclusion (DI) is all about nurturing and maintaining a culture of connectedness. Our team grows every day – individually and collectively – with a highly diversified set of dynamic go-getters. Their diverse experiences, aspirations, opinions, knowledge and innovative thinking have represented the culture and success of PR Wire in local and international platforms.”



Ashan Kumar

Founder / Chairman

PR Wire

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