

Lovejeet Alexander is B2Badda's new PR consultant

Lovejeet Alexander has been appointed as the new PR consultant for B2Badda. Alexander has been tasked with increasing awareness and brand recognition within the business, trade, and consumer media outlets, as well as attracting brands and other potential partners.

Alexander has over 15 years of experience in media and public relations and has worked for the media brands like *Hindustan Times*, *The Times of India*, Dainik Jagran, Sahara Samay TV network, and Perfect Relations and has handled several prestigious accounts and award-winning campaigns.

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