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IN THE NEWS



Film production house K Sera Sera assigns PR mandate to Clea PR



Clea PR has bagged the account of film production/distribution company K Sera Sera. The production house that has been associated with films like 'Sarkar', 'Ab Tak Chappan', 'Vaastu Shastra', 'My Wife's Murder' and 'Darna Mana Hai'.

Vinod G Nair, MD, Clea Public Relations, said, "In a short period of time, K Sera Sera has grown to become one of the largest and most admired production houses of Bollywood. Our aim is to create a brand with corporate equity that would give K Sera Sera the recognition of being the trendsetter that it is and ensure the company's financial and geographical growth."

Priyadarshan signs up Percept Picture Company for 'Dhol'

The prolific Priyadarshan is all geared up for his next venture titled 'DHOL' with PPC. What's the cast like? It's truly different: Sharman Joshi, Tusshar Kapoor, Kunal Kemmu, Tanushree Dutta, Om Puri and Rajpal Yadav. It's a comedy again - a genre Priyan seems most comfortable of late. Pritam will score the music of the film.



Percept Picture Company to roll out 22 movie titles by 2008



Percept Picture Company is planning to roll out as many as 22 films by 2008. While four films are ready for release, nine films are in the pre-production stage and will go on floors by November-end. Apart from this, more than 10 films are in various stages of development. Percept Picture Company COO Mahesh Ramanathan says, "It gives me great pleasure that we are in the forefront of this entertainment revolution in India. It has been our constant endeavour to churn out films that connects with the masses and entertains them at the same time."

P9 Integrated ensures Kinetic tie up with 'Apna Sapna Money Money'

Kinetic Motor Company tied up with Mukta Arts' movie Apna Sapna Money Money, which released on Nov 10, 2006. Kinetic promoted the film through print, online, electronic media, and a specially designed and created TVC along with over 10,000 test rides across the country, through its association, which has been conceptualized by P9 Integrated.



'Dor' screened at Atlanta Indo-American Film Festival

Nagesh Kukunoor directed and PPC production release, 'Dor' was screened at the Atlanta Indo-American Film Festival. This is in addition to its screening at the Indo American Arts Council (IAAC) in New York.



Percept/H bags Electrolux advertising account worth Rs 20 crore

Electronic major Electrolux has decided on new advertising partners. Following a Percept/H multi-agency pitch, Electrolux has moved its advertising duties from Mudra to Percept/H and its media duties from OMS to Carat. The account is pegged at Rs 18-20 crore.

Speaking on the selection, Mr Anirudh Dhoot, MD, Electrolux said, "It is very important for a company to choose an efficient agency for best results. Both Percept/H and Carat are great creative and media planning hotshops and it was rather an easy decision to choose them. We welcome the new partners in making our brand healthier and work towards our unique brand strategies."

Percept Profile bags three new accounts

Percept Profile India announced a slew of PERCEPT PROFILE account wins which include Mobile Mantra, IHDP (International home décor park) and Las Vegas Sands Corporation. The agency will service these accounts on a National basis across Mumbai, Delhi, Kolkata, Chennai and Bangalore.

Percept Profile COO Rahat Beri said, "Each of these clients have diverse communication requirements, which will be taken care by the new domain teams in the organisation. It is paramount that research takes the forte prior to communication strategies being implemented. We have a research team on board who will play an important role in terms of direction to these communication goals so as to play a more effective role as a consultancy."

'Traffic Signal' wins accolades at 37th International Film Festival of India in Goa

Bollywood film Director Madhur Bhandarkar's latest creation and PPC's latest presentation, "Traffic Signal", scheduled to hit cinema screens during January-February next year, won accolades at the recently concluded 37th International Film Festival of India (IFFI) where its first print was showcased.



'Traffic Signal', depicts life on the streets of Mumbai through a traffic signal where all types of people live, try to survive, jostle, and basically remain human.



IN THE NEWS



Carat bags media mandate for Alchemist, account pegged at Rs 15 crore

Carat Media has been assigned the media duties of Alchemist Ltd. The move was not preceded by any pitch process. The account was hitherto in the custody of Madison Media and is pegged at around Rs 15 crore. The development was confirmed by N P Sathyamurthy, Executive Director, Carat Media. Alchemist Ltd, formerly known as Toubro Infotech & Industries Ltd, is part of the Rs 1,500 crore Alchemist Group.



Sponsorships, JVs, tie-ups and more in Percept's pitch to go global



The Rs 1,000 crore company, PPC has announced strategic tie-ups with film directors like Nagesh Kukunoor (Dor, Kukunoor's recent fare, was produced by PPC), Madhur Bhandarkar (the company will produce Traffic Signal as next year's release), Priyadarshan (Malamaal Weekly) and Ram Gopal Varma (PPC has roped him for an English film project that has been postponed indefinitely). "We don't invest money foolishly. Our company studies the market thoroughly and scrutinises the scripts. But we give complete freedom to our directors," says Mr Shailendra Singh.

PPC has also tied up with PVR Cinemas to showcase an audio-visual campaign on anti-piracy. "We felt it was a good idea for a leading exhibitor and a producer-cum-distributor to join hands together for such a cause," feels Singh. PPC will have a series of three-five minute film capsules showcasing the anti-piracy theme.



P9 chalks out Rs 200 million expansion plan



As the stakes involved in Bollywood increase by leaps and bounds, Percept Holdings' movie marketing company P9 Integrated has chalked out a Rs 200 million (Rs 20 crores) expansion plan. P9 currently has five divisions namely product placements, media planning and buying for entertainment, cinema activation, designing and film entertainment content divisions.

P9 Integrated CEO Navin Shah says that plans are underway to launch five more divisions by January 2007 and also increasing the current team of 60 professionals to 200 by the end of next year. While the movie marketing industry is still in its nascent stages, Shah hopes to have a 65 - 70 per cent market share by the end of 2008. "The branded entertainment market for films is currently a Rs 2 - 2.5 billion (Rs 200 - 225 crores) industry. By the end of 2008, P9 estimates it to touch Rs 8 billion (Rs 800 crores). We are looking at taking the lead and capturing the lion's share in the market by 2008," says a confident Shah.

Percept Holdings Cricket Team won the Zee DNA Super Sixes Corporate Cricket Challenge

The Percept Holdings Cricket Team won the Zee DNA Super Sixes Corporate Cricket Challenge held on Nov 12, 2006. The Percept Team who also had Ramesh Powar in their ranks for the day, won the glittering trophy, beating HDFC in the final by just one run, as they defended their total of 85 runs by a whisker.

For the Percept Holdings Cricket team, Mr Shailendra Singh scored 35 in 10 balls, Salim Mulla (Percept/H) scored 20 runs in 8 balls, Ramesh Powar (International Player) scored 20 runs in 8 balls, while Mukesh Walse (Percept/H) scored 10 runs in 2 balls. Rupesh Mulam bowled the decisive final over and won the match in the last ball, having clean bowled the batsman in the final ball of the match with still 2 runs to win. Rupesh Mulam was declared the 'Man-of-the-Match' for his efforts on the field.

For all those who were there at the Khar Gymkhana on Sunday, there couldn't have been a better way to spend the holiday. For the cricket-loving city, the Zee-DNA Super Sixes Corporate Challenge was a treat for the eyes. They were all there – Dilip Vengsarkar, Mohammad



Azharuddin, Nayan Mongia, Abey Kuruvilla, Salil Ankola and Vinod Kambli, Ramesh Powar, Parthiv Patel and Rudra Pratap Singh, soaked in the spirit on a Sunday. The foreign flavor was represented by Sri Lankan legend Aravinda de Silva and Romesh Kaluwitharana. And there was none other than the legendary Kapil Dev as the Chief Guest.

Designed in a way so that the large gathering present on the occasion got maximum entertainment each team included one 'star' and had just five overs to bat. The day-long event, progressing from the quarterfinal stage, was a thrill-a-minute affair.

There was no dearth of competitive flavor, a usual factor which robs such events of all seriousness. Nor was there any shortage of fun, banter and glitterati. Cheerleaders, music, compering for the live audience, it looked like India's answer to the way Twenty20 cricket is played in England.

The Percept Cricket Team won an all expenses paid trip to watch India's first 20-20 international match against South Africa in Johannesburg and a Rolling Gold Trophy.



PERCEPT-O-SPEAK

SMALL TOWNS. BIG OPPORTUNITIES.

percept/swift



By Rahul Jain,
MD, Percept Swift Advertising Pvt Ltd.

The emphasis on marketing communications is being diverted to the second rung cities these days (more aptly; termed as emerging metros). These 'emerging metros' are proving to be better playgrounds for the various product and service brands; not to mention the marketers, advertisers and agencies. Marcom in these cities is a different ball game altogether. In today's competitive age where the core requirement is not restricted to sound infrastructure or knowledge, the game demands a lot more.

I am using this opportunity to share my experiences in these



'emerging metros' across India. Indore, where Percept Swift Advertising is headquartered, manifests the revolution that is sweeping the entire country. A city of almost three million people is now rubbing shoulders with metros – the malls, multiplexes, hotels, clubs, hyper markets, automobile, IT, telecom, airlines and education facilities have all changed the face of the city. They have achieved stupendous success in a short period and created ample opportunities for agencies like us. The spending power of the ever-growing middle class can be seen at work here. And this is drawing more players into the arena. While Indore had the disadvantage of having very few homegrown national brands, the opportunities presented by a slew of national and international brands have created a very interesting and lucrative situation for us.

Most of the big brands and their marketers are inevitably left high and dry by their mainline agencies in the smaller towns. This leaves them with having to look out for options locally. These options could range from promotions, PR, BTL, visual merchandising to mass media and OOH. It is, but, natural that they would prefer to gain the services from a single agency.



Since this is too big a market to ignore, we had to rediscover ourselves, revive our contacts with established vendors, develop new vendors and hone our skills to meet the market needs. Today, we provide this new genre of marketers with a host of solutions thus helping us build an excellent, long-term relationship with clients. This also prepares the ground for entry for all our Percept Group Companies when the market matures.

While we are at it, we are also firmly focusing on the mainline business that the agency handles - slowly making inroads into newer brands and clientele. Albeit on a smaller scale, but this approach is helping us in establishing ourselves as a 360-degree solutions provider, opening up a slew of opportunities across a cross section of brands. The B-T-L work has already reached a level, wherein we may have to create a separate outfit for it today (perhaps with PDM). As more and more malls keep mushrooming around this little town, we are seeing a definite need for a visual merchandising cell or an independent entity here.

It may be a small town, but the opportunities have increased manifold. We invite all our colleagues at Percept to see the growing small town called 'Indore' and of course, some of the work we have executed for our clients.

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