
Impactful Communication Strategy For

Indrajaal

India's Indigenous
Drone Defence Security System



ABOUT GRENE ROBOTICS

Hyderabad-based Grene Robotics is a cutting-edge, deep-tech research and development company specializing in providing innovative solutions in Artificial Intelligence and Robotics. The company focuses on developing **AI-driven autonomic systems** for the defence, enterprise, and government sectors. These systems are designed to be self-managing and capable of learning from their environments, allowing them to dynamically evolve and adapt to changing circumstances.

Indrajaal™ is the world's only comprehensive Autonomous Drone Defence Security System developed by Grene Robotics in India.



COMMUNICATION OBJECTIVE

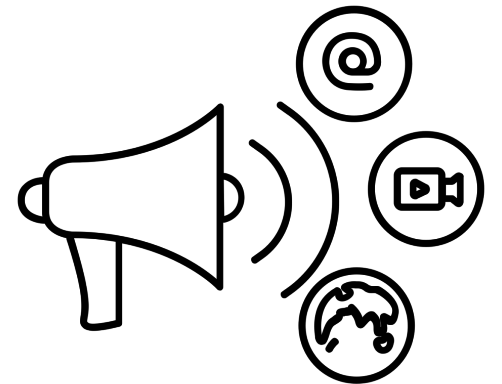
As a company that has invested close to three decades in research and holds multiple patents in design and technology, Grene Robotics wanted to communicate to the world about its cutting-edge R&D journey towards indigenously developing one-of-a-kind autonomous systems for the defence, enterprise, and government sectors.

They wanted to:

- Create brand awareness
- Communicate the value proposition
- Demonstrate intellectual capital
- Position its Founder and CEO, Mr. Kiran Raju, and the leadership team as thought leaders across leading domestic and international publications and influencer communities
- Influence decision-makers at the highest level across state, national, and international governments, defence bodies, and large corporate houses

STRATEGY IMPLEMENTED

- Strategic media stories with leading defence publications from across the globe
- Leveraging milestones through press releases
- Establishing thought leadership through authored articles
- Profiling stories on the spokespeople for establishing them as leaders in the space
- Ensuring speakership opportunities for the spokespersons at leading industry events
- Enhancing digital presence through in-depth analysis, brand post engagement, and more



BUSINESS IMPACT DELIVERED

- In two years, Grene Robotics has been written about in **300+** media publications, both domestic and international
- Indrajaal is now part of the mainstream defense narrative and recognized among the top 10 Anti-drone defense systems in the world
- RFI from governments, defense establishments, and enterprise
- Reduced sales cycle for the team
- Credibility for Grene Robotics and its leaders - no more answering **“What does your company do”**
- Established the company, its founder, and leadership team as India’s leading deep-tech company in the drone security system space, and artificial intelligence and robotics.
- Ensured conversation with decision-makers at the highest level across state, national, and international governments, and with defence personnel, and large corporate houses

#Economic Times #ET Prime #Outlook #Indian Express #Hindu Business Line
#Pioneer

#Business Today #Business Standard #The Hindu #Yahoo News #Daily Hunt
#Swarajya Mag

#The Logical Indian #Free Press Journal #Tribune #Scoop #Reddit #UNI #Hans
India #VC Circle

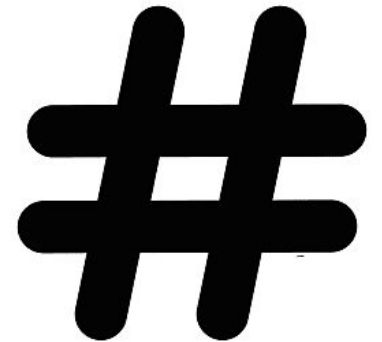
#India Today

#Janes Defense weekly #Defense World #Asia Post #US Manufacturing News
#EL Salvador News

#Hungary News #WWFC Drone News #Pakistan Defense #Defense News
#Woxikon News #Dewin Designs #Zephyrnet #KTVN #Benzinga #Pathfinder
#Global Conflict #Technology News 24

#Shephard Media UK

And more...



THANK
YOU
—