



## INFORMATION

### **BOILER PLATE**

PK Online is the New Media company with a focus on delivering value by leveraging New Media Digital Technologies. PK Online creates digital properties and provides solutions which achieve specific client-driven objectives, and generate results which are measurable, achievable and time bound. The Company has strong research, analytical, and execution capability in the field of digital marketing spread across online, mobile and gaming verticals. They provide end-to-end digital marketing solutions with post delivery results measurements and also offer their services in specific functions such as back office support to their clients in domestic and International markets.

At PK Online, the aim is to constantly churn out new products for the burgeoning online and mobile market in India. The company blends creativity and innovation with cutting edge technology to provide clients with marketing and outsourcing solutions. Its services, bundled with enabling platforms, provide capabilities to offer ROI based marketing solutions.

PK Online is a Percept company. With capitalized billings of INR 17.26 billion (FY'16), 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.