



## INFORMATION

### PK ONLINE

PK Online is the New Media company with a focus on delivering value by leveraging New Media Digital Technologies (web, mobile, gaming). PK Online creates digital properties and provides solutions which achieve specific client-driven objectives, and generate results which are measurable, achievable and time bound. The Company has strong research, analytical, and execution capability in the field of digital marketing spread across online, mobile and gaming verticals. They provide end-to-end digital marketing solutions with post delivery results measurements and also offer their services in specific functions such as back office support to their clients in domestic and International markets.

PK Online is focused on two key business areas:

1. Online Ad-network across web and mobile internet, reaching out 8 million unique users on a monthly basis serving ads on hundreds of mobile and web publishers.
2. Digital Content Delivery and Distribution: Company business includes video and OTT TV products focused on Indian audience.



Digital Advertising



Ad supported Film Content



Streaming Movies & TV PPV/Subscription



Streaming Content Over Video Call Pay per minute



Digital Content Store with prepaid wallet Freemium Model

Multiscreen Content Distribution and Advertising Platform

#### The Technology platform built by the company includes:

- Unified Online Ad serving platform across capable of serving advertising to online, mobile and other digital media with real time cost and reach optimization, Company has developed its own proprietary algorithms for behavioral and cross channel targeting which optimizes yields for both publishers and advertisers. This platform powers <http://www.adchakra.net> A India centric ad-network which is run independently by the company.
- Multiscreen content delivery platform capable of merchandising any form of digital content including Audio, VOD, OTT TV, Games, Apps and EBooks to mobile, Tablets and PC, this platform powers multiple B2C brands including <http://www.helloTV>, <http://www.Hello1.in> and nationwide video shortcode 51010 on BSNL 3G network.

At PK Online, the aim is to constantly churn out new products for the burgeoning online and mobile market in India. The Company's existing offerings range across Online Entertainment (cinecurry.com), Travel E-commerce (chalbabachal.com), Classifieds (cargaon.com), Digital Marketing (adchakra.com) and Mobile Entertainment (MCrisp). The company blends creativity and innovation with cutting edge technology to provide clients with marketing and outsourcing solutions. Its services, bundled with enabling platforms, provide capabilities to offer ROI based marketing solutions.



## INFORMATION

### Clients

- BSNL
- MTNL
- Vodafone
- Airtel
- MTS
- TATA
- Zee
- Makemytrip
- NIIT
- Sansui
- APC
- Luminous
- Harvard Business School
- Getit

### Awards & Accolades

- PK Online wins the Deloitte Technology Fast 50 India 2011 Award with a certified rank of 11 among the top 50 Technology Companies in India
- PK Online wins the Deloitte Technology Fast 50 India 2010 Award with a certified rank of 12 among the top 50 Technology Companies in India

### PK Online Corporate Office

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### Network Offices

Mumbai, Bengaluru

### Media Contacts

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### Corporate Communications Department, Percept Limited

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For more information, please visit [www.perceptknorigin.com](http://www.perceptknorigin.com)



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### **About 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

For more information, please visit [www.perceptindia.in](http://www.perceptindia.in)