

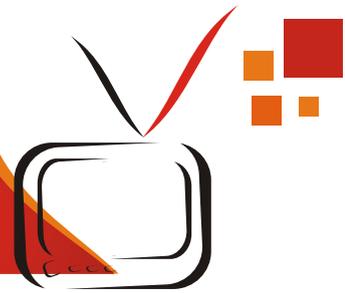


e-newsletter of percept holdings



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Mr. Shailendra Singh awarded "24 FPS 2006 Power Personality of the Year"



Recognising the best animation talent in India, Maya Academy of Advanced Cinematics organised its 24 FPS Animation Awards at the Ballroom in JW Marriott on Apr 21, 2006. The show felicitated fresh talent as well as professionals in the field of animation.

Mr Shailendra Singh, Jt Managing Director, Percept Holdings, and the mastermind behind India's

blockbuster animation, 'Hanuman', was awarded '24 FPS 2006 Power Personality of the Year'.

The 24 FPS awards saw in attendance some of the best in the industry assembled at the Ballroom of JW Marriott. Some of the attendees included the likes of Ashish Kulkarni, Jai Natrajan, Jesh Krishnamurthy, Joan Voogesang, Kirneet Khurana, Nicholas Camecho, Sanjiv Waeerkar, Virendra Chauhan, Nina Sabnani, Shelley Page, Sesha Prasad and Joe M Aguilar of Dream Works and the mastermind behind blockbusters like Shrek. Also present were Ketan Mehta and Deepa Sahi.

Percept/H Delhi, commences multimedia campaign for DLF Group - ad spend pegged at Rs 50 crore plus

Percept/H Delhi, has begun work on a huge multimedia campaign for the corporate building of the DLF Group. The group, which has been more prominent in Delhi and North India, is now going national. The ad spend is upwards of Rs 50 crore.

percept/H

A supernatural journey

Promising to take film lovers on a supernatural journey are first-time directors, Abhiyaan Rajhans and Abhigyan Jha.

The duo's first film, "Sacred Evil", based on a true story by Indian witchcraft practitioner Ipsita Roy Chakraverti, this English film for a change will move away from the question of identities or ethnic and cultural clashes.

The story is based on real incidents and yet deals with Wicca and the supernatural is what makes it unique.

Produced by Percept Picture Company, the film's cast includes London-based actress Lynsey Pow and French actor Frederic Andrau. Talented Indian actress Sarika, who has been away from the limelight for some time now, is finally making a comeback to the silver screen.

Upen Patel in Percept Picture's action trilogy



Percept Picture Company (PPC) is taking talent management to new arenas. Upen Patel will star in a Rs 25 crore yet-untitled project produced by Percept Picture Company. He will be doing 3 action films for PPC.

Said Mr Shailendra Singh, "We have identified Upen as the future action hero. He comes in with lots of style, panache and attitude."

Ramu's English patience

Experimental filmmaker, Ram Gopal Varma is making his first-ever English film for Percept.

A three-film deal has already been struck with Ram Gopal Varma who was in Manhattan with Mr Shailendra Singh recently.

"We have fantastic scripts," said Mr Singh, "and our idea is to take our Indian entertainment industry to the international level." This would entail Indian directors using Indian ideas and international actors to create cinema for a global market.

Percept Picture Company (PPC) in a creative partnership with ace Writer/Director Anubhav Sinha for 6 films

Percept Picture Company (PPC) has commissioned 6 films with Anubhav Sinha. The announcement was made at a press conference on the 10th of April at the Percept Holdings conference room. The first lot of 3 films is slated to go on floor at the end of this month.

Said Mr. Mahesh Ramanathan, COO, Percept Picture Company, "Anubhav is known for his stylized, modern age approach to film making with a pan-India appeal. His creative strengths make him one of the select few talents in Indian Cinema who can straddle any genre. PPC believes good cinema is not only about good story telling, but also about good creative partnerships. Our partnership with Anubhav Sinha is sure to create platforms for new-age talent in the Indian Motion Picture industry to bloom".

PPC is very confident about the relationship, which is primarily based on the new-age creative skills of Anubhav Sinha, who was known as a music director with the Midas touch.

PPC's endeavor is to make entertaining cinema across genres. The offering in this partnership will include horror, action, comedy, romance, relationships, amongst others. The first film, "KABOOTAR" will be a milestone in the film industry wherein Anubhav Sinha and Director, Maqbool Khan will be casting 4 street children in the lead roles.



AWARDS & ACCOLADES



Two firsts for Imageads' 'Pegasus' at ABCI Awards



'Pegasus', the house magazine of the UB Group, designed and executed by Imageads Services, bagged two firsts at the 45th ABCI Annual Awards Night held in Mumbai in October, 2005.

'Pegasus' won the first prize in the categories it had entered—the external magazines category, and best magazine design category.

The ABCI or Association of Business Communicators of India is the apex body of professionals for business communications. ABCI received over 500 entries in different categories for excellence in print publications.



Yet another award for Imageads

Close on the heels of the two gold awards bagged at the ABCI's Annual Awards Competition in Mumbai, 'Pegasus' (the house magazine of the UB Group, designed and executed by Imageads Services) won yet another honour. 'Pegasus' received the award for 'Best layout and design' at the All India Competition of House Journal Awards 2006, conducted on the occasion of the 9th Andhra Pradesh Public Relations Conference in Hyderabad in Feb 2006.

Percept Swift bags gold at International US Creative Summit Award



Percept Swift Advertising Pvt Ltd, a part of Percept, Mumbai, bagged a gold in the Social Message category of the International US Creative Summit Award. With this win, Percept / Swift claims to be the only agency in India to have won a gold in Social Message category for the year 2005.

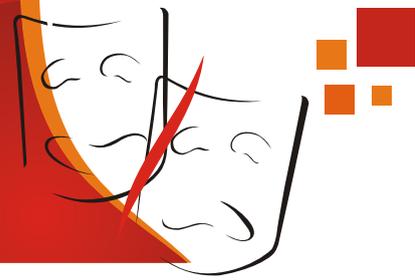
The agency won the Gold for its poster 'Mother Earth and Green Revolution'. The ad exhorts the need for another green revolution in the world for efficient supply of cereals and food grains. The ad was conceptualized by Aswath Ramachandran, Creative Director, Percept Swift Advertising, and carried forward by the creative team.

Said Mr Ramachandran, "Winning an award brings joy to an agency, but an international award brings unmatched pride as well. It is the collective use of creative brains that wins an agency laurels and this, too, has been an astounding example of team play all the way for Percept / Swift."

"The US Summit Creative Award stands testimony to the fact that even a still developing place like Indore also boasts of potent creative talent and it is not only the metros, which can crack the 'Big Idea'. After winning the *Nai Dunia* water conservation campaign award, the Summit Creative Award is another feather in the cap for Percept / Swift," he added.

Creative Summit is a Portland, USA, based organization, which recognizes ad agencies across the world for their creative work. The award, in its twelfth year now, is a major achievement for agencies showcasing their work on an international platform. The list of judges for this award includes representatives from some of the big shots of the advertising industry—O&M, Paragon Marketing Communication, Avenue Inc, Stormhouse Partners, Memac Ogilvy, PUSH, Innocean Worldwide, Tribal DDB, MFX Inc, Jeff Fisher Logomotives, Type A Learning Agency, Cocoon Branding, Promoseven Network Inc, and the Art Institute

EVENTS & HAPPENING



Wills India Fashion Week hits a high with PDM

Wills India Fashion Week (April 5-9, 2006), organized by the Fashion Design Council of India (FDCI) and executed by event partners, PDM India, at The Grand, New Delhi, was bigger, better and different in many respects this year. With nearly 80 designers from over 12 countries, 90 domestic buyers and two runways, this was one of India's biggest fashion events in the Capital.

Key Highlights

- This annual B-2-B fashion trade event goes bi-annual this year
- Almost 80 Designers
- Season specific collections i.e. Autumn-winter & spring-summer
- Five days full of fashion & trade twice a year
- Two ramps, a more dynamic set-up, greater participation
- More shows & more Indian talent on the ramp
- More opportunities for young designers to showcase talent at exhibition stalls
- More Accessory Designers participating
- More Models, so more new faces & fresh talent on the ramp



"In the lines of the Paris and London fashion weeks where two-three ramps are set, the two ramps at India Fashion Week have", according to Preeti Singh, CEO, PDM India, "made buyers happy with more shows fitted in less time".

PDM, roped in the services of Wolter Dammers' British event designer-producer, S2 Events, ensuring the beautiful and

smooth execution of the event. "In all", felt Dammers, "this fashion week is designed to be business oriented, apart from fashion's glamour."



Cricket great Brian Lara catwalking for designer Deepika Gehani made for an impressive start, along with other starry steps on the ramp like Shilpa Shetty for the Tarun Tahiliani show and Bipasha Basu for the grand finale by Monisha Jaisingh.

Wills India Fashion Week (WIFW) was conceived by FDCI, the apex body representing the Indian Fashion Design Industry with the primary goal of facilitating business relationships and promoting a dialogue among designers, buyers and media from India and abroad.



PDM's 'Nomarks Mrs. India World 2006' draws to a close

In a star-studded function, Mumbai's Aarti Thakur was crowned "Nomarks Mrs. India World 2006" in Mumbai on March 25 at Mumbai. She is currently representing India in the Mrs. World 2006 being held at St Petersburg, Russia, where women from over 50 countries vie for the coveted title. Lavanya Rajesh was crowned the first runners-up while Frainy Ahuja was second runners-up.

The Nomarks Mrs India World event, organized by PDM, witnessed stellar performances in the evening by the ravishing Koena Mitra. Adding to the hunk quotient for the evening was Dino Morea. Sukhwinder Singh transcended the audiences to another world with numbers like Chaiya Chaiya, Ban than Chali, Kava kava, EkAjnabee.

The evening was hosted by the vivacious Archana Puran Singh and charming Parmeet Sethi. An expert panel of judges including Zeenat Aman, Arbaaz Khan, Amrita Arora, Diya Mirza and Neeta Lulla who choose India's entry to the Mrs World 2006.

Amongst the judges who decided the fate of the stunning 16 beauties were Aditi Gowatrikar, also the brand ambassador of Mrs. India World 2006, the dusky beauty and grooming trainer-Nayonika, Tupur and Tapur Chatterjee, Ken Ghosh, Vikram Phadnis and the dermatologist - Dr Phalguni Shah.



With Mr Prabhakar Mundkur, COO, Percept/H

Have you always been an advertising man?

Yes, always been an advertising man. I flirted with the idea of joining a marketing company when I was young since it was a popular move to make. But I finally gave it a miss. I think I am essentially a creative person and I am not sure I would have enjoyed any other job more than advertising.

What has been the biggest highlight of your career?

Well my experience overseas was my biggest highlight. In East Africa I did a start up for J Walter Thompson. It meant starting with just a desk in a small room and building an agency from scratch! My first experience of a developed advertising market was South Africa. They do great advertising. Any copy writer you interview has a few Cannes awards under his belt. It is a very western market, though it also did have its complexities just like India. But my most fascinating experience was when I went to work in China. I lived in Shanghai for 2 years and I really enjoyed the place. It was tough because Mandarin is a difficult language and I decided to take Mandarin lessons on a Saturday morning, in a city that party big time on Friday nights. Most people return home after breakfast on a Saturday morning. Only Buenos Aires parties harder!

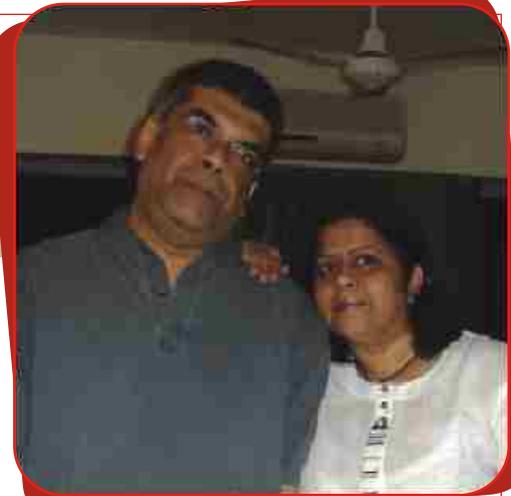
But China is a really big advertising market. After the US and Japan, China is the third largest market in the world. When I lived in Shanghai, I discovered an amazing fact -

that 17% of the world's cranes were parked in that one city. So

much construction you can't believe it. Pudong

the Navi Mumbai version of Shanghai looked a lot like Gotham City in the Batman comics!

What I value most of that experience is that I learnt to work with international teams on a number of projects. And of course, I began to



understand different cultures and what makes each culture tick.

Another significant experience or highlight of my career was presenting to Sir

Michael Perry, the global Chairman of Unilever. I was just a client service director when I did it and my bosses had the confidence that I would do well!

How has it been being a Perceptite?

It's been pretty good really. I think the people here are very friendly. It feels like one big family. Most multinationals have stopped having annual days like the ones we do. When we met on the P2 terrace as a company a few months ago, it reminded me of the old days in advertising. Getting staff together in large numbers is almost a rarity in the old multinational agency. Budgets for training got slashed a long time ago. EBITDA, NASDAQ and the Sarbanes Oxley Act rule their lives. People in corporate America still have nightmares of Enron and Worldcom.

You were recently seen at the AAI organized "Jazzvertising". Have you always been a keen music enthusiast?

Yes, music was my first profession. I started with the tabla and Indian music when I was just five years old. My mother was a Hindustani classical singer of the Kirana Gharana. I then moved on to the harmonica, before taking up the guitar and then later classical piano in my teenage years. I finally dropped out of college to play music professionally to form a band called 'The Savages'. We used to earn more than what bands get paid today for a night at 'Jazz By the Bay'! At one point in time, when I was 16 years old, I was earning more money than my dad who was a Commander in the Indian Navy. We became India's first rock band to cut records.

'Jazzvertising' was a workshop I created with some of my musician friends. Essentially we used the metaphor of music to demonstrate creativity and advertising ideas. We then took the workshop to many countries in Asia. We got invited all over the world. But unfortunately, a regular job does not give you the luxury of taking long annual leaves to do workshops all over the world.



Your family?

We are an advertising family. My wife is also an advertising person. She works with Ambience Publicis. My elder daughter works in London with a branding and consultancy firm. I am hoping that my youngest daughter doesn't take up advertising! If you were a fictional character, who would you want to be? I would love to be Sherlock Holmes actually.

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

I would love to be Sherlock Holmes actually.

Why?

I am quite analytical and a pretty good detective. I like to dig up facts. I use my intuition to solve problems. And I love solving problems. I get hooked on to them. People might think Sherlock Holmes was boring. But he was always ahead of his time. He is the only fictional character I know who used to snort coke long before it became fashionable!

Any favorite sport or hobby?

I broke a finger while playing cricket many years ago, so I quit because I need my fingers to play my guitar. I didn't want to break any more fingers. I love cycling. I just assembled a bike recently which I custom made for myself. Taiwanese frame, Japanese gears, etc but it got stolen. I love modifying cars and motorcycles. I have just started modifying my Skoda. I am also deeply into yoga, more as a mental discipline than just a physical one.

What do you do during your free time?

I am an audiophile. I invest in expensive high end audio equipment. That's a hobby that occupies me on weekends. Currently, my speakers are the B & W 801's Series 2 that you still see in the BBC studios, where they get used as studio monitors for their true sound reproduction. The equipment is so heavy that I almost get a hernia every time I have to shift it! I keep trading in my equipment so that I can experience all the best amps and speakers in the world. I am keen on room acoustics and materials used in acoustics. Every year for 3 days I become a high end audio salesman and man the stalls at the audio video exhibitions in Mumbai for some of my friends who are high end audio dealers. You see, they don't have trained staff and they find me a great help.

I have just written an article in the inaugural issue of 'MAN' the lifestyle magazine brought out by the Malayala Manorama Group, on how to go about choosing your car audio system. I also collect guitars and music. I think I have a music collection that runs into a few thousand CD's, 800 vinyl records and 6 guitars.

I am crazy about technology and computers. I spend all my evenings after work on the internet and with 'Floppy' my cocker spaniel.

I also love writing. One of these days, I intend to write a Hollywood script! I have it already in my head. But I want one of my characters to die at the end of the film. And I haven't quite decided which of my characters should die! When I figure that out I will have a script. Haha!



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