

Pobir Laru, founder of Avanya is leveraging his youth to propel businesses to new heights.



Chandigarh, India Dec 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - His digital firm, [Avanya](#), assists Fortune 500 companies and aspiring brands in increasing brand authority, increasing SERP ranking, and getting discovered by the right people.

Youth is a time for experimentation, taking risks, and making your wildest dreams a reality. [Pobir Laru](#) has embraced this season of life, which is meant for big things.

He channelled his work into his true passion after mining his seed money. He now has an impressively large online footprint after tackling the difficult task of building a social media following. He received a world-class hands-on education in marketing and branding with intention as a result of this organic growth. Building visibility and brand authority is something he excels at, as evidenced by Waft's early and current work.

[Avanya](#), his digital firm, assists Fortune 500 companies and aspiring brands in increasing brand authority, increasing SERP rankings, and getting discovered by the right people. Pobir and his team have maintained a book of business that includes an extensive list of A-list brands, thanks to a carefully curated group of diligent masters of their craft. Laru's success in public relations has resulted in a significant increase in sales in just two years. As of today, Laru's Agency has advised countless new businesses, quickly getting them up and running and accelerating their development.

"The internet is the great leveller, there are no big and small companies anymore. "In the age of the

internet, if you appear big, you are; it is all about perception and getting perceived correctly," explains Laru.

"Your reputation is not everything you need to succeed, because you still need to back it up with excellent delivery. However, it does lay the groundwork for you to launch a successful new business."

In this day and age of connectivity and instant gratification, Laru understands the importance of creating and maintaining a public brand. His agency ensures that its brands not only receive the visibility they deserve but that their success is sustained both internally and externally.



Media Contact

Avanya

hello@theavanya.com

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