

## **PERCEPT PROFILE**

Founded in 1992, Percept Profile was initially established as the PR wing of Percept Advertising. Today, Percept Profile has carved a niche for itself and has expanded its expertise to encompass a formidable range of practice areas. Percept Profile focuses on research and knowledge management and provides a holistic approach towards brand image creation and management. Percept Profile's international presence gives it the understanding and knowledge of global markets along with a strong presence in the local media.

Percept Profile takes a 360-degree view of its client's business' to build a powerful and distinct communication program that resonates with the stakeholders who are critical to their success. Percept Profile adopts a "Multi-Focal Point Communication" method which uses a variety of PR tactics that communicate the right message to each of the target audiences. The emphasis is on meeting the business objectives rather than coverage alone. Percept Profile takes pride in mapping innovative PR programs that focus on tangible business results.

The Percept Profile team comprises of professionals from various fields like management, finance, journalism and law, which gives the team a wider understanding of business scenarios. A consistent offering of high quality deliverables has helped Percept Profile to become one of the leading and fastest growing PR agencies in India.

Percept Profile's vast industry experience spans the domains of Hospitality (Travel, Trade & Tourism), Telecom, Consultancy, FMCGs, Consumer Durables, Retail, Education, Banking & Finance, Services, Management consultants, Airlines & Express Courier, Information Technology, Viral Media & Portals / Vortals, Health Care, Apparel & Textile brands, Jewellery & Lifestyle products, Automobile, Fashion, Films & Music.

Today, the agency has 5 focused business verticals viz. Lifestyle & Retail, Corporate, Finance, Media & Entertainment, and Sports. Recent prestigious projects included the Sahara India Sports Awards, The Goa Super Sixes and The Sunburn Music festival.

### **Businesses & Practice Areas**

- Strategic Brand Planning
- Creative Development
- Below the Line Development
- Media Planning & Buying
- Key Account Management
- Online Development
- Public Relations
- Event Management
- Reputation Management

- Crisis Management
- Media & Investor Relations
- Internal Communications
- Corporate Social Responsibility

Realizing the potential that the smaller Tier 2 and Tier 3 towns are providing today, Percept Profile has rolled out a unique Profile Outreach program that focuses only on PR and brand building for brands that need a deeper penetration. With a large and diverse bouquet of interesting brands, and the foray into the opportune Tier 2 & Tier 3 towns, and a stealthy entry into the political PR business, Percept Profile is all geared up to head into the Top 3 PR Agency slot.

#### **Clients**

- Forbes India – the most enviable business magazine
- BSNL- India's leading telecom player
- Elbit Plaza Centers – a mall specialist from Europe
- Bridgestone Tyres – world's largest tyre manufacturing brand
- T10 Gully Cricket – a unique concept that promotes grass-root cricketing talent
- Sunil Mantri Realty Ltd. – a promising name in the real estate category
- Panasonic – the leading consumer brand
- Varuna D Jani – a niche player in the fine jewelry category
- Venetian Macau (Macau) & Marina Bay Sands (Singapore) – destinations being promoted by Sands Group
- Bulthaup (UK) – ultra hi-luxury kitchen fitments & accessories
- Big FM – the country's largest radio network
- Rasoni Group – an educationist from Nagpur with over 103 education institutes spread across India and abroad
- Bull Dog Entertainment – a prominent licensor of unique international reality programs like Beauty & Geek and Contender in India
- Bank of Maharashtra PR empanelment

#### **Awards & Accolades**

- Percept Profile is honoured by the Information and Broadcasting Ministry for PR & Social Media for IFFI Goa 2015
- Best Telecom Brand Marketing Company' award at the 6<sup>th</sup> National Telecom Awards 2012

#### **Percept Profile Corporate Office**

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**Tel:** 91-22-30408800

**Percept Profile Network Offices**

- New Delhi
- Representative Offices and Associates present at all State Capitals

**Corporate Communications Department, Percept Limited**

Ms. Sangeeta Chacko, Head-Corporate Communications, Percept Limited

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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)