



percept media

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**INFORMATION****BOILER PLATE**

Percept Media is the media planning, evaluation and buying arm of Percept Limited. Percept Media offers media solutions to clients in conventional as well as traditional media, and has a dedicated multi-city intranet network which helps the centralized planning and buying process with the capability to 'execute & activate' at a localized level. The strong IT based network not only enables a bottom-up planning approach, instead of the traditional top-down models, but also provides a unique media service delivery platform through its micro-marketing infrastructure.

Percept Media received the prestigious International Standards Organization (ISO) Certification from Transpacific Certifications Limited for its Quality Management System in 2013. Percept Media also joined forces with leading independent media agencies across 40 countries to form a new global media agency network entitled "Local Planet" in 2016.

Percept Media is a Percept company. With capitalized billings of INR 9.35 billion (FY'18), 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.