

Inside the Rise of PR Leader Radhika Nihalani

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In the high-stakes world of entertainment, where image is everything, **Radhika Nihalani** has quietly carved a niche for herself as a formidable force. As the Founder & CEO of **Think Ink Communications**, she has shaped publicity campaigns for major clients in film, media, and celebrity. Thus making her one of India's most respected PR professionals.

From Strategy to Stardom

Radhika built Think Ink Communications with a vision to offer communication solutions tailored to the entertainment industry. Over nearly two decades, she has grown the company to serve a range of high-profile clients, including leading film studios, celebrities, and media brands.

Her experience extends across **image management**, **corporate communications**, and **publicity strategy**, showing how deeply she understands the intersection of media and celebrity culture. Think Ink has worked with iconic names and brands, making it a go-to agency for publicity in India's entertainment space.

Building a Strong PR Legacy

Think Ink Communications is not just another PR firm, it's one of the top entertainment PR agencies in the country. The firm's reputation is backed by its impressive client list, which includes major players like **Star India**, **Disney**, **Sony**, **PVR Pictures**, **IMAX**, and **Times Network**.

Radhika's approach goes beyond traditional PR. She has recently launched a new vertical called **Think Talkies**, focused specifically on media strategy for films and celebrities. Her clientele there includes notable names such as **Sanya Malhotra**, **Radhika Apte**, and **Neha Dhupia** — a testament to her agency's growing influence.

A Leader with Diverse Passions

Radhika is more than her business — she's an avid reader, traveler, and someone deeply invested in music and fitness, according to her public bio. Her personal interests mirror the creative and dynamic world she works in, suggesting that she brings a holistic mindset.

Moreover, by launching Think Talkies, she is actively shaping how films and personalities present themselves. Not just through press coverage, but via tailored, modern communications strategies. Her work helps define media success in an age where film promotion, social media presence, and brand partnerships all converge.

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