

17<sup>th</sup> October, 2025

### **To Whom It May Concern**

I am pleased to write this letter of recommendation for Priyang Dalmia, who interned with the Sabhyata Foundation as a marketing intern during the winter of 2024.

Sabhyata Foundation is a cultural organization based in New Delhi, committed to preserving India's heritage while engaging contemporary audiences through immersive experiences. During his time with us, Priyang displayed initiative, clarity of thought, and a keen understanding of the intersection between marketing strategy and cultural storytelling.

Priyang joined our team during a particularly ambitious phase as we explored new avenues to engage corporate sponsors and high-net-worth patrons in heritage conservation. He quickly became a valuable part of our marketing team.

One of his standout contributions was preparing and delivering a strategic partnership pitch to Zomato, positioning interactive heritage experiences as aspirational, culturally rich engagements for their clientele. His ability to frame heritage as both a cultural and commercial asset showed a level of insight rare in interns his age.

He also worked on ideating and refining branded event concepts tailored to affluent urban audiences. His approach combined emotional resonance with analytical thinking, blending brand value with cultural purpose.

At the Times Black event, Priyang represented Sabhyata Foundation as a speaker, addressing a distinguished audience on youth engagement, heritage branding, and the need to reimagine India's past through the lens of innovation. He spoke with clarity, conviction, and an understanding of audience dynamics that reflect both confidence and preparation.

What impressed me most, however, was Priyang's ability to think like both a marketer and a strategist. He was always attuned to the economics behind ideas, how partnerships could be mutually beneficial, how audience targeting could influence program design, and how storytelling could shift perception.



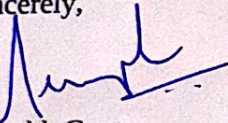
These are foundational traits for anyone aspiring to enter the business or marketing field, and Priyang demonstrated them with maturity and originality.

Throughout his internship, Priyang worked independently, met deadlines, and was receptive to feedback. His blend of curiosity, discipline, and genuine enthusiasm for cultural strategy made him a strong contributor to our team. I believe he will bring these same qualities to his academic journey and beyond.

I recommend Priyang, without any reservation and look forward to seeing how he continues to grow as a thoughtful leader in business, branding, or wherever his path may lead.

With warm regards,

Sincerely,



Saurabh Gupta

Chief Executive Officer

**Sabhyata Foundation**

17/10/2025