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ON PURPOSE Brings in Zacharia James and Rishi Seth to Shape Its Next Phase of Growth

Delhi, India – Feb 10, 2026: ON PURPOSE Consulting today announced a strategic investment by seasoned communications leaders Zacharia James and Rishi Seth, marking a significant step in accelerating its growth as a leading purpose-led communications agency in India. The investment in ON PURPOSE reflects a shared ambition to strengthen leadership depth and shape an operating model that is not only creatively strong and leadership-backed but structurally equipped to operate at scale in a technology-driven, high-accountability environment.

Both Zach and Rishi bring over three decades of management and entrepreneurial experience to ON PURPOSE. Their backgrounds include leadership roles at prominent firms such as BCW Global, Six Degrees PR, Alphabet Consulting and Text 100. Most recently, both joined The PRactice as strategic investors.

Girish Balachandran, Founder, ON PURPOSE, said, “The decision of professionals of Zach and Rishi’s calibre to join us is a strong endorsement of our model and vision. Their deep experience across corporate communications, public affairs, and technology PR complements our focus on social impact. Their partnership will be invaluable in scaling our capabilities and client solutions.”

Zacharia James said, “Purpose-led communications is no longer a niche, it sits at the centre of reputation, regulation, talent, and long-term business value. Our recent investment in ON PURPOSE is a bet on building a model where impact is measurable, growth is predictable, and storytelling is built for a world shaped by AI, platforms, and rising accountability from stakeholders. Our investment in ON PURPOSE and The PRactice together creates access, learning, and capability exchange between the two firms. This is about building something that lasts beyond individuals.”

Rishi Seth added, “Girish and his team have built a fantastic brand addressing social change communications, driven by the need for sustainability, equality and transparency. I look forward to collaborating with the talented team at ON PURPOSE to strengthen its operational and service capabilities to drive growth.”

This investment creates strategic access between ON PURPOSE and The PRactice, two independent firms with complementary strengths, distinct client ecosystems and complex stakeholders. While The PRactice gains access to deep expertise in purpose-led storytelling and development sector engagement to further strengthen its capabilities. ON PURPOSE gains support in building leadership depth and navigating the realities of working with large, complex stakeholders. This enables selective collaboration and shared learning without changing how either firm operates day to day or how clients are served.

The association is expected to bolster ON PURPOSE’s position as a leading firm in the social change communications landscape and expand its reach and work with corporate clients as well.

About ON PURPOSE:

ON PURPOSE is a communications consultancy dedicated to enabling social change. Working at the intersection of brands, non-profits, and foundations, the firm crafts narratives and builds reputations for impact. Recognized for its progressive approach, ON PURPOSE is one of India's fastest-growing independent PR firms in its category.

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