



**Triton Logistics & Maritime Pvt. Ltd.**

Abrao Group Company

## **Priyadarshani Jain**

Head – Branding & Communication, Triton Logistics & Maritime

Priyadarshani Jain focuses on a challenge most industries ignore, how to build a brand for something people don't see, but rely on every day. At Triton Logistics & Maritime, she leads branding and communication with a clear objective: make complex systems understood, trusted, and relevant.

With over a decade of experience across logistics, pharma, and finance, she develops communication that goes beyond visibility. Instead, she translates complex operations into narratives that people can relate to. As a result, her work connects business functions with real human understanding.

She leads initiatives such as TriNext and TriCademy, which bring together industry leaders, emerging professionals, and media voices. Through these platforms, she builds conversations that move beyond operations and into perception. Because of this, Triton's communication does not just inform—it shapes how the industry is understood.

Her work focuses on making invisible industries visible, building brand recall in non-consumer-facing sectors, and aligning communication with real business outcomes. At the same time, she ensures that messaging remains practical, clear, and grounded.

Priyadarshani actively contributes to industry and academic platforms. She serves as a jury member for media and college-led events, where she evaluates work in branding, communication, and storytelling. In addition, media platforms regularly feature her insights on B2B branding, logistics communication, and narrative strategy.

Her work has earned nominations for Brand Activation Strategist of the Year and PR & Communication Strategist of the Year by the Influence Exchange Group. She holds an MBA from NMIMS and a Master's degree in Public Relations.

Her approach aligns with Triton's philosophy of "The Unseen Foundation", the idea that everyday life depends on systems people rarely notice, yet completely rely on.

For Priyadarshani Jain, branding is not about visibility. It is about making people understand what they would otherwise overlook.