

## **BOILER PLATE**

Incorporated in 1998, Percept Gulf Fz LLC is a joint venture between Percept Limited and Hakuhodo Percept. Percept Gulf was one of the first Japanese affiliated agencies to enter the Middle East. Today, it is one of the fastest growing agencies in the UAE with staff strength of around 50 people across 10 nationalities, with capitalised billings in excess of US\$ 20 Million across a 60 plus client base.

Percept Gulf is a Percept-Hakuhodo 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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