

PERCEPT ONE

Percept One delivers marketing solutions that transforms brands and grows businesses. The company comprises a collaborative roster of best-in-class creative and strategic services that meet brand-building needs across all communication channels. Over 400 people across 8 markets collaborate as a single seamless entity to offer unparalleled synergy and a cross-pollination of ideas and services to ensure stronger client relationships and operational efficiency in deliveries to stakeholders.

Percept One is a division of Percept Limited. With capitalized billings of INR 17.26 billion (FY'16), Percept is in a leadership position in the Entertainment, Media and Communications domain with a team of over 400 people and 32 offices across India and the Middle East.

Percept One comprises the following Percept Marcom Companies and associated services:

Creative Services

➤ **Percept/H**

The flagship advertising agency of Percept that offers holistic planning, support and creative execution for clients through innovative ideas and original mediums

➤ **IBD India**

A 360° service agency that specializes in advertising, identity management, public sector undertakings and financial clients across industry sectors

➤ **MASH Advertising**

A holistic advertising agency that specializes in creating tailor-made advertising solutions for a diverse array of brands and products

➤ **Percept Gulf**

A full service agency that provides diverse solutions of Advertising, Digital, PR and Media services to clients in the Middle East region

➤ **I-AM**

A part of 'i-am' associates UK, the agency is a design-led branding agency offering complete customer experiences through Brand Strategy, Interior design and Employee Engagement

Media Services

➤ **Percept Media**

Percept's prime media planning, evaluation and buying agency

Other Marcom Services

➤ **Percept Activ**

India's leading Brand Activations and Experiential Marketing Company focused on B-T-L brand communication activities, encompassing promotional and event based activation

➤ **Percept ICE**

India's leading MICE agency focused on Special Projects, Incentives, Conventions, Exhibitions and Events, offering a range of innovative 360-degree customized brand and experiential solutions to stakeholders pan-India and overseas

➤ **Percept Profile**

Percept's full service Public Relations consultancy firm

INFORMATION

➤ **Buzzinga**

The Digital Media agency which creates an online identity for brands in the social media space

Percept One Corporate Office

P2, Level 2, Raghuvanshi Estate, 11/12 Senapati Bapat Marg, Lower Parel, Mumbai - 400 013. INDIA.

Tel: +91-22-30448400

Percept One Office Network

India: Pune, Delhi, Gurugram, Chandigarh, Chennai, Bengaluru

Middle East: Dubai

Corporate Communications Department, Percept Limited

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

Ph: +91 22 30448400 **Email:** corporatecommunications@perceptindia.in

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