

MASH ADVERTISING

MASH, a subsidiary of Percept/H, is an advertising agency from the Percept Group, servicing Indian and multinational brands across India. The agency has the participation of the Percept Group - India's leading entertainment, media and communications group & Hakuhodo of Japan -Japan's second largest advertising agency and ranked eighth worldwide. The agency focuses on making a difference with cutting edge creatives and strategic recommendations to their clients.

MASH is unique in its 360-degree offering of advertising, with the strong support of Media, PR, Content and Experiential Marketing provided by the specialized group companies of the Percept Group. With its proficiency in planning support, creative execution and innovative ideas, MASH offers unsurpassed services in the arena of advertising communications.

Key Services Provided

- Advertising
- Brand and Marketing Consultancy
- Design and Packaging
- Below the Line

Clients

- Carrier
- Toshiba
- Haier
- Philips
- Kyocera Mita
- DLF
- Parsvnath

MASH 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 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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