

## **BOILER PLATE**

MASH, a subsidiary of Percept/H, is an advertising agency from the Percept Group, servicing Indian and Multi-national brands across India. The agency has the participation of the Percept Group - India's leading entertainment, media and communications group. The agency is intended to make a difference with cutting edge creatives and strategic recommendations to its clients.

MASH is unique in its 360-degree offering of advertising, with the strong support of Media, PR, Content and Experiential Marketing provided by the specialized group companies of the Percept Group. With its proficiency in planning support, creative execution and innovative ideas, MASH offers unsurpassed services in the arena of advertising communications.

MASH India 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.