

### **BOILER PLATE**

Percept Live, established in the year 2012, is the live entertainment division of Percept Limited. It owns and manages all the Intellectual Properties created in the Live Entertainment, Sports, Fashion, Digital and Media space.

Percept has been in the 'Ideas' business for the past 35 years and has been instrumental in creating many legendary 'Intellectual Properties' in the past for its clients. The creation of a dedicated 'Intellectual Properties' business was but a further extension to Percept's existing knowledge and expertise in the Entertainment, Media and Communications domain with a vision to convert path breaking innovative ideas into Assets in order to create long term value for all its Stakeholders.

#### **Intellectual Properties owned by Percept Live:**

- **Sunburn** – Asia's biggest and most popular Electronic Dance Music Festival
- **Bollyboom** – World's first and biggest Bollywood Dance Music Festival
- **Eat Play Love** – India's first Multi-Cultural Food, Music & Art Festival
- **Windsong** – Adventure Music Festival
- **FLY** – International Live Music Festival cutting across multiple genres
- **Fight Night** – India's first indoor boxing bouts between leading Indian and International boxers
- **Champions of the World** – A platform that brings together the most celebrated super icons in the arenas of Sports, Cinema, Music, Business Entertainment and Entrepreneurship

Percept Pictures 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.