



e-newsletter of percept holdings



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# IN THE NEWS



## PIRATE - Percept's next with Priyadarshan



Percept Picture Company and Sahara One Motion Pictures are making their next movie 'Pirate' with Priyadarshan on music piracy. Priyadarshan plans to highlight the issue of music piracy. He is the first one to touch upon the subject in such a big way.

The story is about a band of boys whose music is threatened by the piracy menace and how they take a stand on this issue and fight it. What is fun for

most of us, in reality has serious repercussions affecting various industries in a macro economic way.

This film treats this thought provoking subject with a fine balance of entertainment and emotions. 'Pirate' is sprinkled with doses of laughter, music and loads of entertainment, in true Priyadarshan style.

Says Mahesh Ramanathan, COO, Percept Picture Company, "It will definitely be a commercial subject, with a very humane touch."

## Jitendra Khokle named first COO of AMO Communications



AMO Communications has got itself its first COO from amongst its own fraternity. Jitendra Khokle, who was heading the planning department at AMO as director, strategic planning, till now, has taken over as the agency's first COO.

Khokle says, "With the growing demands of the business and AMO's own plans to expand, there was a need to have the position of a COO among the senior ranks. However, it is too early to disclose our expansion plans." Meanwhile, AMO's Managing Director, Elvis Dias, will look after avenues beyond advertising. "Dias will now be in charge of diversification into new media avenues such as online or broadband and mobile phones, to name a few," Khokle says.

Khokle will also be AMO's official spokesperson from now. Dias remarks, "Khokle has been responsible for various account gains at AMO and has steered the organisation on a rapid growth path. Khokle was the obvious choice for this position as he had already been silently managing the overall operations of the agency."

## P9 Integrated eyes 50 pc share of brand entertainment space market by the end of 2006



Under the new leadership of Navin Shah, CEO, P9 is commanding a 40 per cent market share of the Rs 200 crore brand entertainment space market, and estimates it to be worth Rs 700 crore in the next five years.

P9 has managed to place five highly visible and noticeable associations including ITZ Cash and "Malamal Weekly", Bombay Dyeing and "Taxi No. 9211", Cox & Kings and "Holiday", Gabbana and "Family" and a product placement deal in a Malayalam film for a FMCG product.

Said Shah "So far we have just scratched the surface and there is tremendous potential. The ratio of untapped market is much larger than the tapped one, so we are aiming for the former,"

## PPC's next treat for kids after Hanuman

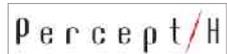
With successful children films including 'Makdee' and 'Hanuman' in their kitty, PPC and Sahara One Motion Pictures have planned one more for Diwali this year called '16 Kids'.

An adventurous film for children, it will be directed by Jayanth Paranjhi, who has made a number of successful films in Telugu. The film will have a lot of kids starring in various interesting roles.

'16 Kids' will be entirely shot in India, at exotic locales like deserted beaches and lush forests, preferably in the Andaman and Nicobar Islands or Maldives.



## Percept H bags Artd'inox account



Percept H won the creative and media duties for 'Artd'inox', a lifestyle product brand from the house of Jindal Stainless subsequent to a multi agency pitch. The size of the account is estimated to be around Rs 2 crore.

Amitava Mitra, vice-president, Percept H, Delhi, says that the media mix will focus primarily on print, though he did not rule out electronic at a later stage. About their win, Mitra says, "The business is both intellectually and creatively stimulating. The product itself is sophisticated and akin to a piece of art made in steel, which gives us various creative opportunities to explore."

He adds, "Though steel utensils are perceived to be mundane, the USP of Artd'inox is that it is stylish and adds glamour to a home. It is meant for a select clientele and our communication during the pitch presentation aimed at that select TG."

## Carat continues with its account winning spree, adds Rs 27 crore to its kitty

Barely a month after adding business worth Rs 25 crore to its kitty, Carat has added business worth Rs 27 crore more to its total billings, taking the new business count in 2006 so far to Rs 53 crore. The new strings of wins come from a cross section of categories comprising Luxottica, 3G and Tulip and Escorts Tractors.

Thrilled with the pace of new business addition, Charles Berley Jenarius, Group CEO, Carat Media, said, "New business is the lifeblood of any agency. The new clients that have come on board are key players in their respective categories and great names for any agency's client portfolio. We are very excited with these wins and are looking forward to partnering with these companies to grow their businesses in times to come."



## Walt Disney to air 'Hanuman'

Walt Disney Company (India) has acquired the rights from Sahara One Motion Pictures, through their assignee Percept Picture Company, to showcase Hanuman in eight episodes. This tie-up marks the first-ever mini-series presentation of a local animation feature on any TV channel.

A trailblazer in viewer popularity, the movie also received rave reviews from the trade fraternity and critics alike.



## PDM International wins Sponsorship Rights for India-Pakistan Cricket Bid



Percept D'Mark International (PDM Intl) attained the sponsorship rights for the forthcoming India-Pakistan one-day series to be held in Abu Dhabi, on April 18 and 19, 2006.

India and Pakistan will play one of the matches to raise funds for the October earthquake affected people in the two countries, while the profit of the other match will be shared by the two boards equally. The matches will be played in Al Zayed Stadium in Abu Dhabi.

"The Board of Control for Cricket in India (BCCI) awarded PDM International the contract for ground rights for the India-Pakistan Friendship Series in Abu Dhabi," said Lalit Modi, vice-president of BCCI and chairman of the board's marketing sub-committee. "It is good to see corporates interested in associating with this series and more importantly the cause for which it is being played. Out of the three companies that submitted the ground rights tender, the BCCI Marketing Sub Committee awarded the rights to PDM International

that had the requisite qualifications and experience as per the conditions listed in the Invitation to Tender. We now look forward to a positive and lasting association with them", he said.

ADCC, Nimbus and PDM International were in the fray for the rights. PDM bid \$ 3.61 million for the rights, outbidding Abu Dhabi Cricket Club with a slim margin. Nimbus was disqualified for not fulfilling the tender conditions, it said.

Added Mr. Sanjay Lal, MD & CEO, PDM Intl, "This acquisition is a standing testimony to our commitment to the game of cricket and our intricate understanding of the business of cricket. We launched PDM Intl with the focused objective of providing stellar sports and entertainment solutions to the world, and today, we have taken our first step towards achieving this objective. We shall be offering our entire range of sports and entertainment marketing and management services in our key markets namely USA, Middle-East and Far East. We are committed to the cause of this series and we shall announce the title sponsor and other event partners shortly."

## Hanuman Returns - Percept Picture Company announces sequel to the blockbuster film HANUMAN

*Percept Picture Company and Toonz Animation India Pvt. Ltd announce animation co-production venture*

Percept Picture Company, announced its co-production venture with Toonz Animation India Pvt Ltd at a Press Conference held at J.W. Marriott Juhu, Mumbai on Mar 31, 2006. PPC is all set to launch the sequel to its full length animation film HANUMAN. This film marks PPC's first co-production with Toonz Animation India Pvt Ltd, an award winning animation studio delivering content for Film, Television, DVD, Internet and other interactive platforms.



Commenting on the alliance with Toonz Animation

and their first co-production together, Mahesh Ramanathan, COO, Percept Picture Company said "The sequel is a reaffirmation of PPC's faith in creating world class animation content. Over half of India's population is below the age of 25 and PPC wishes to play an active role in partnering animation studios in Intellectual Property creation & ownership to ensure Indian stories reach out to Indian children the Indian way. We are glad to partner Toonz Animation on the sequel and are confident of delivering a high quality product that would enable Hanuman to transcend geographies in terms of appeal and entertainment value. We are planning to release the sequel during Diwali 2007."

Speaking on the co-production tie-up with PPC, Mr. Jaya Kumar, CEO, Toonz Animation adds, "We are thrilled to collaborate with Percept on a blockbuster feature with high entertainment value. The synergies between the companies are apparent, with the promise of a great product."



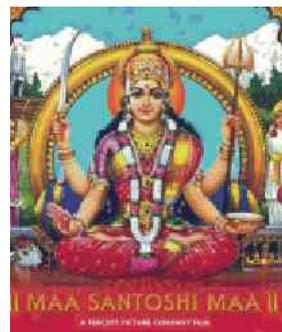
## Percept Picture Company to produce "Maa Santoshi Maa" Film to hit screens during Navaratri '06

Percept Picture Company announced the making of "Maa Santoshi Maa" an adaptation of one of the greatest blockbusters in the 75 year history of Indian Cinema "Jai Santoshi Maa". The film is slated to be released in the festival season this year and is sure to delight audiences worldwide this Navratras & beyond.

Commenting on the strategy behind PPC's proposed home production and positioning of the film Mr. Shailendra Singh, Joint Managing Director, Percept Holdings said, "Percept has been consistently creating content which caters to various communication platforms and one of our USP has always been the variety in our offerings to our clients and consumers".

The story of "Maa Santoshi Maa" addresses all socio- domestic aspects

of life which remain a constant in the Indian women's life today. The film will have its set of highly structured emotions, touching aspects of anger, love, failure, prosperity & hope.



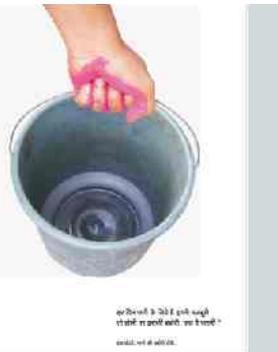
On PPC's expectations from the production Mr. Mahesh Ramanathan, COO, Percept Picture Company said, "PPC has always believed in producing movies that keep redefining the concept of wholesome family entertainment. "Maa Santoshi Maa" is sure to strike a chord with the modern Indian audience's sensibilities. It will be one of Indian cinema's widest releases ever".

The film will be directed by Mr. Ahmed Siddiqui, ex-Yashraj Productions, the Chief Assistant Director for one of India's biggest movies DDLJ and Chief AD of Veer Zaara. The chosen writer for the film is Ms. Sulekha Bajpai, of the blockbuster Hanuman.

# AWARDS & ACCOLADES



Suneel G. Katarnavare and Ajitesh Verma from AMO Communications featured in the Merit List of Dainik Bhaskar's call for entries for ideas to promote a Dry Holi. ('Dry Ideas Wanted')  
**Congratulations to Suneel, Ajitesh and the AMO Team!**



**Percept/H bags 2 silvers at Abby's in Ad Club Bombay's 39th Abby Awards held on March 31, 2006.**

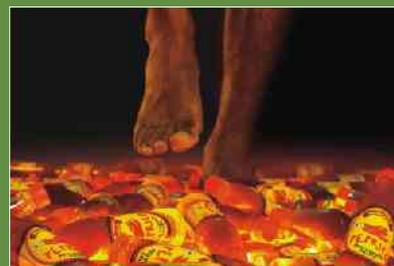
**Category:** Retail Advertising, Print (single ad)  
**Product/Brand:** Ghetto Bar and Grill (Bar stools)

**Team**  
**Art:** Manish Ajgaonkar  
**Copy:** Anil Kakar



**Category:** FMCG, Food and Beverage, Print (single ad)  
**Product/Brand:** Peprico (Coals)

**Team**  
**Art:** Manish Ajgaonkar  
**Copy:** Anil Kakar



Hakuhodo Percept, Chennai was nominated in the following categories at the recently concluded Madras Ad Club Awards - 'Spark 06':



• POP - Print



• Unpublished Creative

*Kudos to Manish, Anil and the Percept/H team*



# SPOTLIGHT



## Malamaal Weekly - Lottery lag gayi!

**Director:** Priyadarshan  
**Cast:** Paresh Rawal, Om Puri, Riteish Deshmukh, Rajpal Yadav, Arbaaz Khan, Reema Sen  
**Producer:** Sahara One Motion Pictures  
**Conceived and Produced by:** Percept Picture Company  
**Music Director:** Uttank Vora  
**Genre:** Comedy

From the day of the special screening held at INOX, Nariman Point on March 9, Malamaal Weekly has taken off at the box office. A very strategically timed release ensured that the movie did well with the collections,

and is today, a runaway hit with the masses. It has a bit of something for everybody and is a must watch for any of you who haven't seen it yet.

A comedy of errors set in a village suffering from abject poverty at the hands of the heartless moneylender, Vaishnavi. A poor farmer, Ghanshyam makes ends meet by selling lottery tickets, until one day, he realizes that one of the tickets he had sold has won the bumper prize of Rs. 10 crores!

This sets off a zany chain of events as Ghanshyam is now determined to get hold of that ticket, by hook or by crook! Ghanshyam's bumbling misadventures set the entire village off, chasing that ticket, leading to a thrilling climax.

# UP CLOSE



## With Mr Navin Shah, CEO, P9 Integrated

### How has been your journey so far with P9 Integrated?

I have just completed 100 days at P9, and the journey has been 'so far so good!' It has been a seamless transition from my previous role of heading Broadmind Entertainment to heading P9, because the core business and proposition is exactly the same.

### Where do you see Entertainment marketing in the next few years?

With the influx of multiplexes and better exhibition facilities, the entertainment business is poised to grow at a very fast pace. In fact, what FM has done to Radio, and what Satellite has done to Television, is exactly what Multiplexes is doing to Cinema as a business. Adding to that, the whole phenomenon of corporate funding has become a reality for most Bollywood projects. There is a higher degree comfort for Brands to deal with Bollywood.

In the times to come, films and entertainment will become an integral part of any brand marketing strategy, and P9 will work like an enabler and an expert to bridge these 2 worlds of branding and entertainment marketing products. Theoretically, the size of the industry is where the Rs. 12,000 crore advertising industry meets the Rs. 6,000 crore entertainment industry.

### What has been the biggest highlight of your career?

Setting up the entertainment division in Broadmind, and making it the fastest growing and most profitable division across 16 different divisions of Group M in a span of 2-2.5 years.

### How has it been being a Perceptite?

It feels like being a part of a huge power house, which underestimates its own power in a big way! It's a very dynamic and edgy place and gives you a passport to think really wild.

### Your family?

We are a close-knit family of 4 - my wife Bhavana (a homemaker), my kids Bhumika, aged 5 and Kabir aged 2.5 years.

### If you were a fictional character, who would you be? Why?

Definitely James Bond! I think he's the coolest... And I'm cool too!

### Any favorite sport or hobby that you follow?

I love mountaineering and trekking. I have trekked at Laddakh, besides other places. My favorite sport includes swimming, badminton and cricket. I also love watching films.

### Anything specific you like to do during your free time?

Play with my kids, play with my kids and play with my kids. I also read a lot of non-fiction and write film scripts!



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