

PERCEPT ACTIV

Percept Activ provides customized solutions to brands to enable them to effectively connect with their Target Audience and focus on building new events and properties as well as scaling up existing properties for clients in the Brand Activations domain. With a vision to deliver innovative, ground-breaking solutions in the Below-the-Line space, Percept Activ serves as a single window solution to all experiential and marketing needs.

Percept Activ undertakes in-depth research and analysis, explores new opportunities and technologies, and provides innovative ideas and tailor-made solutions to clients in the BTL space.

In a short span of 4 years, Percept Activ has won various awards and accolades including the WOW Awards and the EEMA Awards. The company has also been awarded for Wrigley's Bubble Blowing Championship and TATA Photon's activation across 30 cities.

With offices across Mumbai, Delhi, Bengaluru and Chennai, multi-city franchisee operations across Tier II and III cities, and a collective experience of over 100 professionals and representatives having the capability to execute brand activation events and promotions for clients across India, Percept Activ is today the indisputable market leader in the Brand Activations domain.

Businesses

Percept Activ is on retainer with Mastercard, and has an AOR with leading brands and companies viz. Dabur, Canon, Birla Tyres, Emerson, Sandvik, L'Oreal, Uninor, Samsung, Sony, AKzanoble, Godfrey Philips, Wrigleys, Olympus, ITC- FOODS, Birla Tyres, Apollo Tyres. Among the Govt Business, Percept Activ is empanelled with Bihar Tourism, Rajasthan Tourism and BSNL.

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For more information, please visit www.pdmindia.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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