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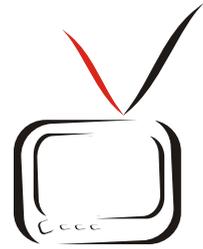


PERCEPT PROFILE



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Madhur Bhandarkar floats production house in association with PPC

National Award winning director Madhur Bhandarkar floated MB Motion Pictures in association with Percept Pictures and will produce ad films and serials before moving to films. Young talent will be hired for the purpose. Present on the occasion that

marked the launch of this banner, were Bipasha Basu, John Abraham, Mithun Chakraborty with son Mimoh and Raj Babbar with Juhi and Arya.

P9 Integrated launches two verticals, more on the anvil

Percept's movie marketing vertical, P9 Integrated, has introduced two new business verticals - Bollywood Based Content and Cinema/Multiplex Activation. P9 has introduced these new verticals after firmly entrenching itself in movie advertising, publicity design, branding and media planning and buying.

P9 Integrated has appointed Chuman Das as General Manager, Content, to manage and create innovative Bollywood-based content. Das was earlier with Channel 7 as Head of Entertainment and has also worked in NDTV and TV 18 as Chief Reporter and Associate Director, respectively.

Cinema / Multiplex Activation is headed by Abhijeet Thakar, who has joined P9 Integrated as Senior Manager. Thakar has worked with the ABP group for nine years and Dimple Cine Advertising as Head, Marketing (Corporate).

Microsoft appoints PDM, 4 other agencies, to handle Xbox 360 account in India

With the upcoming India launch of its popular Xbox 360 game and entertainment system, Microsoft has announced key communication partnerships with five Indian agencies McCann Erickson, Brand David (part of O&M), Percept D Mark, Gotocustomer, and Text 100 Public Relations.

Nagesh Kukunoor's DOR to release in September

After his award winning flick IQBAL director Nagesh Kukunoor is back with yet another tour de force DOR starring Ayesha Takia, Gul Panag, Shreyas Talpade, Girish Karnad and Pratiksha Lonkar. The film, produced by Sahara One Motion Pictures, brings forward a masterpiece after the box office hit CORPORATE. The film is scheduled for release this September.

DOR canvases the journey of two women from different worlds and how these two sets of lives come together through a tryst of destiny. DOR makes you ask yourself how far will one go to save the one you love. It's a story about love, loss, friendship, hope and ultimately, redemption.

The film is produced by Sahara One Motion Pictures with Executive Producer Percept Picture Company in association with Sic Productions (Executive Producer-Elahe Hiptoola.)

Recreating magic with 'Jai Santoshi Maa'

'Jai Santoshi Maa' made in 1975 gave birth to a cult, 'Santoshi Maa'. So great was the film's impact on the god-fearing minds of Indians that people went into a frenzy worshipping the Goddess. It is said that sixteen Fridays of worship, with a ban on sour and non-vegetarian food is what it takes to please the Goddess. The film ran to packed houses for months and established forever



one more goddess in our large conglomeration of devi-devtaas. In its bid to recreate the same magic, Percept Picture Company has undertaken to make a film with the same name.

Commenting on the auspicious occasion, Mr. Shailendra Singh, Joint Managing Director, Percept Holdings, said that he was happy to remake the film after 31 years and wanted to do the muhurat on the anniversary of the earlier film's release date on August 9.

'Jai Santoshi Maa' is being directed by Ahmed Siddiqui, a ex-Yashraj Productions man who had worked as chief assistant director in films like Dilwale Dulhania Le Jayenge and Veer-Zaara. Written by Sulekha Bajpai (of Hanuman fame) the film stars Vedhika Kumar who has played lead roles in bilingual films like Maderasi (Tamil) and Sivakasi (Telugu).

Percept organizes rath yatra for Santoshi Maa in Mumbai

PPC organized a procession for 'Maa Santoshi' on August 11, 2006 in Mumbai, in preparation for the mega launch in September for the movie 'Jai Santoshi Maa'. The procession originated from two corners of the city (Lamington Road and Malad) and converged at the Santoshi Maa Temple in Chembur.



The trucks conducted an aarti at several places in the city, enroute Chembur and culminated with a Maha-Aarti at the Jai Santosh Maa temple at Chembur where the entire star-cast and crew of the film were present.

Percept Picture Company also carried out a procession for their film 'Jai Santoshi Maa, which culminated in a 'Maha Aarti' at High Street PHOENIX, Lower Parel, Mumbai. The star cast and crew of the movie were also present on the auspicious occasion.

Carat Version 2.0: It's more about communication than media planning

Carat Media Services announced its global initiative to reposition itself as a communications planning agency. Communication planning will now be an integral part of its offering through the newly rolled out global 3C process.

With media choices multiplying exponentially, consumers want control and demand content whenever and wherever they want. The changing media and consumer environment and the critical need to build lasting relationship makes communications planning imperative for marketers.

The strategic profile of Carat in future will move in a holistic offering ranging from communications strategy, engagement planning, seamless execution and econometric evaluation of the campaigns.

P9 plays the relationship card for co-promoting Compaq Presario and 'Kabhi Alvida Naa Kehna'

Following its successful marketing deal with 'Krishh', Percept's film marketing arm, P9 Integrated, now seeks to repeat the success with Karan Johar's 'Kabhi Alvida Naa Kehna' (KANK). P9 has developed a co-branded promo spot for KANK and Compaq Presario based on the common premise that both are about relationships.



The value of the deal is Rs 1 crore and has been introduced through television, print and innovative point-of-sales activities at Compaq Presario retail outlets.



Four more agencies on the New York Festivals 2006 shortlists

Percept/H, Brand David and Dentsu Marcom have added their share of Indian entries to be shortlisted for the New York Festivals this year.

Percept/H, Mumbai, has been nominated in three categories. Its print ad for Ghetto, titled 'Bar Stool', is in the Press: Retail Food category. The ad announces jazz music hours and features bar stools which look like musical notes. Besides that, there are three ads for Tantra Handwash in the Cosmetics, Beauty Aids and Toiletries category and the 'Custom Made Doors' ad for IFGI Enterprises in the Home Appliances category.

Percept bags 3 BCCI Tenders - Bags Formal Wear Rights, BCCI Ratings & Awards and Ground Rights for Malaysian Tri-series

Percept has bagged 3 tenders floated by the BCCI totaling a deal that's around INR 75 crores in the past week. BCCI had earlier invited tenders for the Official provider of the Indian Team's Formal Wear and Accessories, the BCCI Ratings & Awards and the ground rights for the Malaysian tri-series to be held between India, West Indies and Australia in September 2006.



Says Mr. Shailendra Singh, Joint Managing Director, Percept Holdings, "We understand the sport and the potential it has. Our cumulative business in cricket over the past decade has exceeded INR 1,000 crores through sponsorships, ground rights, events, celebrity management services and coverage. Percept Holdings is utilizing various opportunities to enter new markets overseas. We entered the Middle East when we bagged the rights for the Indo-Pak series in Abu Dhabi earlier this year and the Malaysian Tri-series gives us a strategic opportunity to venture into the Asia-Pacific region and showcase our expertise in the media and sports entertainment domain."

The BCCI Ratings & Awards was bagged at an overall price of US\$ 6.41 million spread over a period of 5 years. Said Mr. Ajay Upadhyay, President, Corporate Affairs, Percept Holdings, "We believe there is an opportunity in the market. This kind of a rating system will drive more enthusiasm and participation towards this game and ensure higher competitive levels and bring about excellence in the game. The intent is to have a strong public participation in the ratings."

Percept assisted Pantaloons to bag the rights to formal wear and accessories at a deal that is pegged around INR 20 crores over a period of 4 years. Pantaloons would have the rights to provide these garments and market them as the official team clothing for 5 years and will cover the Under-19 and Women's Cricket as well.

PDM International (PDM Intl), a Percept Group Company, has also bagged the exclusive ground rights for the Malaysian Tri-series, slated for September 12-24, 2006 between India, West Indies and Australia. The tournament rights were awarded to PDM Intl by the BCCI Marketing Committee headed by Mr Sharad Pawar at Delhi, on Aug 20, 2006 for a price of US\$ 5.14 million.

PDM Intl beat 5 other bidders to bag the rights for the series. Nimbus, 21st Century Management, Laqshya Media, Right Angle and Reliance (who chose not to bid) were the other bidders in the fray for the exclusive ground rights to the series.

BCCI launches official cricket ratings

The Indian cricket board Thursday launched its own players' ratings for Test matches, one-day internationals (ODIs), women's cricket as well as juniors. The ratings, launched in partnership with Percept Holdings, will honour top performances by batsmen, bowlers, fielders and all-rounders.

The ratings will be capped by an annual awards ceremony that will be held at the end of every domestic season, Lalit Modi, marketing sub-committee chief and vice president of the Board of Control for Cricket in India (BCCI), announced here.

Prizes will also be presented to the Test and ODI Player of the Year; My Favorite Player, Most Stylish Player and Master Blaster of the Year, said Modi.

"Reviving domestic cricket, recognizing talent and appreciating it at all levels - was the basic motive for instituting these awards," reveals Mr Harindra Singh, Vice Chairman and MD, Percept Holdings. "The rating system ratified by Ernst & Young is a scientific concoction of parameters set by mathematical gurus and masters of the game" he adds.



Big B signs first film post illness with PPC

Amitabh Bachchan has signed his first film post his illness with Percept Picture Company. The film will be co-produced by Percept Picture Company (PPC) and Bachchan's own (revived) company AB Corp. Titled 'Johnny Walker', the film will be directed by Shoojit Sircar, who had earlier directed 'Yahaan'.

'Johnny Walker' will be PPC's most ambitious project with Amitabh Bachchan as the lead protagonist. 'Johnny Walker' is a relationship drama written by the in-house team at PPC and finally shaped by Renzil D'silva, the writer of this year's blockbuster 'Rang De Basanti'.

The film deals with human relationships and is expected to have one of the most touching climaxes seen in Indian cinema. Says director Sircar, "It is a love story that begins where most other love stories end. It is a film about love, regret and hope. Most of all it is a film about second chances."

Commenting on AB Corp's tie up with PPC, Bachchan says, "I am very excited to be a part of 'Johnny Walker' and I am looking forward to working with PPC. I feel this film has the potential to cut across a global audience. The final logistics are being worked on for the production of this film."

Shailendra Singh, Joint MD, Percept Holdings says, "For us, this project is going to be the pride of Indian cinema. It has the required amount of emotion and drama and language won't be a barrier."



AWARDS & ACCOLADES



Percept/H, Hakuhodo Percept win at Delhi Ad Club's ICE Awards

Percept/H and Hakuhodo Percept bagged 9 and 3 awards respectively at the Delhi Advertising Club's ICE Awards held on Aug 31, 2006.

Each category comprised three sub-categories of awards, namely, press, TV/cinema and advertising campaign. Winners and runner-ups were selected for each of the sub-categories.

Percept/H won 4 Golds and 5 Silvers. Rediffusion came first in total awards won, while Percept/H and Mudra won 9 awards each to tie for the second place. The third place went to Dentsu.

Percept/H won awards in the following categories.



Percept/H

- Media - CNBC Story Board - **GOLD**
- Public Services - Cancer Patients Aid Association - **GOLD**
- Homes/Décor/Leisure - IFIG Enterprises - **GOLD**
- Food & Beverages - Peprico Red Pepper Sauce - **GOLD**
- Travel, Hospitality, Events, Exhibitions & Festivals - Sahara India Commercial Corp. Ltd. (Amby Valley) - **SILVER**
- Business Products & Services - Times Internet Ltd. (indiatimes.com) - **SILVER**
- Business Products & Services - FedEx - **SILVER**
- Public Services - Cancer Patients Aid Association - **SILVER**
- Radio ONE - **SILVER**

Hakuhodo Percept participated at a creative award for the first time when it submitted 8 entries for Delhi Ad Club's newly constituted national awards - ICE Awards.

HPPL received 3 Golds from the 5 that they were nominated for.

Hakuhodo Percept won awards in the following categories.

- WagonR 'Rafter' for Best TVC in Automotive category - **GOLD**
- WagonR 'The times they sure are changing' for Best Campaign in Automotive category - **GOLD**
- Sony Cybershot 'Mela' for Best in Leisure, Home Décor category - **GOLD**



Congratulations to the Percept/H and HPPL Teams!





With Sanjay Yashroy, President, Posterscope India



Tell us something about yourself.

I attained my MBA from London Business School following post-graduation in Marketing from Nagpur University as a rank holder. I started my career in 1990 with Contract Advertising in New Delhi as a Management Trainee. Later, I was with the Ministry of Finance for about 5 years, before moving to consulting.

You are one of the relatively newer entrants into Percept. How has your journey been so far?

It's been great to be a part of a growing and inspired organization. It's been tough and challenging, but an enjoyable journey till date.

What has been the biggest highlight of your career?

Coming from a small town, joining the Civil Services, with no bureaucratic background has always been one of the key highlights of my career.

How has it been being a Perceptite?

It's a great feeling. I have a sense of belonging to the group, and there exists great camaraderie with my fellow Perceptites already, despite my reserved nature!

How do you think India compares to the international market in the OOH media industry?

The Indian OOH industry is poised to grow well. There is no doubt about it. Even markets like Delhi have opened up and are looking at the medium positively. Apart from this, there are a few more visible trends in the industry. For one, global players are entering India (Clear Channel, JC Decaux). While consolidation will happen at its own pace, what will happen earlier is that the quality of OOH solutions will improve. The next trend that I foresee in the space is that digital is fast making inroads. More and more LCD and plasma screens are seen around offices and in multiplexes.

What are the technological advances that the medium is witnessing?

I must say that digital is the way forward. Having said that, it is also true that it calls for large investments. Only a company with global bearings or a player with sufficiently deep pockets can cash in on this trend. Even after making substantial investments, such players can hope to make money after a few years, which would form the gestation period.

Two forces are in play on one hand, there is consolidation happening, and on the other, global players are infusing a

quantum change. Together, these two developments will determine the course of the OOH medium.

How has Posterscope India's performance been so far and what are your objectives for the current year?

Posterscope India has grown significantly in the past one year. As on December 31, 2005, it grew 36 per cent over the previous year. We are on target this year as well and will achieve it in all likelihood.

What do you think can be done to further boost the OOH industry?

I strongly feel that the industry players have to get together. They have to shed corporate pride and hold hands for common issues concerning the medium. While we will compete at a micro level, there is a need at a macro level to look at the bigger picture and get rid of the issues plaguing the industry. Unless this happens, the development of the medium will be inhibited.

Where do you see OOH as a medium in India after 3 years?

OOH as a medium is growing at more than 20% per annum and I believe that as we go along, Digital will start playing a major role. The metrics of the business will also start coming into play.

What, according to you, is the way ahead?

I am more anxious about the state of the industry. The industry challenges are quite big and I would like to use this platform to call all industry players to get together and address such issues quickly.

You come from a diverse experience pool. How much does this help?

I believe it's imperative to have diverse experience, as cross-fertilization of ideas drives modern businesses today. One of the problems with several industries is that they are too incestuous, and people too linear. With globalization and India opening up its economies today, it's important that one be open to the various possibilities and options available. And these are available aplenty.

Your plans for Posterscope?

We have a clear vision to build and grow to be the Number 2 player in the industry and reach INR 500 crore in billings by 2010.

Your family?

My wife, Bhavna works as the Joint Commissioner, Income Tax. Our daughter, Kannagi, is all of 8 years old and studies in Grade 3 at Billabong High.

Any favorite sport or hobby that you pursue?

I love quizzing, reading business books and river rafting. I look forward to long drives as well, once in a while outside Mumbai of course!

Looking ahead, any immediate goals or aspirations?

My motto in life has always been to take life as it comes.

Finally, any message for fellow Perceptites?

Let's just have more fun!

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