

## PERCEPT ICE

Percept ICE, the Special Projects, Events and Conventions Domain Company of Percept Limited, was founded in the year 2010 with an aim to focus on the Events and Special Projects domain in India. Percept ICE creates brand and experiential solutions, and is instrumental in conceptualizing and executing medium to large format projects in India and across the globe. With emerging opportunities, trends and technologies and a wide range of services present across the Percept Group, Percept ICE provides clients with innovative 360-degree customized solutions in the Events and Experiential Management space.

### Clients

Percept ICE has handled events, special projects, large format shows and conferences for multinational, global and domestic clients across the Automobile, Banking, Corporate, Government and Telecom sector including Havells, Forbes India, Birla Sun Life, Reliance, Dominos, Volkswagen, Jaguar Land Rover, YPO- WPO, Goa Government, SBI, EO Global University, DMart, Times India, Essel Group, Zee Network, Vodafone, INOX Metro, DBS, Jeep Compass, Glenmark, Ermenegildo Zegna, Bank of America, Century Cement and RWITC.

### Awards & Accolades

- WOW Awards 2018
  - 'Brand Experience of the Year' – Gold award – Jeep Trails in Goa and Punjab
  - 'Launch Event of the Year' – Silver award - Panchshil Reality YOO Villas launch in Pune with Manish Malhotra
  - 'On Ground Promotion of the Year for Sales Volume' – Bronze award – Camp Jeep events in Delhi, Ahmedabad and Mumbai
  - 'Anniversary / Birthday Celebration of the Year' - Bronze award – Essel 90 Years Celebrations
- BW APPLAUSE Awards 2017
  - 'Best Social Event' – Gold award for Essel Group 90 Years Celebrations
  - 'Best Consumer Activation' – Bronze award for Bajaj Electricals Activation
- WOW Awards 2016
  - 'Brand Association with a Business Platform' – Gold award for Forbes India Leadership Awards
  - '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
- Auto Expo Excellence Award from NDTV CNB at Auto Expo 2014 for 'Best Pavilion' for the 'Hero Universe' pavilion of Hero MotoCorp
- WOW Awards 2012
  - 'Launch Event of the Year Category' – Gold award for Hero Moto Corp Launch
  - 'Live Event of the Year Category' – Bronze award for Indian Navy Presidential Fleet Review Nite 2011

**Percept ICE 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

**INFORMATION**

- **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

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