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## INFORMATION

### BOILER PLATE

Percept One delivers marketing solutions that transforms brands and grows businesses. The company comprises a collaborative roster of best-in-class creative and strategic services that meet brand-building needs across all communication channels. Over 400 people across 8 markets collaborate as a single seamless entity to offer unparalleled synergy and a cross-pollination of ideas and services to ensure stronger client relationships and operational efficiency in deliveries to stakeholders.

Percept One comprises **Percept/H**: Founding unit and Percept's flagship creative agency; **IBD India**: Integrated Brand Development agency; **MASH Advertising**: Holistic ad solutions agency; **Percept Gulf**: Brand consultancy; **I-AM**: Branding and Experiential design; **Percept Media**: Media Management; **Percept Activ**: Activations and Experiential Marketing; **Percept ICE**: Events and MICE; **Percept Profile**: Full service PR agency; and **Buzzinga**: Digital Media services.

Percept One is a division of Percept Limited. With capitalized billings of INR 17.26 billion (FY'16). Percept is in a 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.