

## **PERCEPT ONE**

Percept One delivers marketing solutions that transform brands and grow 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 500 people across 16 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 that has capitalised billings of INR 17.26 billion (FY'16) and is in a leadership position in the entertainment, media and communications domain.

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

### **Creative Services**

➤ **Percept/H**

The flagship advertising agency of Percept and a joint venture with Hakuhodo

➤ **IBD India**

A 360° service agency that specializes in advertising, identity management, public sector undertakings and financial clients in partnership with Hakuhodo

➤ **MASH Advertising**

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

➤ **Percept Gulf**

Provides advertising solutions to clients in the Middle East in partnership with Hakuhodo.

➤ **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 Activation agency focused on B-T-L brand communication activities, encompassing promotional and event based activation

➤ **Percept ICE**

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

➤ **Percept Profile**

Percept's full service PR consultancy firm

➤ **Buzzinga**

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

**Percept One Corporate Office**

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**Percept One Office Network**

**India:** Pune, Ahmedabad, Delhi, Gurgaon, Kolkata, Chennai, Bengaluru

**Middle East:** Dubai

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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 700 people and 42 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)

June 2016