

## PERCEPT/H

Percept/H is the flagship advertising agency of Percept Limited that services leading Indian and multinational brands in India. Percept/H is a 50:50 joint venture between Percept (India's largest entertainment, media and communications group) and Hakuhodo Inc. Hakuhodo is Japan's second largest advertising agency and ranked eighth worldwide. Percept/H is unique in its 360-degree offering of advertising, with the strong support of Media, PR and Entertainment services as provided by the specialized companies of Percept Limited.

### Key Services

- Advertising
- Brand and Marketing Consultancy
- Design and Packaging
- Below the line

### Key Relations Developed

Percept/H has done some outstanding creatives for brands like Tres Mode, Food Panda, Hero Honda, Indian Oil Corp., Panshchil Realty, DLF, Bharti, Beetel, MTNL, Canon, JVC, Congress, Toyota, Electrolux, Pantaloons, Siyaram's, Oxemberg, Depot, Yardley, Finesse, Fena, Impact, NIP, SBI Mutual Funds, Force One, Force Motors, Aamby Valley City, Sahara One, Firangi, Government of India, Bharat Nirman, Delhi Police, Sharp TVs, Filmy, Future Group, Pride, Central, Brand Factory, Future Money, KSTDC, Noritake and Kirloskar Cummins.

### Awards & Accolades

- 'Special Mention' accolade at the 'ABP Concerned Communicators Award 2012-13' for the Print ad titled 'Male Child – 2012
- Ranked No. 12 in the Brand Equity Agency Reckoner – Advertising Agencies List – 2011
- 6 awards (1 Platinum & 5 Gold) at the Graphis Advertising Annuals International Awards - 2008
- 2 awards (1 Gold and 1 silver) at the Promax BDA Awards - 2008
- 1 silver and 3 finalists at Abbys – 2007
- 9 Awards at the Delhi ICE Club Awards
- 2 Silver Abbys - 2006
- Gold at the 'Golden Awards of Montreux' - 2007
- 2 Awards at the renowned London International Festival
- Percept/H features at the New York Ad festival
- 3 Gold at the Graphis Advertising Annual 2008
- Silver at the Ad Club – Mumbai (Abby's)
- Silver at the AAAI- Goa Fest
- Gold and Bronze at the Calcutta Ad Club

### **Percept/H Corporate Office**

P-2, Level 3, Raghuvanshi Estate, Lower Parel, Mumbai – 400013. INDIA.

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### **Percept/H Network Offices**

Delhi, Pune, Bengaluru, Chennai

### **Media Contacts**

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### **Corporate Communications Department, Percept Limited**

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For more information, please visit [www.percepth.in](http://www.percepth.in)

### **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
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- **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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