

## **BOILER PLATE**

Founded in 1992, Percept Profile has carved a niche for itself in the Public Relations domain and has expanded its field of vision to encompass a formidable range of practice areas. Its accent on research and knowledge management gives it a holistic approach towards brand image creation and management. Percept Profile takes pride in mapping innovative PR programs that focus on tangible business results. Percept Profile's practice areas include Corporate Communications, Branding, Marketing & Research, Media & Entertainment, Destination Marketing, Concept / Issue Marketing and Retail.

Percept Profile 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.