

PERCEPT LIMITED

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 400 people and 32 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
 - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
 - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

Percept Divisions & Companies deliver marketing solutions that reach consumers at every moment of their lives. From integrated advertising campaigns, to embedded content, to path-breaking live entertainment products, to innovative digital and media solutions; Percept companies construct tailor-made solutions that deliver in both local and global markets.

Global Partners

Bennett, Coleman & Co. Ltd - Owners of the Times of India Group, Bennett, Coleman & Co. Ltd is India's largest media company, The Times Group is a multi-edition, multi-product, multi-media organisation, and operates and owns several of India's leading publications. The group also has interests in the entertainment and media industry.

Passport Capital – Passport Capital LLC is a San Francisco based, global investment firm founded by John H. Burbank III in 2000. The firm manages approximately \$3.5 billion in assets.

Edelweiss Capital – Edelweiss Capital is one of the leading financial services company based in Mumbai and New York. Edelweiss provides investment banking, institutional equities, private client broking, asset management, wealth management, insurance broking and wholesale financing services to corporate, institutional and high net worth individual clients. It operates from 43 other offices in 19 Indian cities.

Local Planet - Local Planet is the world's only privately owned international media agency network. Wholly owned by its agency partners, Local Planet currently operates in over 40 markets globally at launch and intends to add further best-in-class independent agencies to its network. Local Planet has access to more than 3,000 staff, and boasts billings in excess of \$10 billion.

COMPANIES OWNED UNDER PERCEPT LIMITED

PERCEPT ONE - MARKETING COMMUNICATION SERVICES

▪ Creative Services

➤ **Percept/H**

The flagship advertising agency of Percept that offers holistic planning, support and creative execution for clients through innovative ideas and original mediums

➤ **IBD India**

A 360° service agency that specializes in advertising, identity management, public sector undertakings and financial clients across industry sectors

➤ **MASH Advertising**

A holistic advertising agency that specializes in creating tailor-made advertising solutions for a diverse array of brands and products

➤ **Percept Gulf**

A full service agency that provides diverse solutions of Advertising, Digital, PR and Media services to clients in the Middle East region

➤ **I-AM**

A part of 'i-am' associates UK, the agency is a design-led branding agency offering complete customer experiences through Brand Strategy, Interior design and Employee Engagement

▪ Media Services

➤ **Local Planet India**

The local arm of the global media agency network, Local Planet, incepted with some of the world's leading independent media agencies who joined forces to offer customized, best in-class service, local media solutions to create a paradigm shift in the media services and solutions domain.

➤ **Percept Media**

Percept's prime media planning, evaluation and buying agency

➤ **Ad Chakra**

A Percept network company, Adchakra is a Unified Online Ad serving across platforms capable of serving advertising to online, mobile and other digital media with real time lead and affiliate revenue optimisation

▪ Other Marcom Services

➤ **Percept Activ**

India's leading Brand Activations and Experiential Marketing Company focused on B-T-L brand communication activities, encompassing promotional and event based activation

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➤ **Percept ICE**

India's leading MICE agency focused on Special Projects, Incentives, Conventions, Exhibitions and Events, offering a range of innovative 360-degree customized brand and experiential solutions to stakeholders pan-India and overseas

➤ **Percept Profile**

Percept's full service Public Relations consultancy firm

➤ **Buzzinga**

The Digital Media agency which creates an online identity for brands in the social media space

CONTENT AND INTELLECTUAL PROPERTIES

▪ **Filmed Content**

➤ **Percept Pictures** – India's foremost filmed content production, aggregation, distribution and marketing company

▪ **Live Entertainment**

➤ **Sunburn** – Asia's biggest and most popular Electronic Dance Music Festival

➤ **Bollyboom** – World's first and biggest Bollywood Dance Music Festival

➤ **Eat Play Love** – a multi-cultural Festival of Food, Music and Art

➤ **Windsong** – Adventure Music Festival

➤ **FLY** – International Live Music Festival cutting across multiple genres

➤ **Fight Night** – India's first indoor boxing bouts between leading Indian and International boxers

➤ **Champions of the World** – A platform that brings together the most celebrated super icons in the arenas of Sports, Cinema, Music, Business Entertainment and Entrepreneurship

AWARDS & ACCOLADES

2017

- Percept wins 4 awards at the BW APPLAUSE Awards 2017:
 - 'Best Music Event of the Year' – Gold award – Sunburn Goa 2016 – Asia's premier Electronic Dance Music Festival and a Percept IP
 - 'Best Social Media Amplification' – Silver award – Sunburn Digital initiatives
 - 'Best Social Event' – Gold award – Essel Group 90 Years Celebrations
 - 'Best Consumer Activation' – Bronze award – Bajaj Electricals Activation
- IBD India wins the 'Best Milk Product Ad' award at the Thomas Edison Advertisement Awards
- Percept wins 'Festival of the Year' – Gold award for Sunburn 2016 at the WOW Awards 2017

2016

- I-AM wins the Blue Elephant for IDFC Bank at the Kyoorius Design Awards 2016
- I-AM wins the 'Service Retail Speciality Award' at the VM & RD Awards 2016

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- Percept wins 11 awards at the WOW Awards 2016:
 - 'Festival of the Year' – Gold award for Sunburn Goa 2015
 - 'New Property of the Year' - Gold award for World's Biggest Guestlist Event featuring Hardwell
 - 'Concert of the Year - Gold award for World's Biggest Guestlist Event featuring Hardwell
 - 'CSR Campaign of the Year ' - Gold award for World's Biggest Guestlist Event featuring Hardwell
 - 'Concert of the Year' - Silver award for Sensation India 2016
 - 'Brand Association with a Business Platform' - Gold award for Forbes India Leadership Awards 2015
 - 'Association Convention of the Year' - Silver award for 36th Asian Racing Conference
 - 'Overall Social Event of the Year' - Silver award for The Grand Budapest Wedding
 - 'Use of a Non-Traditional Venue for a Wedding Event' - Silver award for The Grand Budapest Wedding
 - 'Integration of Destination for a Wedding Event' - Bronze award for The Grand Budapest Wedding
 - 'Theme Integration for a Wedding Event' - Bronze award for The Grand Budapest Wedding
- Percept Activ is honoured as 'India's No. 1 Brand Award 2016' in the Event Management domain by IBC InfoMedia
- Percept Pictures short film (aids + b)² wins the Best Film Award in the Social Awareness Category at the Dada Saheb Phalke Film Festival Awards 2016

2015

- Percept Profile is honoured by the Information and Broadcasting Ministry for PR & Social Media for IFFI Goa 2015
- Percept Live wins 4 awards at the WOW Awards 2015:
 - 'Entertainment Event Property of the Year' - Gold award for Sunburn Goa Festival
 - 'Digital Presence for a Property' - Gold award for Sunburn
 - 'Brand Association with an Entertainment Platform' - Silver award for Sunburn and Quikr exchange
 - 'Achievement Award' for Sunburn

2014

- Percept Live wins the "Best Event Management & Production Group" Award at Palm Expo 2014
- Percept Live wins 2 awards at the WOW Awards 2014:
 - 'Entertainment IP of the Year' - Gold award for Sunburn
 - 'Entertainment Event of the Year' - Gold award for Sunburn
- IBD creates the 'THOOSADAY' campaign for GROWEL'S 101 Mall to win the 'Most Admired Shopping Centre' Award at ISCA 2014
- IBD wins the National Laadli Media and Advertising Award for Gender Sensitivity 2012-13 for the TVC created for the "She Can, You Can" campaign for Tupperware

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- Percept Sports & Entertainment wins the 'Best Pavilion' Auto Expo Excellence Award for the 'Hero Universe' pavilion for Hero MotoCorp at Auto Expo 2014
- Allied Media wins the Exchange4media Golden Mikes Award - Radio Advertising Awards 2014 for Best Use of Radio for Long term effectiveness for the Future Group, Big Bazaar Mahabachat Campaign

2013

- Percept/H receives a 'Special Mention' accolade at the 'ABP Concerned Communicators Award 2012-13' for the Print ad titled 'Male Child'
- Percept Corporate Communications wins 4 ABCI Awards towards Excellence in Business Communications:
 - Corporate Intranet – mypercept.in
 - Corporate Film
 - Environment Communication
 - Web Communication – Online Campaign
- Percept Live wins the 'Best Event Management & Production Group' Award at Palm Expo
- Percept Pictures wins 2 prestigious awards for the film 'Question Mark' – 'Best Editing' and 'Best Lead Actor', at the St. Tropez International Film Festival 2013
- Percept Gulf wins 'The Best Advertising Agency Partner in 2012-13' Award for building Brand Dabur International in the Middle East region
- Percept Live wins the esteemed 'Myfav Award 2012-13' in the 'Best Festival of the Year' category for Sunburn

2012

- Allied Media bags 2 Awards at the Exchange4media Golden Mikes Awards - Radio Advertising Awards 2012
 - Best Use of Radio for Long term effectiveness – SILVER for Future Group, FBB-ROCC
 - Best Use of Multiple Radio Stations – BRONZE for Future Group – FBB- RJ Style O Meter
- Percept receives the 'Top Class Brand Award 2012-2013' towards Excellence in the Entertainment, Media and Communications domain from Quality Brands India
- Harindra Singh receives the 'Rashtriya Udyog Ratna Award 2012-13' from the National Education & Human Resource Development Organization for Outstanding Performance towards National Economic Growth through individual contribution
- Percept Corporate Communications wins the ABCI Award towards excellence in communications for the Corporate Intranet – 'MyPerceptindia.in'
- Percept Profile wins the 'Best Telecom Brand Marketing Company' award at the 6th National Telecom Awards 2012
- Percept Out of Home wins the Allaboutoutdoor.com 'Campaign of the Month' Award (Aug 2012) for Outstanding Outdoor campaign for Krrish
- Percept Sports & Entertainment wins 5 awards at the WOW Awards 2012

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- Festival of the Year' - GOLD for Sunburn
- Launch Event of the Year Category - GOLD for Hero Moto Corp Launch
- Contact Program of the Year Category – SILVER for Nerolac Passport Program
- Live Event of the Year Category – BRONZE for Indian Navy Presidential Fleet Review Nite 2011
- Brand Association with a LIVE Platform Category – BRONZE for Idea Champions of the World
- Percept receives the 'India's Most Valuable Brand of the Year 2012' award at the 3rd Annual India Leadership Conclave 2012 and Indian Affairs Business Leadership Awards

2011

- Percept Pictures 'Kanchivaram' wins the Zenith Asia Award at the 7th Asian Film Festival
- Percept Sports & Entertainment wins 2 awards at the WOW Awards 2011
 - 'Entertainment Event of the Year' - Sunburn
 - 'Sports Property of the Year' award - 'Fight Night – Lagaan Cup'
- Allied Media bags 2 Awards at the E4M Golden Mikes Awards - Radio Advertising Awards 2011
 - Best On-Ground Promotion for a Client (for multiple Stations) – SILVER for Future Group, FBB:RJ Cricket Day
 - Best Use of Sponsorship – BRONZE for Future Group, Big Bazaar:Family No. 1
- Percept Knorigin wins the Deloitte Technology Fast 50 India 2011 Award

2010

- Percept Pictures 'Kanchivaram' wins 3 awards of 'Best Director' – Priyadarshan; 'Best Actor' – Prakash Raj; and 'Best Supporting Actor' – Shammu, at the 57th Filmfare Awards South
- Percept Pictures 'Firaaq' bags 4 awards for Best Editing, Best Costumes, Best Sound Design and Critics' Award for Best Director at the 55th Filmfare Awards 2009
- Percept Pictures 'Firaaq' receives the Rajat Kamal (Silver Lotus Award) for Best Editing (A. Sreekar Prasad) & Best Art Direction (Gautam Sen) at the 56th National Film Award
- Percept Pictures 'Firaaq' wins the award for the Most Promising Debut Director at the 16th Annual STAR Screen Awards
- Percept Talent wins the 'Best in Celebrity Management' Award at the 4th INDY'S Awards
- Allied Media bags 7 Awards at the Exchange4media Radio Advertising Awards (ERAA) 2010
 - Media Agency of the Year
 - Advertiser of the Year
 - Best Brand Integration on Radio (Retail) – GOLD for Fashion@BigBazaar - RJ Style O Meter, Future Group

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- Best On Ground Activation for a client (Retail) – GOLD for Fashion@BigBazaar- RJ Style O Meter, Future Group
- Best Use of Radio in a Media Plan – SILVER for Fashion@BigBazaar- RJ Style O Meter, Future Group
- Best Brand Integration on Radio (Retail) – SILVER for Pantaloons 3 Idiots, Future Group
- Campaign of the Year – SILVER for Future Shopping Festival
- Percept Knorigin wins the Deloitte Technology Fast 50 India 2010
- Percept Gulf wins the Silver Award in the Outdoor category at the 4th Dubai Lynx Awards
- Percept receives 3 awards at the 6th edition of the CNBC AWAAZ 'Consumer Awards 2010'
 - Creative contribution towards making BSNL the most preferred brand in the category of Broadband Service Providers
 - Strategic contribution towards making BSNL the most preferred brand in the category of Broadband Service Providers
 - Creative contribution towards making HERO HONDA the most preferred of 2 wheelers

2009

- Percept Pictures 'Kanchivaram' receives the V Shantaram Award for Best Motion Picture, Best Director, Best Actor and Best Cinematography
- Percept Pictures 'Firaaq' wins the V Shantaram Award for Best Debutante Director
- Percept Pictures 'Kanchivaram' wins the Best Feature Film and Best Actor Awards at the 55th National Film Award
- Percept Pictures 'Firaaq' receives the Best Film Award at the 7th Kara Film Festival
- Percept Pictures wins the Best Film category Award at The Maverick Spirit Award at the Cinequest Film Festival, San Jose, USA
- Percept Pictures 'Firaaq' receives the Special Jury Prize at the 28th Istanbul Film Festival, Turkey
- Percept Sports & Entertainment wins 2 awards at the WOW Event and Experiential Marketing Awards 2009
 - 'Best Live Event of the Year' for Sunburn
 - 'New Event Property of the Year' for Wrigley's Big Boomer Bubble Blowing Championship
- Percept wins the CAG Shield Cricket Tournament Championship
- Percept wins the prestigious Indian Ocean Corporate Cricket Tournament Championship Trophy

2008

- Percept Pictures 'Firaaq' wins the 'Purple Orchid' Award for Best Film, along with the Best Screenplay Award and the Best Film Award at the 4th Asian Film Awards, Singapore, held by the Foreign Correspondents Association
- Percept Pictures 'Firaaq' receives the Special Jury Prize at the 13th Kerala International Film Festival

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- Percept Pictures 'Firaaq' wins Best Editor Award (Sreekar Prasad) at the 5th Dubai International Film Festival, UAE
- Percept Pictures 'Firaaq' is conferred with a Special Award at the 49th Thessaloniki International Film Festival, Greece
- Percept Pictures 'Traffic Signal' wins 2 awards for Best Director and Best Make-up at the 54th National Film Award
- Percept Pictures 'Return of Hanuman' wins the award for Best Animated Feature Film at the FICCI - BAF Awards
- Percept Pictures 'Return of Hanuman' receives the FICCI - BAF Award for Best Mobile Game Content
- Percept Pictures 'Return of Hanuman' receives the Best Animation Film Award at the Golden Cursor Animation Awards
- Percept Pictures 'Return of Hanuman' wins the award for the Best Animated Background Score at the Golden Cursor Animation Awards
- Percept/H wins 6 Awards (1 Platinum & 5 Golds) at the Graphis Advertising Annuals – International Awards
- Percept/H bags 2 Awards (1 Gold & 1 Silver) at the Promax BDA Awards, London
- Percept Gulf wins the 'Best Stall Design' Award at the Khartoum International Fair
- Percept Corporate Communications wins 2 ABCI Awards:
 - Excellence in Web Communication Online
 - Excellence for New Publication – P2P Newsletter
- Percept wins the CAG Shield Cricket Tournament Championship
- Percept bags the Marvel Realtors Corporate Master Cricket Tournament Championship Trophy

2007

- Percept Sports & Entertainment receives the International Award for Best Global Event for Nokia New Year's Eve at the Gold Ex Awards
- Percept Gulf bags the Brand Excellence Award for Percept's IMC initiative at the Asia Brand Congress
- Percept Out Of Home wins the Outdoor Event Club Annual Cricket Tournament
- Percept/H wins an award at the London International Festival
- Percept/H bags an ABBY presented by the Ad Club Mumbai
- Percept/H wins a AAAI award at Goa Fest
- Percept/H receives an award at the prestigious Golden Awards of Montreux
- Percept/H wins a trophy at the Graphis Advertising Annual Awards
- Percept/H bags an award at the Calcutta Ad Club
- HakuHodo Percept receives a trophy at the Amity Corporate Excellence Awards
- Percept Corporate Communications wins 2 ABCI Awards:

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- Excellence in E-Zine Communication
- Excellence in Creativity for the Newsletter Design – P2P Newsletter
- Percept bags the CAG Shield Cricket Tournament Championship
- Percept wins the ZEE DNA Super Sixes 6 Side Cricket Tournament Championship Trophy

2006

- Percept Pictures wins a Special Award for 'Hanuman' at the IIFA Awards
- Percept/H bags a trophy at the Delhi Advertising Club's ICE Awards
- Percept Pictures 'Hanuman' bags the Best Visual Effects Award at the Apsara Awards
- Percept Pictures 'Hanuman' wins the Best Visual Effects Award at the Zee Cine Awards
- Percept Pictures 'Hanuman' receives a trophy for Special Contribution to Indian animation awarded to Director V G Samant at the FICCI - BAF Awards
- Percept/H 16th wins a trophy at the International Montreux Advertising Festival, Switzerland
- Percept Pictures 'Hanuman' receives a Special Recognition Award at the 12th Annual Star Screen Awards
- Percept/H wins an ABBY award at the 39th Ad Club Bombay Awards Ceremony
- Percept Pictures 'Yahaan' receives a Special Jury Award at the 7th Osians Cinefan Film Festival
- Percept Pictures 'Yahaan' wins the Best Editing Award and the Best Lyrics Award at the 12th Annual Star Screen Awards
- Percept wins the ZEE DNA Super Sixes 6 Side Cricket Tournament Championship Trophy
- Percept bags the Times Shield Cricket Tournament Championship title

2005 - 1997

- Percept Pictures 'Page 3' wins three prestigious National Film Awards for Best Film, Best Screenplay and Best Editing (2005)
- Percept Pictures 'Bose – The Forgotten Hero' wins two distinguished National Film Awards for Best Film on National Integration & Best Art Direction (2005)
- Percept Pictures 'Phir Milenge' wins The Hottest Film Award at the Stardust Awards (2005)
- Percept Pictures 'Phir Milenge' receives the Best Supporting Actor Award (Abhishek Bachchan) at the Zee Cine Awards (2005)
- Percept Pictures 'Phir Milenge' receives the MTV Staying Alive Award at the MTV Immies (2004)
- Percept wins the CAG Shield Cricket Tournament Championship (2004)
- Percept receives the ESPN Star Cricket Tournament Championship Trophy (2004)
- Percept Pictures 'Makdee' receives an award at the distinguished Chicago International Children's Film Festival (2003)

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- Percept Pictures 'Makdee' wins the elite Best Child Artist Award (Shweta Prasad) at the 51st National Film Awards (2003)
- Percept wins the Media Trans-Asia Cricket Trophy (2003, 2002, 2001)
- Percept bags the CAG Shield Cricket Tournament Championship (2003, 2001, 1999, 1998, 1997)

CORPORATE OFFICE

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