
BOILER PLATE

Percept Activ is the Brand Activations and Experiential Marketing Company of the Percept Group that provides customized solutions to brands to enable them to effectively connect with their Target Audience and focus on building new events and properties as well as scaling up existing properties for clients in the Brand Activations domain.

Percept Activ undertakes in-depth research and analysis, explores new opportunities and technologies, and provides innovative ideas and tailor-made solutions to clients in the BTL space. With a vision to deliver innovative, ground-breaking solutions in the Below-the-Line space, Percept Activ serves as a single window solution to all the experiential and marketing needs of clients.

Percept Activ 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.