

PERCEPT LIVE

Percept Live, established in the year 2012, is the live entertainment division of Percept Limited. It owns and manages all the Intellectual Properties created in the Live Entertainment, Sports, Fashion, Digital and Media space.

Percept has been in the 'Ideas' business for the past 30 years and has been instrumental in creating many legendary 'Intellectual Properties' in the past for its clients. The creation of a dedicated 'Intellectual Properties' business was but a further extension to Percept's existing knowledge and expertise in the Entertainment, Media and Communications domain with a vision to convert path breaking innovative ideas into Assets in order to create long term value for all its Stakeholders.

Intellectual Properties owned by Percept Live:

- **Sunburn** – Asia's biggest and most popular Electronic Dance Music Festival
- **Bollyboom** – World's first and biggest Bollywood Dance Music Festival
- **Eat Play Love** – India's first Multi-Cultural Food, Music & Art 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

- WOW Awards (July 2017)
 - **'Festival of the Year'– Gold award** - Sunburn 2016 – Asia's premier Electronic Dance Music Festival and a Percept IP
- WOW Awards (June 2016)
 - **'Festival of the Year'– Gold award** - Sunburn Goa 2015 – Asia's premier Electronic Dance Music Festival and a Percept IP
 - **'New Property of the Year'- Gold award** – World's Biggest Guestlist Event featuring Hardwell
 - **'Concert of the Year - Gold award** – World's Biggest Guestlist Event featuring Hardwell
 - **'CSR Campaign of the Year' - Gold award** – World's Biggest Guestlist Event featuring Hardwell
 - **'Concert of the Year'- Silver award** - Sensation India 2016
- 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
- Best Event Management & Production Group Award - at Palm Expo 2014 - for delivering exceptional standards at multiple world class mega live event productions (May 2014)
- WOW Awards (May 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
- 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 Live wins the esteemed 'MyFav Award 2012-13' in the 'Best Festival of the Year' category for Sunburn
- **WOW Event and Experiential Marketing Awards 2012**
 - Sunburn wins 'Festival of the Year' - Gold
 - Idea Champions of the World wins an award for Best Brand Association with a LIVE Platform Category
- **WOW Event and Experiential Marketing Awards 2011**
 - Sunburn wins the 'Entertainment Event of the Year' Gold
 - Fight Night – Lagaan Cup wins the 'Sports Property of the Year' award
- **WOW Event & Experiential Marketing Awards 2009**
 - Sunburn wins the prestigious 'Best Live Event of the Year' award

Percept Live 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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