

## PERCEPT PICTURES

Established in 2002, Percept Pictures is India's first fully integrated Content Creation, Aggregation and Distribution Company. With expertise in producing Motion Pictures, Ad Films, Corporate Films, Television Software, Live Events and Special Projects, Film Distribution and Marketing, Percept Pictures is equipped to meet the content needs of both consumers and clients alike.

### Key Services

- Motion Picture Production (Bollywood & International)
- Ad Films & Corporate Films
- Television Software
- Live Events
- Talent Management
- Promotion, Distribution & Intellectual Property Rights Marketing

Percept Pictures Ad Films SBU caters to the global citizens' quest for quality information and entertainment, and focuses on providing customised solutions to stakeholders across industries and business domains. Today, it is one of the leading Ad Film companies with a fully integrated state-of-the-art in-house infrastructure enabling the company to produce films that have delivered value to its stakeholders consistently. The Ad Films Division thrives on the knowledge and expertise of its people, and in undertaking in-depth research towards understanding and creating meaningful content that sells.

Percept Pictures Ad Films SBU has produced and created a slew of memorable Brand Communication and Corporate Films for many prestigious Corporates and Brands translating to over 500 TVCs being shot across the globe over the past two decades. Some of the memorable and award winning Ad Films created by Percept Pictures Ad Films include Bharat Nirman, Siyaram, Singapore Tourism, Tamarind, Alokozy Home, Damas Sampatt, Airtel, Bharti Telecom corporate film, Hero Honda – 'Desh Ki Dhadkan' LG- 'Captains of India', Mukti, Red Tape, Old Spice Whitewater Aftershave, Sahara - 'Cricket World Cup', Sahara - 'I Love India', Mango Frooti - 'Paanch ka Do', Pantaloons, J Hampstead, Bajaj Tempo, and Tips & Toes.

The Ad Films SBU has also managed the production and packaging of a wide gamut of Live and Corporate Events that have been telecast to audiences across the world. Some of the renowned Live Events produced and broadcast by the Percept Pictures Ad Films Division include Sunburn, the Fifth Laureus World Sports Awards and The Indian Film Festival from Portugal, New York and London.

Percept Pictures Feature Films SBU produces innovative and quality films through an efficient film making process by integrating content production, distribution, tie-ups for exhibitions, broadcasting and music rights. Its deep understanding of the global audience, genres and markets has led to producing and partnering meaningful and commercially viable cinema products. Percept Pictures projects showcase differentiated

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content which caters to broad based audiences as well as niche ones enabling them to successfully contribute to the growth of Indian and international cinema. Its corporate practices include adopting new systems and technologies, following transparent accounting practices, expanding entertainment markets, improving consumer connect through content, market research, and value chain integration.

Percept Pictures exercises as an 'Idea House' to create feature films across genres, delivering value to partners consistently. Percept Pictures thrives on the knowledge and expertise of its people, and in undertaking in-depth research towards understanding and creating meaningful content that sells. Its strength also lies in the management capability of a simultaneous world wide release that is efficient and effective.

Percept Pictures has also emerged as a leading global player by constantly exploring opportunities and working in the international arena. Racing the Monsoon, Sacred Evil and a documentary titled Beatification of Mother Teresa have all been associated with Percept Pictures.

Percept Pictures has received a slew of awards for meaningful cinema (Question Mark, Kancheevaram, Firaq, Traffic Signal); Animation (Return of Hanuman & Hanuman); and critical acclaim (Phir Milenge and Page 3). The success of Hanuman has redefined the concept of animation films and has proven that animation films can be released theatrically and are not just restricted to being cartoons on the Television medium.

Percept Pictures delivers high performance Television Software at extremely competitive CPEs (Cost per Episode). 'Talent Management Services' also forms a key part of the business wherein Percept Pictures identifies, profiles and markets potential future stars.

**Key Highlights:**

<b>Highlights</b>	<b>Content</b>
<b>Feature Films &amp; Short Films</b>	Avsard, Speaking Pad, Just Begun, (aids+b)2, Hanuman da Damdaar, Club 60, Bhopal, Zila Ghaziabad, Rush, Kamaal, Dhamaal, Malamaal, ?, Kanchivaram, Firaq, Jail, Aashayein, Tasveer 24X7, Jumbo, Ramchand Pakistani, Return of Hanuman, Dhol, Pachaas Lakh, Traffic Signal, Malamaal Weekly, Corporate, Pyaar Mein Kabhi Kabhi, Hanuman, Makdee, Phir Milenge, Pyaar Mein Twist, Home Delivery, Hanuman, MP3, Rubaru
<b>Distribution</b>	Club 60, Mummy – 3, Hancock, Hello, Jail, Ugly Aur Pagli, Jannat, Khuda Kay Liye, Spiderman-3, Rush Hour-3, Page 3, Mumbai Express, Bose - The Forgotten Hero, Yahaan, Ugly aur Pagli
<b>Television Software</b>	Hare Kaanch Ki Churiyaan, Voh Rehne Waali Mehlon Ki, Sati, Sirf Ek Min, ADA, Power Trip, Dial One Aur Jeeto, New Adventures of Hanuman

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<b>Ads &amp; Corporate Films</b>	Sunburn, Bollyboom, Fedex, Bharat Nirman, Siyaram, Singapore Tourism, Tamarind, Alokozy Home, Damas Sampatt, Airtel, Bharti Telecom corporate film, Hero Honda – 'Desh Ki Dhadkan' LG- 'Captains of India', Mukti, Red Tape, Old Spice Whitewater Aftershave, Sahara - 'Cricket World Cup', Sahara - 'I Love India', Mango Frooti - 'Paanch ka Do', Pantaloons, J Hampstead Suitings, Bajaj Tempo, Tips & Toes
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**Awards & Accolades**

- Dada Saheb Phalke Film Festival 2016 – Best Film award in the Social Awareness category for the Short Film (aids + b)<sup>2</sup> (Apr 2016)
- St. Tropez International Film Festival 2013 – 'Best Editing' and 'Best Lead Actor' for the film 'Question Mark' (May 2013)
- 7<sup>th</sup> Asian Film Festival – Zenith Asia Award – awarded to 'Kanchivaram' (Dec 2011)
- 57<sup>th</sup> Filmfare Awards South - Priyadarshan : 'Best Director', Actor Prakash Raj : 'Best Actor', Actor Shammu : 'Best Supporting Actor' for 'Kanchivaram' (Aug 2010)
- 55<sup>th</sup> Filmfare Awards 2009 – Best Editing, Best Costumes, Best Sound Design and Critics' Award for Best Director for 'Firaaq' (Feb 2010)
- 56<sup>th</sup> National Film Award – Rajat Kamal (Silver Lotus Award) for Best Editing (A. Sreekar Prasad) & Best Art Direction (Gautam Sen) for 'Firaaq' (Jan 2010)
- 16<sup>th</sup> Annual STAR Screen Awards – Most Promising Debut Director for 'Firaaq' (Jan 2010)
- V Shantaram Award – Best Motion Picture, Best Director, Best Actor and Best Cinematography for 'Kanchivaram' (Dec 2009)
- V Shantaram Award – Best Debutante Director for 'Firaaq' (Dec 2009)
- 55<sup>th</sup> National Film Award – Best Feature Film and Best Actor for 'Kanchivaram' (Oct 2009)
- 7<sup>th</sup> Kara Film Festival - Best Film Award for 'Firaaq' (2009)
- Cinequest Film Festival, San Jose, USA – The Maverick Spirit Award : Best Film for 'Firaaq' (2009)
- 28<sup>th</sup> Istanbul Film Festival, Turkey – Special Jury Prize for 'Firaaq' (Apr 2009)
- 4<sup>th</sup> Asian Film Awards, Singapore – Foreign Correspondents Association 'Purple Orchid' Award for the Best Film, Best Screenplay Award, Best Film Award for 'Firaaq' (Dec 2008)
- 7<sup>th</sup> Dubai International Film Festival, UAE – Special Presentation of 'Kanchivaram' (Dec 2008)
- Indian Panorama Film Festival 2008 – Special Presentation of 'Kanchivaram' (Dec 2008)
- 13<sup>th</sup> Pusan International Film Festival, South Korea – Special Presentation of 'Kanchivaram' (Oct 2008)
- 39<sup>th</sup> International Film Festival of India (IFFI), Goa – 'Kanchivaram' (Oct 2008)
- 33<sup>rd</sup> Toronto International Film Festival – Special Presentation of 'Kanchivaram' (Sep 2008)
- 13<sup>th</sup> Kerala International Film Festival – Special Jury Prize for 'Firaaq' (2008)
- 5<sup>th</sup> Dubai International Film Festival, UAE – Best Editor Award (Sreekar Prasad) for 'Firaaq' (2008)
- 49<sup>th</sup> Thessaloniki International Film Festival, Greece – Special Award for Firaaq (2008)
- 54<sup>th</sup> National Film Award – Best Director and Best Make-up for 'Traffic Signal' (Jun 2008)
- FICCI - BAF Awards – Best Animated Feature Film for 'Return of Hanuman' (Mar 2008)
- FICCI - BAF Awards – Best Mobile Game Content for 'Return of Hanuman' (Mar 2008)
- Golden Cursor Animation Awards – Best Animation Film for 'Return of Hanuman' (Mar 2008)

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- Golden Cursor Animation Awards – Best Animated Background Score for 'Return of Hanuman' (Mar 2008)
- Filmfare Powerlist - Rated as the No. 2 corporate player in Bollywood (Feb 2007)
- IIFA Award – Special Award for 'Hanuman' (Aug 2006)
- Apsara Awards – Best Visual Effects Award for 'Hanuman' (2006)
- Zee Cine Awards – Best Visual Effects for 'Hanuman' (2006)
- FICCI - BAF Awards – Special Contribution to Indian animation trophy awarded to Director V G Samant for 'Hanuman' (2006)
- 12<sup>th</sup> Annual Star Screen Awards – Special Recognition Award for 'Hanuman' (Mar 2006)
- 7<sup>th</sup> Osians Cinefan Film Festival – Special Jury Award for 'Yahaan' (2006)
- 12<sup>th</sup> Annual Star Screen Awards – Best Editing & Best Lyrics for 'Yahaan' (2006)
- National Film Award – Best Film, Best Screenplay & Best Editing for the Film 'Page 3' (2005)
- National Film Award – Best Film on National Integration & Best Art Direction for the Film 'Bose – The Forgotten Hero' (2005)
- Stardust Award – The Hottest Film Award for 'Phir Milenge' (2005)
- Zee Cine Awards – Best Supporting Actor Award (Abhishek Bachchan) for 'Phir Milenge' (2005)
- MTV Immies 2004 – MTV Staying Alive Award for 'Phir Milenge' – 1<sup>st</sup> Hindi Commercial Film on AIDS (Dec 2004)
- Chicago International Children's Film Festival – Second Prize for 'Makdee' (2003)
- 51<sup>st</sup> National Film Award – Best Child Artist Award (Shweta Prasad) for 'Makdee' (2003)

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**Percept Pictures Showcase :** [www.bit.ly/PerceptPictures](http://www.bit.ly/PerceptPictures)

**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)