

BOILER PLATE

Percept One delivers marketing solutions that transform brands and grow 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 500 people across 16 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 is a division of Percept Limited that has capitalised billings of INR 17.26 billion (FY'16) and is in a leadership position in the entertainment, media and communications domain.

Percept One comprises **Percept/H**: Founding unit and Percept's flagship creative agency; **IBD India**: Integrated brand development agency; **Percept Gulf**: Brand consultancy; **I-AM**: Branding and experiential design; **Allied Media**: Media management; **Percept Activ**: Activation; **Percept ICE**: Events and MICE and **Percept Profile**: Full service PR agency.

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