

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

Percept Divisions & Companies deliver marketing solutions that reach consumers at every moment of their lives. From integrated advertising campaigns, to embedded content, to path-breaking live entertainment products, to innovative digital and media solutions; Percept companies construct tailor-made solutions that deliver in both local and global markets.

Global Partners

Hakuhodo Inc – Hakuhodo is the world's ninth largest core advertising agency*. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo began business as an industry pioneer in 1895 buying media space for the placement of advertisements. (* Source: Advertising Age)

Bennett, Coleman & Co. Ltd - Owners of the Times of India Group, Bennett, Coleman & Co. Ltd is India's largest media company, The Times Group is a multi-edition, multi-product, multi-media organisation, and operates and owns several of India's leading publications. The group also has interests in the entertainment and media industry.

Lal's Group - A leading middle east retailing giant Lal's Group manages over 50 stores, and owns brands including Lamcy Plaza, Homes r Us and Mr. Price amongst others.

Passport Capital – Passport Capital LLC is a San Francisco based, global investment firm founded by John H. Burbank III in 2000. The firm manages approximately \$3.5 billion in assets.

INFORMATION

Edelweiss Capital – Edelweiss Capital is one of the leading financial services company based in Mumbai and New York. Edelweiss provides investment banking, institutional equities, private client broking, asset management, wealth management, insurance broking and wholesale financing services to corporate, institutional and high net worth individual clients. It operates from 43 other offices in 19 Indian cities.

Everstone Group – Founded in 2006, the Everstone Group is a premier India and South East Asia focused private equity and real estate investor. Headquartered in Singapore, the firm has around 140 people working across five offices (Singapore, Mumbai, Delhi, Bangalore and Mauritius). Everstone was awarded 'Private Equity Firm of the Year in India' by Private Equity International for three consecutive years (2011, 2012 and 2013).

COMPANIES OWNED UNDER PERCEPT LIMITED

PERCEPT ONE - MARKETING COMMUNICATION SERVICES

- **Creative Services**

- **Percept/H**

- The flagship advertising agency of Percept and a joint venture with Hakuhodo

- **Hakuhodo Percept**

- A full service advertising agency handling Japanese clients in partnership with Hakuhodo

- **H & H Communications**

- A 100% subsidiary of Hakuhodo Percept, the agency offers 360-degree brand management solutions to all clients

- **IBD India**

- A 360° service agency that specializes in advertising, identity management, public sector undertakings and financial clients in partnership with Hakuhodo

- **MASH Advertising**

- A holistic advertising agency that specializes in creating tailor-made advertising solutions for a diverse array of brands and products

- **Percept Gulf**

- Provides advertising solutions to clients in the Middle East in partnership with Hakuhodo.

- **I-AM**

- A part of 'i-am' associates UK, the agency is a design-led branding agency offering complete customer experiences through Brand Strategy, Interior design and Employee Engagement

- **Media Services**

- **Percept Media**

- Percept's prime media planning, evaluation and buying agency

- **Other Marcom Services**

- **Percept Activ**

- India's leading Brand Activation agency focused on B-T-L brand communication activities, encompassing promotional and event based activation

- **Percept ICE**

- India's leading MICE agency focused on the Incentives, Conventions, Exhibitions and Events domain, offering a range of brand and experiential solutions, and innovative 360-degree customized solutions to stakeholders pan-India and across the globe

INFORMATION

- **Percept Profile**
Percept's full service PR consultancy firm
- **Buzzinga**
The Digital Media agency which creates an online identity for brands in the social media space

CONTENT AND INTELLECTUAL PROPERTIES

- **Filmed Content**
 - **Percept Pictures** – India's foremost filmed content production, aggregation, distribution and marketing company
- **Live Entertainment**
 - **Sunburn** – Asia's biggest and most popular Electronic Dance Music Festival
 - **Bollyboom** – World's first and biggest Bollywood Dance Music Festival
 - **Windsong** – Adventure Music Festival
 - **FLY** – International Live Music Festival cutting across multiple genres
 - **Fight Night** – India's first indoor boxing bouts between leading Indian and International boxers
 - **Champions of the World** – A platform that brings together the most celebrated super icons in the arenas of Sports, Cinema, Music, Business Entertainment and Entrepreneurship

AWARDS & ACCOLADES

2016

- Percept Activ is honoured as 'India's No. 1 Brand Award 2016' in the Event Management domain by IBC InfoMedia
- Percept Pictures short film (aids + b)² wins the Best Film Award in the Social Awareness Category at the Dada Saheb Phalke Film Festival Awards 2016

2015

- Percept Profile is honoured by the Information and Broadcasting Ministry for PR & Social Media for IFFI Goa 2015
- Percept Live wins 4 awards at the WOW Awards 2015:
 - 'Entertainment Event Property of the Year' - Gold award – Sunburn Goa Festival – Asia's premier Electronic Dance Music Festival and a Percept Intellectual Property
 - 'Digital Presence for a Property' - Gold award - Sunburn
 - 'Brand Association with an Entertainment Platform' - Silver award - Sunburn and Quikr exchange
 - 'Achievement Award' - Sunburn

2014

- Percept Live wins the "Best Event Management & Production Group" Award at Palm Expo 2014 for excellence in delivering multiple world class mega live event productions
- Percept Live wins 2 awards at the WOW Awards 2014:
 - 'Entertainment IP of the Year' - Gold award - Sunburn – Asia's premier Electronic Dance Music Festival and a Percept Intellectual Property
 - 'Entertainment Event of the Year' - Gold award - Sunburn – Asia's premier Electronic Dance Music Festival and a Percept Intellectual Property
- IBD creates the 'THOOSADAY' campaign for GROWEL'S 101 Mall to win the 'Most Admired Shopping Centre' Award at ISCA 2014
- IBD wins the National Laadli Media and Advertising Award for Gender Sensitivity 2012-13 for the TVC created for the "She Can, You Can" campaign for Tupperware
- Percept Sports & Entertainment conceptualizes the 'Hero Universe' pavilion for Hero MotoCorp to win the 'Best Pavilion' Auto Expo Excellence Award adjudged by NDTV CNB at Auto Expo 2014
- Allied Media wins the Exchange4media Golden Mikes Award - Radio Advertising Awards 2014:
 - Best Use of Radio for Long term effectiveness – BRONZE – for Future Group, Big Bazaar Mahabachat Campaign

2013

- Percept/H receives a 'Special Mention' accolade at the 'ABP Concerned Communicators Award 2012-13' for the Print ad titled 'Male Child'
- Percept Corporate Communications wins 4 ABCI Awards towards Excellence in Business Communications:
 - Corporate Intranet – mypercept.in
 - Corporate Film
 - Environment Communication
 - Web Communication – Online Campaign
- Shailendra Singh receives the prestigious 'Brand Icon of the Year 2013' and 'Rising Brand Campaign of the Year 2013' Awards at the 4th Indian Affairs Business Leadership Awards 2013
- Percept Live wins the 'Best Event Management & Production Group' Award at Palm Expo 2013 for delivering exceptional standards at multiple world class mega live event productions
- Percept Pictures wins 2 prestigious awards for the film 'Question Mark' – 'Best Editing' and 'Best Lead Actor', at the St. Tropez International Film Festival 2013
- Percept Gulf wins 'The Best Advertising Agency Partner in 2012-13' Award for building Brand Dabur International in the Middle East region
- Percept Live wins the esteemed 'Myfav Award 2012-13' in the 'Best Festival of the Year' category for Sunburn

2012

- Allied Media bags 2 Awards at the Exchange4media Golden Mikes Awards - Radio Advertising Awards 2012
 - Best Use of Radio for Long term effectiveness – SILVER – for Future Group, FBB-ROCC
 - Best Use of Multiple Radio Stations – BRONZE – for Future Group – FBB- RJ Style O Meter
- Percept receives the 'Top Class Brand Award 2012-2013' towards Excellence in the Entertainment, Media and Communications domain from Quality Brands India
- Harindra Singh receives the 'Rashtriya Udyog Ratna Award 2012-13' from the National Education & Human Resource Development Organization for Outstanding Performance towards National Economic Growth through individual contribution
- Percept Corporate Communications wins the ABCI Award towards excellence in communications in the online domain for the Corporate Intranet – 'MyPerceptindia.in'
- Percept Profile wins the 'Best Telecom Brand Marketing Company' award at the 6th National Telecom Awards 2012
- Percept Out of Home wins the Allaboutoutdoor.com 'Campaign of the Month' Award (Aug 2012) for Outstanding Outdoor campaign for Krrish
- Percept Sports & Entertainment wins 5 awards at the WOW Awards 2012
 - Festival of the Year' - GOLD - Sunburn – Asia's premier Electronic Dance Music Festival and a Percept Intellectual Property
 - Launch Event of the Year Category - GOLD – Hero Moto Corp Launch
 - Contact Program of the Year Category – SILVER - Nerolac Passport Program
 - Live Event of the Year Category – BRONZE - Indian Navy Presidential Fleet Review Nite 2011
 - Brand Association with a LIVE Platform Category – BRONZE - Idea Champions of the World
- Percept receives the prestigious 'India's Most Valuable Brand of the Year 2012' award at the 3rd Annual India Leadership Conclave 2012 and Indian Affairs Business Leadership Awards

2011

- Percept Pictures 'Kanchivaram' wins the Zenith Asia Award at the 7th Asian Film Festival
- Percept Sports & Entertainment wins 2 awards at the WOW Awards 2011
 - 'Entertainment Event of the Year' - Sunburn, Asia's premier Electronic Dance Music Festival. For creating an amazing, unforgettable and electrifying EDM experience in December 2010.
 - 'Sports Property of the Year' award - 'Fight Night – Lagaan Cup', Percept's IP, a bilateral boxing tournament witnessed leading Indian and English boxers held in September 2010.
- Allied Media bags 2 Awards at the E4M Golden Mikes Awards - Radio Advertising Awards 2011
 - Best On-Ground Promotion for a Client (for multiple Stations) – SILVER - for Future Group, FBB:RJ Cricket Day
 - Best Use of Sponsorship – BRONZE - for Future Group, Big Bazaar:Family No. 1

INFORMATION

- Percept Knorigin wins the Deloitte Technology Fast 50 India 2011 Award with a certified rank of 11 among the top 50 Technology Companies in India.
- Mr. Shailendra Singh, Joint Managing Director, Percept Limited, receives the prestigious 'India's Dynamic Entrepreneur of the Year 2011' award at the 2nd Annual India Leadership Conclave 2011 and Indian Affairs Business Leadership Awards 2011

2010

- Percept Pictures 'Kanchivaram' wins 3 awards of 'Best Director' – Priyadarshan; 'Best Actor' – Prakash Raj; and 'Best Supporting Actor' – Shammu, at the 57th Filmfare Awards South
- Percept Pictures 'Firaaq' bags 4 awards for Best Editing, Best Costumes, Best Sound Design and Critics' Award for Best Director at the 55th Filmfare Awards 2009
- Percept Pictures 'Firaaq' receives the Rajat Kamal (Silver Lotus Award) for Best Editing (A. Sreekar Prasad) & Best Art Direction (Gautam Sen) at the 56th National Film Award
- Percept Pictures 'Firaaq' wins the award for the Most Promising Debut Director at the 16th Annual STAR Screen Awards
- Percept Talent wins the 'Best in Celebrity Management' Award at the 4th INDY'S Awards
- Allied Media bags 7 Awards at the Exchange4media Radio Advertising Awards (ERAA) 2010
 - Media Agency of the Year
 - Advertiser of the Year
 - Best Brand Integration on Radio (Retail) – GOLD - for **Fashion@BigBazaar** - RJ Style O Meter, Future Group
 - Best On Ground Activation for a client (Retail) – GOLD - for **Fashion@BigBazaar**- RJ Style O Meter, Future Group
 - Best Use of Radio in a Media Plan – SILVER - for **Fashion@BigBazaar**- RJ Style O Meter, Future Group
 - Best Brand Integration on Radio (Retail) – SILVER - for Pantaloons 3 Idiots, Future Group
 - Campaign of the Year – SILVER - for Future Shopping Festival
- Percept Knorigin wins the Deloitte Technology Fast 50 India 2010 Award with a certified rank of 12 among the top 50 Technology Companies in India (*Nov 2010*)
- Percept Gulf wins the Silver Award in the Outdoor category at the 4th Dubai Lynx Awards
- Percept receives 3 prestigious awards at the 6th edition of the CNBC AWAAZ 'Consumer Awards 2010'
 - Creative contribution towards making BSNL the most preferred brand in the category of Broadband Service Providers
 - Strategic contribution towards making BSNL the most preferred brand in the category of Broadband Service Providers
 - Creative contribution towards making HERO HONDA the most preferred of 2 wheelers

2009

- Percept Pictures 'Kanchivaram' receives the V Shantaram Award for Best Motion Picture, Best Director, Best Actor and Best Cinematography
- Percept Pictures 'Firaaq' wins the V Shantaram Award for Best Debutante Director
- Percept Pictures 'Kanchivaram' wins the Best Feature Film and Best Actor Awards at the 55th National Film Award
- Percept Pictures 'Firaaq' receives the Best Film Award at the 7th Kara Film Festival
- Percept Pictures wins the Best Film category Award at The Maverick Spirit Award at the Cinequest Film Festival, San Jose, USA
- Percept Pictures 'Firaaq' receives the Special Jury Prize at the 28th Istanbul Film Festival, Turkey
- Percept Sports & Entertainment wins 2 awards at the WOW Event and Experiential Marketing Awards 2009
 - 'Best Live Event of the Year' (Sunburn)
 - 'New Event Property of the Year' (Wrigley's Big Boomer Bubble Blowing Championship)
- Percept wins the CAG Shield Cricket Tournament Championship
- Percept wins the prestigious Indian Ocean Corporate Cricket Tournament Championship Trophy

2008

- Percept Pictures 'Firaaq' wins the 'Purple Orchid' Award for Best Film, along with the Best Screenplay Award and the Best Film Award at the 4th Asian Film Awards, Singapore, held by the Foreign Correspondents Association
- Percept Pictures 'Firaaq' receives the Special Jury Prize at the 13th Kerala International Film Festival
- Percept Pictures 'Firaaq' wins Best Editor Award (Sreekar Prasad) at the 5th Dubai International Film Festival, UAE
- Percept Pictures 'Firaaq' is conferred with a Special Award at the 49th Thessaloniki International Film Festival, Greece
- Percept Pictures 'Traffic Signal' wins 2 awards for Best Director and Best Make-up at the 54th National Film Award
- Percept Pictures 'Return of Hanuman' wins the award for Best Animated Feature Film at the FICCI - BAF Awards
- Percept Pictures 'Return of Hanuman' receives the FICCI - BAF Award for Best Mobile Game Content
- Percept Pictures 'Return of Hanuman' receives the Best Animation Film Award at the Golden Cursor Animation Awards
- Percept Pictures 'Return of Hanuman' wins the award for the Best Animated Background Score at the Golden Cursor Animation Awards
- Percept/H wins 6 Awards (1 Platinum & 5 Golds) at the Graphis Advertising Annuals – International Awards
- Percept/H bags 2 Awards (1 Gold & 1 Silver) at the Promax BDA Awards, London

INFORMATION

- Percept Gulf wins the 'Best Stall Design' Award at the Khartoum International Fair
- Shailendra Singh, JMD, Percept Limited, is inducted into the 'Hall of Fame' at the Golden Cursor Animation Award
- Percept Corporate Communications wins 2 ABCI Awards towards excellence in communications
 - Excellence in Web Communication Online
 - Excellence for New Publication – P2P Newsletter
- Percept wins the CAG Shield Cricket Tournament Championship
- Percept bags the Marvel Realtors Corporate Master Cricket Tournament Championship Trophy

2007

- Percept Sports & Entertainment receives the International Award for Best Global Event for Nokia New Year's Eve at the Gold Ex Awards
- Percept Gulf bags the Brand Excellence Award for Percept's IMC initiative at the Asia Brand Congress
- Percept Out Of Home wins the Outdoor Event Club Annual Cricket Tournament
- Percept/H wins an award at the London International Festival
- Shailendra Singh is felicitated at the Worldkids International Film Festival
- Percept/H bags an ABBY presented by the Ad Club Mumbai
- Percept/H wins a AAI award at Goa Fest
- Percept/H receives an award at the prestigious Golden Awards of Montreux
- Percept/H wins a trophy at the Graphis Advertising Annual Awards
- Percept/H bags an award at the Calcutta Ad Club
- Hakuodo Percept receives a trophy at the Amity Corporate Excellence Awards
- Percept Corporate Communications wins 2 ABCI Awards towards excellence in communications
 - Excellence in E-Zine Communication
 - Excellence in Creativity for the Newsletter Design – P2P Newsletter
- Percept bags the CAG Shield Cricket Tournament Championship
- Percept wins the ZEE DNA Super Sixes 6 Side Cricket Tournament Championship Trophy

2006

- Shailendra Singh receives the '24 FPS 2006 Power Personality of the Year' conferred by the Maya Academy of Advanced Cinematics
- Percept Pictures wins a Special Award for 'Hanuman' at the IIFA Awards
- Percept/H bags a trophy at the Delhi Advertising Club's ICE Awards
- Hakuodo Percept wins a trophy at the Delhi Advertising Club's ICE Awards

INFORMATION

- Percept Pictures 'Hanuman' bags the Best Visual Effects Award at the Apsara Awards
- Percept Pictures 'Hanuman' wins the Best Visual Effects Award at the Zee Cine Awards
- Hakuhodo Percept wins a trophy at the 3rd Mirchi KAAAN Awards
- Percept Pictures 'Hanuman' receives a trophy for Special Contribution to Indian animation awarded to Director V G Samant at the FICCI - BAF Awards
- Percept/H 16th wins a trophy at the International Montreux Advertising Festival, Switzerland
- Percept Pictures 'Hanuman' receives a Special Recognition Award at the 12th Annual Star Screen Awards
- Percept/H wins an ABBY award at the 39th Ad Club Bombay Awards Ceremony
- Percept Pictures 'Yahaan' receives a Special Jury Award at the 7th Osians Cinefan Film Festival
- Percept Pictures 'Yahaan' wins the Best Editing Award and the Best Lyrics Award at the 12th Annual Star Screen Awards
- Percept wins the ZEE DNA Super Sixes 6 Side Cricket Tournament Championship Trophy
- Percept bags the Times Shield Cricket Tournament Championship title

2005 - 1997

- Percept Pictures 'Page 3' wins three prestigious National Film Awards for Best Film, Best Screenplay and Best Editing (2005)
- Percept Pictures 'Bose – The Forgotten Hero' wins two distinguished National Film Awards for Best Film on National Integration & Best Art Direction (2005)
- Percept Pictures 'Phir Milenge' wins The Hottest Film Award at the Stardust Awards (2005)
- Percept Pictures 'Phir Milenge' receives the Best Supporting Actor Award (Abhishek Bachchan) at the Zee Cine Awards (2005)
- Percept Pictures 'Phir Milenge' receives the MTV Staying Alive Award at the MTV Immies (2004)
- Percept wins the CAG Shield Cricket Tournament Championship (2004)
- Percept receives the ESPN Star Cricket Tournament Championship Trophy (2004)
- Percept Pictures 'Makdee' receives an award at the distinguished Chicago International Children's Film Festival (2003)
- Percept Pictures 'Makdee' wins the elite Best Child Artist Award (Shweta Prasad) at the 51st National Film Awards (2003)
- Percept wins the Media Trans-Asia Cricket Trophy (2003, 2002, 2001)
- Percept bags the CAG Shield Cricket Tournament Championship (2003, 2001, 1999, 1998, 1997)

INFORMATION

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For more information, please visit www.perceptindia.in

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