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PERCEPT PROFILE



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Percept Picture Company sponsors the RainDance Film Festival in UK

Every year, for the past 14 years, Raindance has been committed to showcasing the very best in independent cinema from UK & across the globe. From new age cinema to narrative features, Raindance offers an eclectic mix of cinema and offers the very best in feature films, short films and special events within a span of 12 days. Percept Picture Company made its foray into the world of International Film Festivals, this year when it became the main sponsor for the script writing competition - other sponsors included Nokia NSeries, Fossil, Diesel, Delta, Ascent Media and HMV.



Raindance also screened two films from the PPC stable - 'Yahaan' and 'Corporate'. The choice of films was based on the fact that both these films were extensively shot and had original screenplays. Even though 'Yahaan' and 'Corporate' are Indian films with Indian topics, these were films that reach out to the international audiences as well.

The highlight of the festival was the panel discussion with Mr. Shailendra Singh, Joint MD, Percept Holdings, and the well known director, Mr. Madhur Bhandarkar. There was also a Q & A session with international media companies like BBC who were very keen on showcasing the growth and evolution of Indian Films as well as Mr. Bhandarkar's forthcoming ventures.

The media and audience were treated to a special global unveiling of the promo of Traffic Signal (Mr. Bhandarkar's next film with PPC). Mr. Singh later had an interactive session with the audience sharing his thoughts on how he sees the evolution of Bollywood Cinema in the next 10 years and his contributions to the world of Indian Cinema.

Mr. Singh was invited on stage, before the grand finale of the event, to hand out exclusive gift hampers to winners of the script writing contest (all expenses return trip to Goa for 2)



Raindance is a prestigious film festival, since 1992, and has been well known for their objective to discover, foster and champion new talent and audiences. The Raindance Festival jury is spearheaded by the likes of Rob Andrews, Dame Judi Dench, Parminder Nagra, Marky Ramone and Lou Reed.

United Bank Limited Awards Middle East Communication Mandate to Percept Holdings

United Bank Limited (UBL) awarded its integrated Middle East communication mandate to Percept Holdings, the leading communication conglomerate with strong presence in Middle East and global markets.

Percept Holdings will support UBL's business growth plans with an integrated communication strategy spanning events, PR, advertising and interactive marketing across UAE, Bahrain and Qatar and in other markets as per UBL's requirements.

Commenting on UBL's decision to launch an integrated communication campaign in partnership with Percept Holdings, Mr. Wajahat Husain, Head of Middle East, UBL, said, "We have been associated with PDM International in the past and given their expertise, we are pleased to extend our communications mandate to PDM & Percept Holdings".

PDM International, which initiated the integrated communications deal with UBL, will handle communication

strategy, experiential marketing, sponsorship and events for the bank while group companies Percept Profile Gulf, Percept Gulf and Web Percept will handle Public Relations, advertising and interactive marketing respectively.

UBL is the 2nd oldest bank in the UAE and privileged to be the second foreign bank to set up operations in Abu Dhabi in July 1967. Its majority stake is owned by a consortium of Abu Dhabi Group and Bestway Group of UK.

PPC and Madhur Bhandarkar's 'Traffic Signal' to release shortly

PPC and Madhur Bhandarkar's latest film, 'Traffic Signal', is almost complete and is scheduled for release on January 19, 2007. The movie stars Konkona Sen Sharma, Ranvir Shorey, Neetu Chandra and Kunal Khemu and is presented by Percept Picture Company.

PPC's MP3 is here

A new kind of MP3 is about to hit the town soon. And no, it is not about music. Instead it is a movie called MP3 that the audience would be getting a chance to see in a few weeks from now. The film is a co-production of Percept Picture Company & Sahara One and is directed by Robby Grewal of Sushmita Sen starrer 'Samay' fame. Ashu & Dhruv have composed the music. The film is slated for a December 2006 release. Mera Pehla Pehla Pyaar (MP3) is a youthful romantic film, which everyone who has ever fallen in love will associate with.



PPC to shoot a video to create AIDS awareness



Another Bollywood star doing his bit towards the cause of promoting Aids awareness is Akshay Kumar. The Bollywood actor will soon be seen in an Aids awareness commercial. This video has been shot by Roby Grewal and the ad is being made along with Percept Picture Company. Grewal says "The video is dark and is a visual play of shadows and lights. The colours of the video are mainly black and grey." Akshay Kumar will be seen as the informer in the video, he will talk about the number of people getting affected by the deadly virus and how one can protect themselves against this killer disease.

Percept - Raj Kaushal join hands

After joining hands with Madhur Bhandarkar and Nagesh Kukunoor, PPC has now tied up with Raj Kaushal for a series of projects. "It's an open number; we won't limit ourselves to two/three films. We'll continue making films," Raj divulges.

Percept Picture Company's 'DEADLINE' on November 10

Plus Entertainment Pvt. Ltd.'s third production 'Deadline - Sirf 24 Ghante' is releasing worldwide on 10th November 2006. 'Deadline - Sirf 24 Ghante' is presented by Percept Picture Company. With the unusual star cast of Konkona Sensharma, Sandhya Mridul, Irrfan Khan, Rajit Kapur, Zakir Hussein and Jhanak Shukla (Princy), it is an abduction thriller. It is the first time that all of them are working together and that too in a thriller. 'Deadline - Sirf 24 Ghante' is produced by Ravi Agarwal and directed / written by Tanveer Khan.



BRANDED ENTERTAINMENT - THE WAY TO GO



By Navin Shah, CEO, P9 Integrated

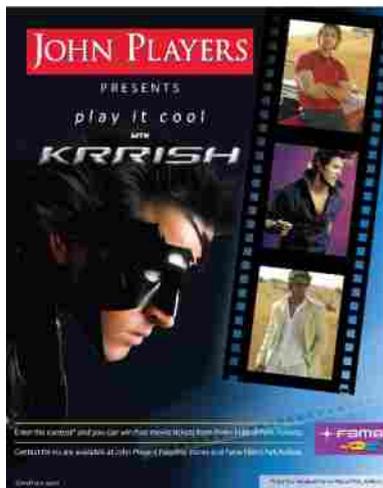
Branded Entertainment is the most happening jargon today in the Marketing Communication Business. I would like to cite here the 5 trends seen today in Branded Entertainment:

1. Branded Entertainment - An integral part of Brand Marketing Communication Strategy

From a tactical one-off activity, brands are making Branded Entertainment as an integral part of their strategy today. The spends have increased from a meager 1% last year to as much as 3.5% in the current year.

2. Unbundling of TV Branded Entertainment from normal airtime Media Buying

There is an unbundling of TV Branded Entertainment from normal airtime media buys with the channel. The media buying for Branded Entertainment is now a separate specialized activity and is not bundled with commercial media buying.



3. Bollywood Films are getting Bigger

Stakes are getting higher in films. Last year's biggest film ('No Entry') grossed around 60 crores, whereas this year "Krrish" grossed around 200 crores. Brands are now looking at films as a medium of communication more seriously

4. Celebrity Endorsements beyond the traditional 30 second commercials

Brands who have celebrities as their endorsers are also seeking associations with their films. E.g. Shah Rukh Khan Compaq, Tag Heuer, Airtel also participated with his film DON in the form of co-promotions.

5. Future of Branded Entertainment is AFF & AFP

Advertiser Funded Films (AFF) & Advertiser Funded Programs (AFP) will increase by huge proportions. E.g. Animation Films for Gini & Jony (AFF) & Rin Superstar (AFP).





With Rahat Beri, COO, Percept Profile

How has your journey with Percept been?

It's been a long flight of 14 years, and the journey has been simply amazing. There's been a lot of learning along the way, and it's been a successful one at that. But there's still a long way to go and a lot of ground to cover yet.

Where do you see Percept Profile today vis-à-vis, say, 10 years back when it started off?

We started off as an IPO driven communication PR Company i.e. organizing press, brokers and analyst meets. Today, Percept Profile is a full fledged marketing communications consultancy firm with its wings spread nationally and internationally. We have an array of clients from various domains such as Media & Entertainment, Destination Marketing, Automotive and so on.



Today, we have grown manifold not only in terms of business, but also in our approach towards PR. We look at it with a consultancy perspective rather than merely providing media driven strategies. Being one of the few independent PR agencies in India, there are a lot of challenges we face, but we are not bogged down by these hurdles.

Have you always been a PR person?

Always! Prior to Percept though, I did a stint with an export house and helped them clinch their first big order. Besides PR, I have also been into sales & marketing and fashion designing for some time.

What has been the biggest highlight of your career?

The biggest highlight has definitely been being part of the international PR scenario and pitching for global businesses. It was also great to host the global Communication Heads of Nissan & Renault at our offices, besides bagging the Nissan Communication Strategy globally and the Sands Las Vegas Contract.

Do you believe that we are seeing 'The Fall of Advertising & Rise of PR'?

Not in its entirety, but yes, the face of Indian PR is rapidly changing. With the advent of foreign agencies into the markets, it only endorses the fact that PR is now being accepted as a service industry. PR is no more a cousin to advertising. There is a clear shift in the focus of companies from Profit to Reputation. They believe now that Corporate Reputation is capital. And

that's a good sign for all PR professionals.

The key activity in PR is communication. Ideas and information have to flow from one level to another, horizontally and vertically. This is a time and age when euphemisms are ripe in PR communications. Instead of saying "You are fired", they say, "The Company is rightsizing" or "Downsizing". Words like "Re-engineering" have forced their way into the vocabulary of corporate managers. DJ Enwright's book '*Fair of Speech*' gives a large vocabulary of euphemisms used in different sectors. Such communication styles are slowly changing the ethics of communication.



Compared to the global market, where do you see India compares in terms of PR as a profession?

It's been a case of evolution of PR in India. PR professionals in India are acquiring the same sophistication and skills as in case of professionals in other developed markets. But, I feel that Public Relations is still in its infancy stage amongst the Indian Corporates.

Public and Private Sectors in India have contributed substantially towards Nation building. But most of them keep a low profile and do not focus too much on corporate image building. They do not publicize their achievements. But with opening up of the economy and global competition, Indian corporates have been forced to re-think their strategy with respect to their Public Reputation and Image. Today, companies realize the essence of Public Relations and the important role that it plays in brand building strategies.

Where do you see Percept Profile in the Year 2010?

We would definitely like to see ourselves as the 'Best integrated Communication Consultancy firm (related to our business offerings). We are expanding our work portfolio to research, brand building and creatives, and the day won't be far when we will be quoted amongst the Top 3 players in the industry.

Your family?

My husband, Nitin Beri, works in the sports marketing industry and my son, Siddhanth, is in Senior KG.



Any favorite hobbies you enjoy?

Reading and Traveling are what I enjoy the most. I try and take some time off to work out and go swimming at times to keep myself fit.

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Corporate Communications, Percept Holdings Pvt Ltd., P22, Raghuvanshi Estate, Senapati Bapat Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 2491 8811, Fax: +91 22 24911281 Website: www.perceptholdings.com Email: corporate.communications@perceptholdings.com