



percept media

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. Percept Media debuted at the No. 5 position in the Brand Equity (BE) Agency Reckoner 2008 – Top 5 Media Agency List in its very first full year of operations and thereafter climbed to the prestigious No. 4 position in the BE 2009 Media Agency ranking in its second year of operations.

Percept Media 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.

In the year 2013 Percept Media received the International Standards Organization (ISO) Certification from Transpacific Certifications Limited for its Quality Management System. Percept Media 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 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.

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