

PERCEPT GULF Fz LLC

Incorporated in 1998, Percept Gulf Fz LLC is a joint venture between Percept and Hakuhodo Percept, Japan's second largest advertising agency and number 8 globally. In the early 90's, Percept Gulf Fz LLC was one of the first Japanese agencies to enter the Middle East and it was also known as the second largest financial agency in India. Today, Percept Gulf is one of the fastest growing agencies in the UAE with staff strength of around 50 people across 10 nationalities, with capitalised billings in excess of US \$ 20 Million across a 60 plus client base.

Key Services

- Strategic Brand Planning
- Creative Development
- Below the Line Development
- Media Planning & Buying
- Key Account Management
- Online Development
- Public Relations
- Event Management

Media Capabilities

- Media buying across network in excess of US \$ 200 million
- Excellent relationships with media owners across all media vehicles, demonstrating tangible value benefits
- Thorough knowledge of regional media landscape and sensitivities
- Intricate knowledge of media as well as cultural sensitivities
- State-of-the-art media tools for planning and analysis
- Access to industry data and media research across the network
- Dedicated teams for planning, buying and operations

Key Relations Developed

- **Lal's Group** (Arabian Centre, Homes r' Us, Bossini, G2000, Lamcy Plaza, Daiso, Carter's, Mr. Price, Thomas Scott)
- **Apparel Group** (Kenneth Cole, Tommy Hilfiger, Aldo, Nine West, Skechers, Bench, Strandbags, Books Plus, Basler, Dune, Bally, Athletes Foot, Shoe Studio, Spring, Naturalizer, Birkenstock, Moreschi)
- **Galadari Automobiles** (Mazda 3, Mazda 6, MazdaMX5, Mazda CX9, Mazda BT50)
- Emami (Fair & Handsome, Fair & Ageless, Fair & Teen, Navratna Oil), ADD (Arab Digital Distribution – Pehla & Firstnet), Country Club Hotels, Western Auto, Gargash Motors, Sanali Group(Real Estate), Al Barakah (Real Estate), Kensington Global (Real Estate), Alokozay Tea, Esse Cigarettes, Pine Cigarettes, Zest Cigarettes Creative Technologies, Digitech, Nando's, Isostar, Big Yellow Storage, Pegasus Realty, Al Electronics (LG), Vista Real Estate, Bavaria Gulf Real Estate, Citadel, Careertunity.com (Recruitment portal)

Awards & Accolades

- Percept Gulf wins 'The Best Advertising Agency Partner in 2012-13' Award for building brand Dabur International in the Middle East region

Percept Gulf Corporate Office

M03, DNIR Building, Above RAK Bank, Near Mazaya Centre, Sheikh Zayed Road, Dubai, UAE.

Tel: +9714-3434 674 **Fax:** +90714-3434 673

Media Contacts

Mr. Bipin Pathak, Chief Executive Officer, Percept Gulf

Tel: +9714-3434 674 **Ph:** +00-97-1504539118 **Email:** bipin.pathak@perceptme.com

Mr. Eymard Saldanha, Chief Operating Officer, Percept Gulf

Tel: +9714-3434 674 **Ph:** +00-97-1506505276 **Email:** eymard.saldanha@perceptme.com

Corporate Communications Department, Percept Limited

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

Ph: +91-22-30448400

Email: corporatecommunications@perceptindia.in

For more information, please visit www.perceptme.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

June 2016