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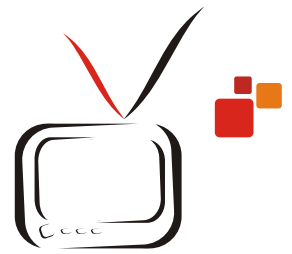


PERCEPT PROFILE



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AMO bags the advertising duties for ME Furniture & Beyond

The creative duties for ME Furniture & Beyond have moved to AMO Communications. The incumbent agency was By Design and the size of the business is approximately Rs 1 crore. Mr Jitendra Khokle, COO, AMO, says, "ME Furniture is a retail-based business. The needs of retail are very different from that of a conventional brand. As retail lives from day to day, we specifically devised initiatives based on the visual identity and visual appeal of the brand, which would get an instant response from the target audience."



Mustafa Eisa, Interior Designer and MD, ME Furniture & Beyond, says, "We already had ties with the Percept Group. Their understanding of our business was thorough as far as retail was concerned, and they were very professional about their work and approach."

The media duties for the business will be handled by Carat and the media mix will consist mainly of print, outdoor, below-the-line activities and brand-building exercises.

ME Furniture & Beyond is the three-year-old furniture store from the Yash Birla Group. Apart from furniture products, the company will also be venturing soon into decorative home accessories and art pieces.

Hakuhodo Percept wins creative duties for Maruti Autocard



Hakuhodo Percept has bagged the creative duties for the Maruti Autocard account. The media duties for the brand will be handled by Initiative, the AOR (agency of record) for all Maruti brands. The size of the business is estimated to be Rs 8-10 crore.

Hakuhodo Percept handles two other Maruti brands, the base model, 800, and Wagon R.

Maruti plans to use scrollers mainly on the various news channels on television, but it will also look at other similarly lucrative platforms on television. He adds that the auto major plans to take up aggressive promotion with Indian Oil in the future, including working on outdoor marketing.

For the record, Maruti Autocard is a relationship rewards program designed exclusively for Maruti Suzuki car owners, which kicked off in April 2006.



Percept Picture Company & Madhur Bhandarkar announce Joint Venture to co-produce Entertainment Content



Percept Picture Company has announced a joint venture with Bollywood's leading director, Madhur Bhandarkar. This is for the first time in Bollywood history that a large corporate is getting into a joint venture with creative talent. Together, PPC & Madhur Bhandarkar will create & produce feature films, television serials, advertising films, stage plays and other related content under a newly formed joint venture company, Madhur Bhandarkar Motion Pictures Ltd.



Said Bhandarkar, "Percept Picture Company has consistently demonstrated its ability to identify and market winning ideas. I am delighted to share my experience with PPC and am confident that this joint venture will create path-breaking cinema."

Speaking on this occasion, Mr. Shailendra Singh, Joint MD, Percept Holdings said, "The joint venture with Madhur Bhandarkar is another first for PPC. Our recent history of successes has inspired us to formalize the joint venture. We are confident that the joint venture would grow from strength to strength and reach its goal of offering the finest in entertainment to the Indian audiences."

Percept Picture Company will provide its management expertise in operating the joint venture company besides utilizing the JV Company to line produce its feature film productions. Madhur Bhandarkar will execute and complete the production of the feature films under his directorial capabilities.

Percept Profile India wins the prestigious global account for Nissan



Percept Profile India has won the prestigious account for Nissan Worldwide in a pitch held in mid-July in Tokyo, Japan. Percept Profile will now handle the internal and external communications for the Nissan LCV Global Communications Strategy. Percept Profile was invited for a Pitch in the wake of its ongoing PR relationship with Nissan India. They presented their broad communication approach after going through various international research on the segment. Incidentally, Percept Profile India was the only PR agency from the Asian subcontinent for the Pitch.

This win for the role of a global communication strategist is especially commendable as it is a first for any Indian PR agency. Kudos to the Percept Profile India team.

Corporate shows signs of huge profit

Bollywood director Madhur Bhandarkar's career-making film 'Chandni Bar' had been made at an estimated budget of Rs. 20 million and it made sizeable profits in every territory.

His "Page 3" surprised everyone, made by its production company, Percept Pictures.

With 'Corporate', Bhandarkar is expected to perform a hat-trick of path-breaking box office hits.

The film made on a budget of Rs 40.25 million has been sold to every major territory in India at an estimate price of Rs. 10 million per territory.

This means Corporate is already a success on the table.



SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



PERCEPT ANNUAL CONFERENCE 2006

Every year, the month of July witnesses the assemblage of key stalwarts and luminaries from the Percept Group of Companies. Carrying forward this excellent tradition, 21-23 July, 2006 saw over 140 leading Perceptites come together at the Taj Lands End, Mumbai for a chock-a-block 2 day brainstorming session followed by evenings filled with fun & in-house entertainment.

The theme for this year's conference was "Percept United" - **Defero, Duco, Dominatus**. The English translation of this glorious Latin baseline is '**Communicate, Leverage, Dominate**'. The Percept United logo was unveiled on the evening of July 21st at the 'Meet the Team - Ice-breaking session'.

'Percept United'

Defero, Duco, Dominatus

With pressures on service and the mounting increase in competition, it has become vital for us to know where we want to go, so that we are better prepared to preempt and act keeping an eye on the future. It is critical that we leverage our strengths and unite so as to dominate the market. The only way we can unite is by communicating better with each other, understanding each other's strengths and leveraging them to Percept's advantage.

Unity is what matters more than anything else. That is the real answer to the threat of aggression, that is what potential enemies fear more than anything else; that is what they want to destroy more than anything else.

'Percept United' is what we need to believe in and stand for, and if we do, we will definitely have many more accomplishments and accolades to be proud of in the future.

SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



VISION 2010

**Percept headed to become
a US\$ 1 Billion company by 2010**

Percept has announced its target of becoming a US\$ 1 billion company by the Year 2010, at its recently concluded international conference, held at the Taj Lands End, Mumbai.



Speaking on the occasion, Mr Harindra Singh, Vice Chairman & MD, Percept Holdings, said, "Our strength stems from the fact that we have some of the best brains in the communications, media and entertainment industry. We are taking an aggressive stance looking at the future of Percept, not just in numbers, but in terms of market share and size. The challenge is to continuously sustain our growth on a year-on-year basis. The 2010 figure of US\$ 1 billion is just a benchmark figure. Looking at the market opportunities and our strengths, I am sure we will be well past this figure, come 2010."



Says Mr Shailendra Singh, Joint Managing Director, Percept Holdings, "The opportunities out there are immense. We will do that extra bit to sniff out these opportunities and utilize the potential of the market to the fullest. Strong economic growth along with booming young adult population with unprecedented levels of disposable income have made people more conscious of the latest trends & fashion. Entertainment is no longer a luxury. It's a matter of identifying opportunities, creating essential content and being visible at every touch point for the consumer."

SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



This year's conference saw stalwarts from the industry like Mr Kishore Biyani, CKO of Pantaloons India, one of India's largest retail chains and Mr Mike Cooper, CEO Asia-Pacific, OMD (Omnicom) addressing the august gathering.

Speaking on the Retail Business, said Mr Kishore Biyani, "The media and advertising business that Harindra & Shailendra have built is very unique. They have looked at all the opportunities in media. This is what we are trying in terms of the retail business and consumption.

We draw a lot of parallels in that sense with Percept. We realized that there was a lot of opportunity in the branded apparel business and our organization was designed to capture and exploit these opportunities. We believe that more consumption will help the economy to grow further. Retail is the forefront of our business, which brings in our customers. We are building brands, which we can differentiate and sell to the customer. We are building spaces where we can sell all our retail concepts and brands, and media is an opportunity which we are looking at cashing in because of the footfalls it brings in."



Mr Mike Cooper covered the arena of New and Future Media. Said Mr Cooper, "Some of our biggest clients across the world are McDonalds, Nissan, J&J and Pepsico and you will not go through a single meeting with their media personnel without talking about High-growth media. When we try and summarize modern media, there are 3 major trends that we look at that are like tectonic plates moving together. The first, Consolidation, is seen in media all over the world. Atomization is the other trend where it has become very difficult to reach the consumer easily because of the fragmentation of the media. The third trend is Convergence and is a very fascinating one, with TV shows on Intranet and music release in gaming."

SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



Sherly Varughese from Percept/H receives the Award for Excellence in Dependability



Tejaswini Aparanji from P9 Integrated receives the Award for Excellence in Service



Sangeeta Sen from HakuHodo Percept receives the Award for Excellence in Teamwork

Percept Excellence Awards 2006

The Percept Annual Conference was a time to reward the Best Performers at Percept during the 'Percept Excellence Awards' Night held on July 22, 2006 at Taj Lands End. The 'Percept Excellence Awards' has been recognized as a symbol of excellence that embodies challenge, learning and success within Percept. It encourages development of thought, leadership, exemplary communication skills, creativity, resourcefulness and successful solutions. The Percept Excellence Awards 2006 was a fun-filled evening interspersed with in-house entertainment by the employees with a gala party, followed by cocktails and dinner. The Awards Night brought to fore a different fun side of these delegates and the enthusiasm was to be seen to be believed.

The Awards Night was also attended by special guests including cricketer Yuvraj Singh, directors Madhur Bhandarkar, David Dhawan and Nagesh Kukunoor, music director, Anu Malik and actors Shiny Ahuja, Randeep Hooda, Sandhya Mridul and Mandira Bedi amongst others.



Ashwath Ramachandran from Percept Swift India receives the Award for Excellence in Brand Custodianship



Manish Ajgaonkar & Anil Kakar receive the Outstanding Debut of the Year Award



Dilip Kalekar from Percept Profile India receives the Award for Excellence in Loyalty & Commitment



Navin Shah, CEO, P9 Integrated, receives the Award for Best Maintained Office



Mr C D Ramchandran receives the Best Organization Award for Imageads

SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



Snapshots

Business Vertical Presentations

The 2006 conference witnessed a different approach to the regular individual company presentation format. The Group Companies within each of the 6 Business Verticals viz. Advertising, Public Relations, Media, Content, Through & Below-the-Line and Integrated Marketing Consultancy came together to make a combined business vertical presentation on their respective businesses, the industry and the way forward. This was a truly unique and enriching experience for the verticals as well as for the delegates.



Through-the-Line & Below-the-Line



Content



Integrated Marketing Consultancy



The Through & Below-the-Line Vertical won the award for the Best Business Vertical Presentation.



Public Relations



Media



Advertising

SPECIAL FEATURE

PERCEPT ANNUAL CONFERENCE 2006



Snapshots

Entertainment & Awards

Another first in this year's conference was the formation of Teams comprising of all the attending delegates. 2 weeks prior to the conference, all the delegates were divided into 6 teams viz. Azzurris, Chieftains, Stallions, Saxons, Nordics and Bazookas. The competition between these teams started hotting up well before the conference during the rehearsals at the P2 Terrace targeting the entertainment capsules at the Percept Excellence Awards Night. The Teams were fighting for the Best Team Award which was to be awarded to the best collaborative, integrated and innovative team of them all, during the period of the conference. Teams were given various opportunities to start garnering points, commencing with participation in the fun games held at the Ice-Breaking session on 21st July night, themes and execution of the entertainment capsules on 22nd July and an exciting business case study presentation on 23rd July, amongst other parameters.

A snapshot of the team entertainment acts during the 'Percept Excellence Awards 2006' held on July 22, 2006 is given below.



Team Azzurris



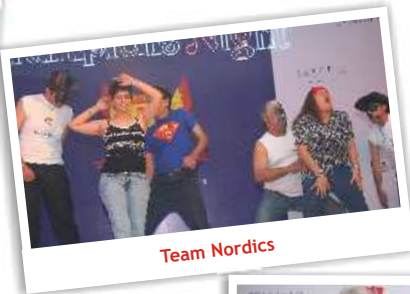
Team Chieftains



Team Stallions



Team Saxons



Team Nordics



Team Bazookas



Chitra Subramaniam receives the Best Female Performer Award for the Entertainment Night



Aditya Motwane from PDM receives the Best Male Performer Award for the Entertainment Night



Sandhya Haksar received the award for the Best Bollywood Jhatkas for the Entertainment Night



The Business Case Study was another twist in this year's conference, where the 6 teams were each given a case study on Day 1 of the Conference to be presented on the final day of the conference. Team Bazookas emerged victors with the Best Business Case Study Presentation.



Sunanda Chadha won the Best Team Captain Award for displaying tremendous grit, determination, proactivity and spirit in leading her team - The Saxons.



Team Bazookas were the triumphant winners of the Best Team Award

