

NAZNEEN KARIMI  
Chief Executive Officer  
Percept ICE



A post graduate in Public Relations from Xavier's Institute of Communications (XIC), Nazneen Karimi has had immense exposure in the Media & Entertainment space and worked with leading entertainment brands such as 360 Degrees (TOI Group) and the UTV Group.

Nazneen Karimi launched her career working on assignments at XIC like Procter & Gamble and Madison PR for Whisper Ultra, DSP Merill Lynch, Britannia Industries Limited and Wintech Computers. While at 360 Degrees and the UTV Group, she had the opportunity to work on huge properties including the Sunsilk Femina Miss India 2003, Mankihchand Filmfare Awards 2002, Bombay Times Party 2002, Filmfare South 2002, Ma Ta Sanman Awards 2002 & 2003, A Times for Heroes Project, War of the DJ's 2002 and the Eureka 2001 Awards ceremony for CNN.

Apart from media and entertainment events, she has handled various events for leading corporates such as Citibank, Maybelline, Radio Mirchi, Economic Times, HSBC, Brand Equity Quiz, Hyundai and SBI. Her natural ease at handling artistes, content creation for projects, promotions and launch conceptualisations, and ability to execute phenomenal ground level events have given her a wide range of exposure to the events and activations arena. She also worked with United Television under the Television Department and Event Management Department.

As Chief Executive Officer of Percept ICE, Nazneen is responsible for bringing in a more focused and concentrated approach to the burgeoning ICE business across India, and ensuring that clients attain dedicated service, innovative concepts and complete value for money.

She has been instrumental in identifying new business opportunities, strategizing, and scaling up the range of services and offerings in the incentives, conference, exhibitions and events space to ensure Percept ICE's leadership position in the MICE domain in India.

A sports enthusiast with a passion for Badminton, she has received many accolades for her outstanding achievements in the sports arena.

**Nazneen Karimi is Chief Executive Officer, Percept ICE.**