

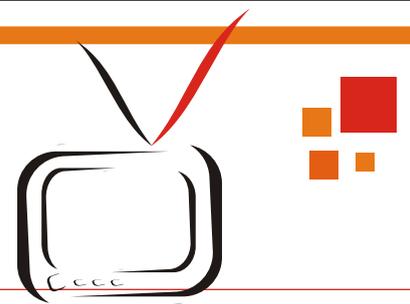


e-newsletter of percept holdings



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## Percept/H Delhi's high decibel corporate campaign for DLF shows results

The first phase of the campaign, worth Rs 40 crore, involved a 360-degree integrated marketing communications approach including Print, TV, Outdoor and a high impact event among other mediums.



Elaborating on the campaign's success, Percept H Delhi, Head, Amitava Mitra, said, "The brilliant media mix and the media strategy of using the DLF Cup and extensive Print, TV and Outdoor ensured high visibility and saliency of the brand. No other brand could have achieved such a high level of awareness and saliency across the country in such a short span of time. The aggressive outdoor campaign covered 185 cities in India.

## Unique Corporate Kit

Sahara One Motion Pictures and Percept Picture Company have left no stone unturned for the promotion of their upcoming film 'Corporate'. A black rexene case usually carried by executives was handed out to the media. It included a brochure containing a synopsis of the film, the character sketch of the cast and also a promotional CD. The whole case is very stylishly designed to have an authentic corporate look.

## Percept Picture Company Launches Bollywood Talent Management Arm - Signs up Randeep Hooda amongst others



Percept Picture Company (PPC) announced the launch of its Talent Management wing in May end. This initiative marks a paradigm shift in the business of talent management in Indian cinema. This wing will manage all marketing, financial, administrative and other needs for the talent in the media and entertainment space. It would be

a 360-degree model covering all aspects of exposure possible for a talent.

PPC will hold the rights for the Talent's signature, personal attributes, publicity, social image, goodwill, name or part thereof, nickname (if any), likeness, photograph, signature, voice, sobriquet, autograph, silhouette, portrait, caricature, biographical material statements etc. Percept Picture

## Hanuman: The Indian superhero now in comics

One of the most significant milestones of Indian animation, Hanuman, is also a great case study for how creators of original content can tap into revenue streams. The Delhi based Diamond Group of publications, known for its original characters, Chacha Choudhary, Billo and Pinky, in association with Percept Picture Company, will release 'Hanuman' comics.



Priced at Rs 35/-, the Hanuman series of comics will be launched under its kids sub brand Junior Diamond and shall follow the same storyline as the movie. Initially the series will be published in Hindi, English, Bengali, Marathi, Gujarati and Kannada and followed by four other languages later on. Percept Picture Company is glad to licence "Hanuman" to Diamond Books and hope that they would leverage their extensive distribution reach to keep Bajrangbali alive in the hearts & minds of millions of Indian children.

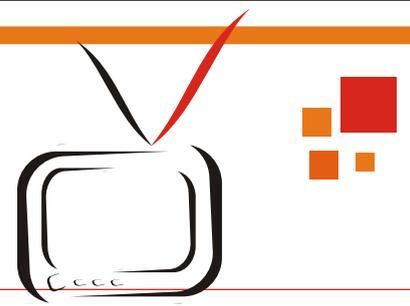
Company will provide various services like co-coordinating and liaising with chartered accountants, lawyers and any other professionals in connection with services that would be rendered to the talent.

PPC has signed on Randeep Hooda and will have the right to represent Randeep in India and worldwide, for all media and entertainment requirements with producers, sponsors, advertisers, event managers and the likes. The understanding will cover consultancy and representation of Randeep Hooda for all cinematographic films, television, theatre, radio, internet, mobile, print, publishing, live events, stage shows, world tours, personal appearances for commercial or non-commercial purpose and any other engagement under which the Talent receives publicity and exposure.

Head, Talent Management, PPC, Priti Chawla says, "We would be handling PR, finances, legal aspects and mostly looking at people as brands."

PPC also represents ace directors like Ram Gopal Varma, Madhur Bhandarkar and David Dhawan in the worldwide territory for cinematographic films, appearances, endorsements etc. PPC represents actors like Minisha Lamba and Mohit Chaddha currently.





## Asha Bhosle releases 'Corporate' music

Playback singer Asha Bhosle released the music of Sahara One Motion Pictures' CORPORATE at a glittering event at Planet M on May 25. Shamir Tandon, who had composed the music for PAGE 3, has composed the music of CORPORATE.



The film is presented and produced by Sahara One Motion Pictures, with Percept Picture Company as the Executive Producers. It stars Bipasha Basu, Kay Kay Menon, Rajat Kapoor, Raj Babbar, Harsh Chhaya, Minissha Lamba and Sameer Dattani. The music is being marketed by Universal Music.

## Clea PR adds Hinduja-TMT account to its kitty

Close on the heels of winning the Diamond Trading Corporation (DTC) account, Clea PR has just bagged the account of Bangalore based technology major, Hinduja-TMT (HTMT). Part of the Hinduja Group, HTMT is a key call centre operator and a 'one stop solution provider', offering services from contact centre services to back office processing to customised IT solutions.

"The Indian IT sector competes on a global platform. The mandate is not just India, but the entire world," said an elated Sangeeta Kuriakos, CEO, Clea PR.

## Union Bank of India empanels five agencies

Following a multi-agency pitch, which was held last month, the Union Bank of India has empanelled five agencies- Imageads, Mudra, SSC&B Lintas, Fortune and Pressman Advertising.

Nationalized banks are suddenly feeling the need to go for a repositioning, and a contemporary look, for which the banks are on the look out for a new brand custodian. After Bank of Baroda and Bank of India, the other nationalized bank to review its advertising duties is Union Bank of India.

The account size is estimated to be around 25 crores.

## Percept Profile bags nine new businesses



Percept Profile has added nine new accounts in their kitty recently. The new business wins total to Rs 5-6 million in billings.

Some of the accounts that the agency has added to its kitty are Nitco Tiles, a Rs 500-crore flooring solutions company, Areva T&D, a global energy player, SCA Hygiene, an international paper company, DY Patil (Sharad Pawar International School), and SpaceToon, Middle East's largest kids' entertainment brand.

The other accounts bagged are Chancery Pavilion, a Bangalore hotel, fashion brand Sepia, Majumdar & Co., an international law firm, and Art D' Inox, India's first lifestyle store in stainless steel.

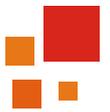
Commenting on the wins, an elated Rahat Beri, COO, Percept Profile, said, "In the last few years, we have notched up an impressive list of clients across various practices. With the right focus and determination, several pitches have translated into long-lasting clients. Percept Profile positions itself as a marketing communication consultancy, thus being a key qualitative differentiator. Our clients don't look at us as a PR agency, but as consultants, planners, advisors and, most of all, powerful allies."

## Hanuman braces for a serial impact

Walt Disney Company (India) has recently acquired the rights of the movie, Hanuman, from Sahara One Motion Pictures through their assignee Percept Picture Company. Disney has converted this movie into an eight-part television series. The company plans to showcase multiple airings throughout the three-year contract time span.



# AWARDS & ACCOLADES



## Hakuhodo Percept bags bronze at the Mirchi KAN Awards



Mr. Ambar Prakash  
Hakuhodo Percept

Hakuhodo Percept bagged a bronze for its unreleased work on Fevicol at the recently concluded third Mirchi KAN Awards. The advertisement was the creative brainchild of Mr Ambar Prakash of Hakuhodo Percept, Chennai.

This year, Mirchi Kaan awards received

more than 550 entries compared to 350 entries last year. And, the numbers are all set to rise with government auctioning 200 radio stations through out India and medium gaining prominence.

Ernst & Young were the notaries for the awards while Ad Club Bombay lent support in organising the judging process.

The jury comprised of advertising stalwarts and big names in business including Abhijeet Choudhary, Agnello Dias, Elsie Nanjie, Gangadharan Menon and Prahlad Kakkar among the 15 member panel.

## Percept/H shines at the International Montreux Advertising Festival

**Percept/H** Four of Percept/H's entries have gone on to become finalists at the recently concluded 16th International Montreux Advertising Festival held in Switzerland.

These finalists include a press ad for The Ghetto Bar titled 'Jaws' in the Press: Retail category, created by Anil Kakar (copy) and Manish Ajgaonkar (art).

The second finalist was a campaign for Mahanand Josh Flavored Milk in the Press: Beverages category and created by Deborah Fernandes, Ayesha Bedi and Tejali Shete.

The third finalist was an ad for Tena Adult Diapers, created by Thoppil Paul and Santosh Sonawane, in the Press: Cosmetics/Pharmaceuticals category. The fourth finalist was an ad for the Cancer Patients Aid Association in the Press: Public Interest category, the credits for which, go to Tarun Batra and Sachin Kamath.

Over 2,500 entries from all over the world competed in this year's Montreux Festival.

## Client Speak

Testimonials for 'Pegasus', the award winning magazine created by Imageads for the UB Group.

Pegasus bagged two first prizes for Best External Magazine and Best Magazine Design at the 45th ABCI Annual Awards Nite, Mumbai. As if that was not sweet enough, Pegasus promptly won the Best layout & Design at the 8th PRSI National Awards, Hyderabad.



"Saw Pegasus. Great job. Well done!" - **Dr. Vijay Mallya**

"Well-written...superb reproduction..." - **VK Rekhi**, President, Spirits Division, UB Group

"...Better than any other magazine..." - **Kishor R Chhabria**, Chairman, BDA Ltd.

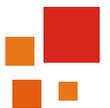
"...Outstanding..." - **J Mehra**, Director, ESSAR Group

"Well done! Just saw the issue of Pegasus. Great going." - **Shobhaa De**

"Wonderfully produced magazine." - **Anand Krishnamoorthy**, Bloomberg Newsroom

"... A really impressive newsletter." - **Lynette Govender**, UNB, South Africa

# EVENTS & HAPPENINGS



## Microsoft "Xbox 360" launch

PDM India has proved once again with the "Xbox 360" event that it is one of India's best when it comes to creating and implementing path breaking events.

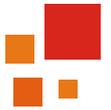
Microsoft officially launched its next generation video gaming and entertainment system, "Xbox 360", in New Delhi in March 2006. This is the first time Microsoft has entered into retail business.

The entire conceptualization was based on the future of gaming & entertainment and "Xbox 360" being the most advanced gaming console in the world. PDM conceived and created a complete futuristic look and feel for the unveiling

of "Xbox 360" launch. The backgrounds, the style, the futuristic look of the sets and the technology, all of them left the entire gamut of people with incredible experience.



The PDM team received high praise from Microsoft dignitaries for brilliant execution and management of this high profile and sensitive event. Mr. Mitch Koch, the division's Corporate Vice-President, Global Retail Sales and Marketing Group, said, "Everything from conceptualizing to implementation was brilliant. PDM continues to bring in best practices and innovative formats and ideas."



**Brandon D'Souza, Managing Director, Tiger Sports Marketing (TSM)**

I consider myself very fortunate... extremely so if I may add. To begin with, I have been lucky enough to be able to make a living out of what I love most, golf. Then, if I may add in all modesty, I have been able to, in my way; make a difference to the sport in India.

Till as recently as in 1997, the sport was an also-ran in the never-ending race for supremacy in Indian sport. Cricket, of course, was the front-runner with tennis, chess, hockey, football, athletics and the works following, not necessarily in that order. Indeed, even a sport like billiards was more popular than golf.

Nine years down the line, golf is considered the richest domestic sport. There is an Indian playing on every major tour worldwide, compared to a decade ago, when Indians considered it a huge achievement just to qualify for the Asian circuit (in those times an Indian making the cut on the Asian Tour made serious headlines). Today, golf camps dot every golf course which in itself is an indication of the growing levels of popularity of the sport in this region.

In addition, there is a huge industry that has mushroomed around the sport, dwelling on aspects as diverse as apparel, equipment, golf course design, tourism and events, among others. I have personally been associated with each of these segments but none more than events. To my mind, it is through successful event management that golf has progressed as rapidly and come as far as it has today.

In the early 1990s, after 25 titles and over a decade on the professional tour, my career suffered a serious blow due to a slip-disc injury. When I realized that playing the sport professionally was not a viable option any more, I decided to dedicate myself to promoting golf in India and placing it on the world map. This was when Tiger Sports Marketing was born. In a tie-up with the Asia Sports Group (ASG), we roped in ITC Ltd. as the first ever tour sponsors on the Indian PGA Tour.

When ASG pulled out the following year, we found a friend and supporter in former professional golfer and leading industrialist Arvind Khanna. This is when Arvind, Digraj Singh and I launched into the arduous task of changing the face of

the Indian PGA Tour. The results speak for themselves. The prize money which totaled up to just over rupees one crore back then, today stands at a whopping 3.45 crores. Over 400 golfers earn their livelihood from this tour, not to mention the various clubs, their staff, the PGAI, its staff, Tiger Sports Marketing's employees and a multitude of other people involved in some way or the other with what is today titled the Aamby Valley PGAI Tour.

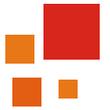
At this juncture, a mention should be made of Aamby Valley, who, ever since they took on the title sponsorship of the tour two years back, have propelled it to another strata altogether. Today, we have Asian, European and Japanese Tour stars competing on the domestic Tour. What could augur better for the sport in India?

The spin-off of the success of professional golf has resulted in lucrative sponsorship deals for the amateur and junior tours as well. While Royal Challenge took on the mantle of title sponsors of the amateur tour, Nokia assumed that role for the junior tour. Within a period of just over half a decade, TSM had changed the very face of the sport in India creating a solid infrastructure and pointing the sport in the right direction.

While the journey has been anything but easy, there are several perks that come with the job including meeting some very interesting people from various walks of life and traveling the world. That today, I can rub shoulders with the likes of leading statesman like Dr. Farooq Abdullah, Ghulam Nabi Azad, industrialists like Subrata Roy Sahara, Sunil Mittal and Pawan Munjal, actors like Shah Rukh Khan, Madhavan and Suresh Oberoi, cricketers from all over the world and last but not least (at the cost of my wife reading this piece) beautiful women like Sushmita Sen, Mandira Bedi, Roshni Chopra and Manpreet Brar is enough to keep my spirits high.

Overall, it has thus far been a very satisfying journey but the road goes on and on. To quote Robert Frost, "I have miles to go before I sleep", and believe me, I am not complaining.





## With Jitendra Khokle, COO, AMO Communications

### How has your journey been so far (at Percept)?

Extremely exciting and rewarding. I started out as an Account Manager and never looked back ever since. It has been a good 4 ½ years. Lots of ups and downs coming from the 'established'

agency setup, entering a startup, (which AMO was then) the aggressive entrepreneurial mindset did take me some time to get used to, but very soon I realized that it's exactly what I aspired to do. In the end, yesterday's trials and tribulations always end up as today's sweet memories.

### You have been recently appointed the COO of AMO. How has the transition been?

When you grow up with an agency, you rarely notice a 'transition' as you call it. I am the same 'Jitu' to everyone - right from my colleagues, to my clients. My role and responsibilities have grown nonetheless. My focus now is to 'manage' in the real sense of the word, studying challenges and situations from an organizational perspective, as opposed to a 'servicing' or 'employee' viewpoint. Earlier I concentrated only on servicing and planning but today things are different. The importance of managing people has now attained exponential importance, as also setting up and evangelizing systems and processes. I must admit that I am seeing both these in an entirely new light. When I think back and recollect, I used to vehemently disagree with some systems or processes, when my boss used to propound them. But, it's now that I appreciate how critical they are for the smooth functioning, efficient monitoring and course correction in any organization.

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

You said it! My appointment as the COO of an agency I have adored all along (AMO).

### How has it been being a Perceptite?

It is a wonderful experience. There is a sense of belonging. Unlike before, we are better networked. Being part of a 1500 crore group is no ordinary experience. The sheer muscle power that we wield, being part of the group, as also the vast intellectual capital that we have in the group is extremely comforting and encouraging. For any challenge that I face, I know that there are people in our group, who have been there, done that, and come out winners.

I feel constantly humbled when I contemplate on the vision and hard work that has gone into the creation of this group as also of the ability of the big bosses to manage and motivate

people from varied disciplines and mindsets, while never losing focus on the larger picture.

I am proud to say that I have made friends for life, and a stalwart list of mentors, whom I can always rely on for advice and help.

### Any key projects, you are targeting for AMO?

We are looking at retail in a big way, and hope to setup a specialized spin off that will have competencies, in servicing the specialized needs of this industry. Hopefully be able to take up and execute projects on a turnkey basis, from opportunity identification to positioning to visual merchandising.

### Your family?

Well, I am unmarried and AMO is an extremely demanding partner. Bigamy is still illegal in our country, the last time I checked up!

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

Superman. Because I could be in a hundred places at one time. And yes, I would have Marlon Brando for a father.

### Any favourite sport or hobbies?

I used to play tennis earlier, but don't get the time anymore. I have always been an extremely private person, and my collection of books and Indian classical music works fine whenever I need to unwind.

### If you look back at your life what is the one thing that you would want to change / go through / or not go through all over again?

I believe in nurturing aspirations, not regrets. As Ghalib says "Hazon khwahishien aisi..."

### Looking ahead, your immediate goals and aspirations?

100 crores in billings for AMO and the CEO designation some day.

### You are an animal lover. Any organizations you are associated with to take up their cause?

I am a vegetarian by choice, and have been associated with a couple of animal welfare organizations. Whenever possible, I try to spend some time at the SPCA run animal shelter near my home in Thane.

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