

PROFILE

SHAILENDRA SINGH
Joint Managing Director
Percept Limited



Shailendra Singh is the Joint Managing Director of Percept Limited, India's largest and only entertainment, media and communications conglomerate.

An undying spirit, inexhaustible ideas, a fastidious attitude and a great eye for detail are what define the man, Shailendra Singh. His energy is rooted towards conceptualizing, planning and strategizing ways and means to creating innovative content that works. His expertise and contribution over the past two decades to the arena of Advertising, Sports, Talent, Movies and 360-degree communications are unparalleled, and truly make him the fastest innovator and creator in the entertainment, media and communications domain in India.

His passion for innovative and creative communications with mass audiences translated into over 2,000 ad campaigns being rolled out from the Percept stable over the past two decades. Some of the more memorable and path breaking ads conceptualised by Shailendra Singh included the long running 'Desh Ki Dhadkan' campaign, the prestigious 'Jai Ho' and 'Bharat Nirman' campaigns, the immortal 'Coming Home to Siyarams' series, and the highly recalled Force India and Bharti Airtel campaigns. He has received numerous national and international awards including the celebrated Promax BDA Awards, Graphis Advertising Awards, Abby Awards, ICE Awards and the Golden Awards of Montreaux. Today, Percept's Advertising arm is ranked amongst the Top 5 Advertising Agencies in India.

Apart from being a great thinker and visionary he is also an avid sportsperson. He has played a key role in positioning Percept and representing the country in the international arena especially in the field of sport with 'Laureus' coming to India. He has revolutionized the art and science of cricket marketing and management in India, and under his able leadership over a 100 key cricketing events have been conceptualized and managed by Percept. He is also credited with introducing and promoting alternate sports such as Boxing to Indian audiences, and 'Fight Night' has already garnered much popularity and many fans across the country.

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His interests in the creative sphere in the entertainment genre drew him to research and led to the birth of Percept Pictures. Today, Percept is one of the leading corporates with a fully integrated value chain offering for film production, distribution and marketing. Singh's deep understanding of the global audience, genres and markets has led to producing and partnering meaningful and commercially viable cinema products. He has broken barriers and adopted innovative systems and technologies, expanding entertainment markets, improving consumer connect through content, market research, and value chain integration. His research insights helped rediscover the magic of Animation and mythology in India through "Hanuman".

He foresaw the importance of creating, owning and marketing Intellectual Properties and was one of the first visionaries in the country to create and launch a series of innovative and successful IPs in the Entertainment, Media and Communications arena including Sunburn, Bollywood Live, Fight Night, Champions of the World, Goa Super Sixes, Superstar, Good Luck India and Slamfest.

Shailendra Singh was inducted into the celebrated 'Hall of Fame' at the Golden Cursor Animation Award – 2008, for his contribution to the animation sector. He has also received 11 National Film Awards, 5 V Shantaram Awards, 2 FICCI – BAF Awards, and 11 Filmfare Awards, amongst other prestigious awards, for his path breaking, meaningful and innovative feature films including Kancheevaram, Firaq, Phir Milenge, Bose – The Forgotten Hero, Page 3, Traffic Signal, Yahaan and Hanuman. He was also felicitated with the '24 FPS 2006 Power Personality of the Year' award for his outstanding role in the Entertainment, Media and Communications domain. He was honored with the prestigious 'India's Dynamic Entrepreneur of the Year 2011' award at ILC 2011, and subsequently received the esteemed 'Brand Icon of the Year 2013' award at the Indian Affairs Business Leadership Awards 2013. He also received the rare distinction of becoming the first Indian to make it to the EDM's POWER 50 Global Rankings in 2013.

His vision and assiduous efforts to build an indigenous organisation with a global imprint has led to Percept being in an enviable leadership position in the entertainment, media and communications space today, with a team of over 700 people, 42 offices across India and the Middle East, and capitalized billings of about INR 17.26 billion (FY'16).

To know more about Mr. Shailendra Singh please visit the website www.shailendra-singh.com