

LOCAL PLANET INDIA

Local Planet India is the local arm of the global media agency network, Local Planet, which was inceptioned in 2016 as some of the world's leading independent media agencies including Horizon Media, the7stars, Zertem Communications Group, Media Italia, pilot, CoSpirit MediaTrack, and Tre Kronor joined forces to create a paradigm shift in the media services and solutions domain.

Local Planet India offers customized, best in-class client service and local media solutions, and is committed to providing its international clients with a level playing field in accessing international strategy, value, transparency, technology and talent. The agency leverages on the international experience of the Board and the senior network team to create a genuine, globally competitive advantage to clients who are looking for cutting edge differential services and solutions. Local Planet India offers a more agile and service oriented solution built around clients' specific needs and works closely with stakeholders in the pursuit of shared success. The Local Planet model also allows the agency to offer its clients best-in-market, tailored technology and data solutions through its local and international partnerships, rather than offering a 'one size fits all' approach.

Currently Local Planet operates in over 40 markets across the world and includes Horizon Media in the U.S., the United Kingdom's the7stars, Spain's Zertem Communication Group, Italy's Media Italia, Germany's pilot, France's CoSpirit MediaTrack, Sweden's Tre Kronor and India's Percept Media among its founder shareholder agencies. All the main shareholder agencies' founders and leaders sit on the newly formed Local Planet Group Board, leveraging the talents and experience of some of the leading names in the media industry.

Businesses

Local Planet's network agencies currently work with some of the world's most recognisable brands, including Geico, Capital One, Nike, IKEA, Viacom, Pfizer, H&M and Kayak, among others.

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For more information, please visit www.localplanetmedia.com

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

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