

## **BOILER PLATE**

Adchakra is a Unified Online Ad service across platforms capable of serving advertising to online, mobile and other digital media with real time lead and affiliate revenue optimisation. Adchakra has constantly been on the lookout for ideas to connect advertisers and marketers to their audience through internet and mobile. Today Adchakra reaches out to millions of consumers worldwide with Adchakra's cross-channel targeted advertising.

The Adchakra Advertising Network has been built on the best of the breed advertising and marketing technologies available. We run targeted campaigns across Display – Video – Social – Search – Mobile. Our aspiration has been to bring in a transparency to publishers and advertiser relationship and support both with best targeting and ad serving technologies available. Our Platform enables clients to choose multiple media formats and channels for your campaigns. The aim is to constantly innovate and connect online & mobile users with advertisers & marketers in more ways.

Adchakra is a Percept company. With capitalized billings of INR 9.35 billion (FY'18), Percept is at an enviable leadership position in the Entertainment, Media and Communications domain with a team of over 400 people and 32 offices across India and the Middle East.