

## PERCEPT ICE

Percept ICE was founded in the year 2010 with an aim to focus on the Events and Special Projects domain in India.

Percept ICE creates brand and experiential solutions, and is instrumental in conceptualizing and executing medium to large format projects in India and across the globe. With emerging opportunities, trends and technologies and a wide range of services present across the Percept Group, Percept ICE provides clients with innovative 360-degree customized solutions in the Events and Experiential Management space.

### Clients

Percept ICE has handled events, special projects, large format shows and conferences for multinational, global and domestic clients across the Automobile, Banking, Corporate, Government and Telecom sector including Havells, Birla Sun Life, Reliance, Dominos, Volkswagen, Jaguar Land Rover, YPO- WPO, Goa Government, D Mart, Essel Group, Zee Network, Vodafone, Bank of America, RWITC amongst many others.

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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)

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