

## **LOCAL PLANET INDIA**

Local Planet India is the local arm of the global media agency network, Local Planet, which was inceptioned in 2016 as some of the world's leading independent media agencies including Horizon Media, the7stars, Zertem Communications Group, Media Italia, pilot, CoSpirit MediaTrack, and Tre Kronor joined forces to create a paradigm shift in the media services and solutions domain.

Local Planet India offers customized, best in-class client service and local media solutions, and is committed to providing its clients with a level playing field in accessing international strategy, value, transparency, technology and talent. The agency leverages on the international experience of the Board and the senior network team to create a genuine, globally competitive advantage to clients who are looking for cutting edge differential services and solutions. Local Planet India offers a more agile and service oriented solution built around clients' specific needs and works closely with stakeholders in the pursuit of shared success. The Local Planet model also allows the agency to offer its clients best-in-market, tailored technology and data solutions through its local and international partnerships, rather than offering a 'one size fits all' approach.

Local Planet India is a Percept-Local Planet Network 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 700 people and 42 offices across India and the Middle East.

*November 2017*