

### PERCEPT LIVE

Percept Live, established in the year 2012, is the live entertainment division of Percept Limited. It owns and manages all the Intellectual Properties created in the Live Entertainment, Sports, Fashion, Digital and Media space.

Percept has been in the 'Ideas' business for the past 35 years and has been instrumental in creating many legendary 'Intellectual Properties' in the past for its clients. The creation of a dedicated 'Intellectual Properties' business was but a further extension to Percept's existing knowledge and expertise in the Entertainment, Media and Communications domain with a vision to convert path breaking innovative ideas into Assets in order to create long term value for all its Stakeholders.

#### Intellectual Properties owned by Percept Live:

- **Sunburn** – Asia's biggest and most popular Electronic Dance Music Festival
- **Bollyboom** – World's first and biggest Bollywood Dance Music Festival
- **Eat Play Love** – India's first Multi-Cultural Food, Music & Art Festival
- **Windsong** – Adventure Music Festival
- **FLY** – International Live Music Festival cutting across multiple genres
- **Fight Night** – India's first indoor boxing bouts between leading Indian and International boxers
- **Champions of the World** – A platform that brings together the most celebrated super icons in the arenas of Sports, Cinema, Music, Business Entertainment and Entrepreneurship

#### Awards & Accolades

- BW Applause Awards 2019 - 'Best Festival of the Year – Music' – Gold award for Sunburn Pune 2017
- BW Applause Awards 2017:
  - 'Best Music Event of the Year'– Gold award for Sunburn
  - 'Best Social Media Amplification'- Silver award for Sunburn Digital initiatives
- WOW Awards 2017 - 'Festival of the Year' – Gold award for Sunburn 2016
- WOW Awards 2016:
  - 'Festival of the Year'– Gold award for Sunburn Goa 2015
  - 'New Property of the Year'- Gold award for World's Biggest Guestlist featuring Hardwell
  - 'Concert of the Year - Gold award for World's Biggest Guestlist Event featuring Hardwell
  - 'CSR Campaign of the Year' - Gold award for World's Biggest Guestlist featuring Hardwell
  - 'Concert of the Year'- Silver award for Sensation India 2016
- WOW Awards 2015:
  - 'Entertainment Event Property of the Year' - Gold award for Sunburn Goa Festival
  - 'Digital Presence for a Property' - Gold award for Sunburn
  - 'Brand Association with an Entertainment Platform' - Silver for Sunburn and Quikr exchange

- 'Achievement Award' for Sunburn
- 'Best Event Management & Production Group' Award at Palm Expo 2014
- WOW Awards 2014:
  - 'Entertainment IP of the Year' - Gold award for Sunburn
  - 'Entertainment Event of the Year' - Gold award for Sunburn
- "Best Event Management & Production Group" Award at Palm Expo 2013
- 'MyFav Award 2012-13' in the 'Best Festival of the Year' category for Sunburn
- WOW Awards 2012:
  - 'Festival of the Year' - Gold for Sunburn
  - 'Best Brand Association with a LIVE Platform Category' – award for Idea Champions of the World IP
- WOW Awards 2011:
  - 'Entertainment Event of the Year' – Gold for Sunburn
  - 'Sports Property of the Year' – Award for Fight Night – Lagaan Cup
- WOW Awards 2009:
  - 'Best Live Event of the Year' – Award for Sunburn

### **Percept Live 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)