

**PERCEPT ACTIV**

Percept Activ is the Brand Activations and Experiential Marketing Company of the Percept Group that provides customized solutions to brands to enable them to effectively connect with their Target Audience and focus on building new events and properties as well as scaling up existing properties for clients in the Brand Activations domain.

Percept Activ undertakes in-depth research and analysis, explores new opportunities and technologies, and provides innovative ideas and tailor-made solutions to clients in the BTL space. With a vision to deliver innovative, ground-breaking solutions in the Below-the-Line space, Percept Activ serves as a single window solution to all the experiential and marketing needs of clients.

Percept Activ has won various awards and accolades including the WOW Awards, EEMA Awards, INDY's Awards, Gold Ex Awards, and has also been recognized as 'India's No. 1 Brand in the Event Management domain' by IBC InfoMedia.

With offices across Mumbai, Delhi, Bengaluru and Chennai, multi-city franchisee operations across Tier II and III cities, and a collective experience of over 100 professionals and representatives having the capability to execute brand activation events and promotions for clients across India, Percept Activ is today the indisputable market leader in the Brand Activations domain.

**Businesses**

Mastercard, Dabur, Canon, Birla Tyres, Emerson, Sandvik, L'Oreal, Uninor, Samsung, Sony, AKZanoble, Godfrey Philips, Wrigleys, Olympus, ITC- FOODS, Birla Tyres, Apollo Tyres, Bihar Tourism, Rajasthan Tourism and BSNL.

**Awards & Accolades**

- WOW Awards 2018:
  - 'Opening / Closing Ceremony of the Year' – Silver award – Opening Ceremony of the Asian Athletics Championship in Odisha in 2017
  - 'Launch Event of the Year' – Bronze award – Audio Launch for the film 2.0 in Dubai
- Honoured as 'India's No. 1 Brand Award 2016' in the Event Management domain by IBC InfoMedia
- WOW Awards 2012:
  - Contact Program of the Year Category – Silver award - Nerolac Passport Program
  - Brand Association with a LIVE Platform Category – Bronze award - Idea Champions of the World
- WOW Awards 2011 – Sports Property of the Year for 'Fight Night – Lagaan Cup'
- Best in Celebrity Management at the 4th INDY'S Awards 2010
- WOW Awards 2009 – New Event Property of the Year – Wrigley's Big Boomer Bubble Blowing Championship
- Gold Ex Awards – International Award for Best Global Event for Nokia New Year's Eve -2007

**Percept Activ Corporate Office**

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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 9.35 billion (FY'18).

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)