



e-newsletter of percept holdings



*Wish you a very
Happy Diwali*

Percept/H



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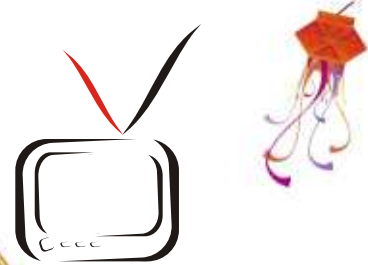
PERCEPT PROFILE



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P9 designs innovative Sales cum Gift kit for Jai Santoshi Maa

The 'Jai Santoshi Maa' sales kit created by P9 Integrated, contained every essence and ingredient required to make an outstanding 'Sales cum Gift' kit. The aesthetically designed kit includes a Film brochure, Pooja materials, Calendar, Prasad, Agarbatti and a Bhajan booklet.

It significantly symbolizes the true spirit of the movie. The kit was distributed amongst distributors, actors and eminent personalities. The kit was much-admired and took the market by storm in terms of conception and originality.



'Jai Santoshi Maa' - A saga of faith, belief and willpower

'Jai Santoshi Maa' narrates the tale of a woman whose ardent faith in Goddess Santoshi Maa helped her fight the biggest of battles and face the mightiest of challenges. In the face of adversities, what worked for this woman was her belief in herself and her willpower that there would be a day when Maa would lend a helping hand and change the course of her life.

Directed by Ahmed Siddiqui, 'Jai Santoshi Maa' comes from the Percept Picture Company banner with music by Anu Malik.

BCCI official ratings launched

The Board for Control of Cricket in India (BCCI) launched its official ratings in partnership with Percept Holdings last month.

Launching the ratings, which cover all segments with a broad base including batsmen, bowling, fielding and all-round performance, BCCI vice president Lalit Modi said the official ratings have been introduced to reward performances which largely remain unrecognized, especially in domestic cricket.

The broad categories for senior team, domestic, under 19 and women's team are: Best Test and ODI batsman, bowler, fielder and all rounder; best Test and ODI opening batsman, most consistent / reliable ODI and Test player; Best Test and ODI innings of the year.

Two in a row for PDM - WLIFW

Wills Lifestyle India Fashion Week: Marketing and packaging the core mantras to go global



The business of fashion is a serious one and the just concluded Wills Lifestyle India Fashion Week (WLIFW) in the Capital showcased the best of Indian haute couture. Apart from the designers and their muses, the PDM managed event saw participation from over 150 buyers both domestic and international.

That the Fashion Design Council of India (FDCI) sees WLIFW as a major marketing event for the Indian fashion industry is seen from the fact that the fashion week has been made a bi-annual event.



Said Rathi Vinay Jha, Director General, FDCI, "Every event we do is a learning experience. It's a collective effort put in by FDCI, PDM as well as suggestions from designers are also taken into account to make the event a success."

Big B signs first film with PPC post illness

Amitabh Bachchan has signed his first film post his illness with PPC. The film will be co-produced by Percept Picture Company (PPC) and Bachchan's own (revived) company AB Corp. Titled 'Johnny Walker', the film will be directed by Shoojit Sircar, who had earlier directed 'Yahaan'.

'Johnny Walker' will be PPC's most ambitious project with Amitabh Bachchan as the lead protagonist. 'Johnny Walker' is a relationship drama written by the in-house team at PPC and finally shaped by Renzil D'silva, the writer of this year's blockbuster 'Rang De Basanti'.



"I am very excited to be a part of the film Johnny Walker and I am looking forward to working with PPC. I feel that "Johnny Walker" has the potential to cut across global audiences. The final logistics are being worked on for the production of this film. AB Corp is also looking at the possibility of doing a joint venture with PPC for this film," says Bachchan.

Said Mr Shailendra Singh, Joint Managing Director, Percept Holdings, "For us at Percept Picture Company Johnny Walker is going to be the pride of Indian cinema. It has the required emotion and drama where language will not be a barrier. We truly believe that Johnny Walker is India's first cinema offering to the global entertainment consumer. We at PPC will be putting in all our resources to make this initiative a success!"

Nagesh Kukunoor's next project after Dor with PPC

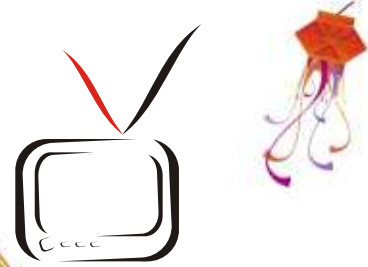
Percept Picture Company and Nagesh Kukunoor announced their next film together after 'Dor' titled 'Aashayein'. John Abraham has been finalized for the lead role.



Said Mr. Shailendra Singh, Jt. MD, Percept Holdings, "Our relationship with Nagesh started with Dor and now it's being consolidated with a 2 film commitment for 2007. What excites me the most about Nagesh and Percept joining hands is the fact that we are now finalizing plans between us not only to make films but also look at content development, script shops and the future of creating global cinema together. Nagesh is intelligent, creative and committed and these are also Percept's fundamental qualities, therefore this marriage. We are proud of our association."

Nagesh Kukunoor says, "Working with Percept on Dor gave me the comfort of associating with someone who has the guts to support cinema that bends the rules. I would like to take this relationship further. 'Aashayein' is the first step and 'Bemisal' will be the next."

Aashayein is a story of a compulsive gambler who discovers new meanings of fortune and life through some dramatic turn of events.



PDM creates magic on the 8th Anniversary of Microsoft India

PDM India organized a celebratory event on the occasion of Microsoft India's 8th anniversary at the Hyderabad International Convention Center (HICC) in August.



The event was titled 'INNOV8 & MORE' since Microsoft employees are called Innovators. Innovations being the part of Microsoft India Development Center's (Microsoft IDC Employees) work culture. The 8th anniversary celebrated this spirit of the Innovators.

'Innov8 & More' showcased the fact that the innovators had innovated software related products for 8 years and there was still more to come. Also, in numerology, the number 8 stood for prosperity and hard work.

The pre-event excitement was created by putting up teaser posters at the Microsoft Campus creating hype and curiosity about the event. Access cards were given to the employees through their invitations. This access card was the only mode to get into the party zone. To control the hazards caused due to excess intake of alcohol by the guests, beverage coupons were also provided to the guests at the party.

The setup for the party was created with tattoo artists, mehendi artists, caricature artists and bead makers seated near the entrance where the guests could freely mingle around. A graffiti wall was put up where the employees could sign / jot down their thoughts / comments on the celebrations and the party theme. A separate area was also created for the kids with game stalls, magicians and short movie clips.

The on-stage entertainment included performances by the Microsoft employees, post which, a stand up comedian, Vir Das, was invited on stage. Euphoria followed as the band 'Euphoria' took over with the DJ joining in later to get the employees to boogie all night!



AC Nielsen & PDM join hands to unveil 'Star Power Track'

ACNielsen, market information provider in partnership with Percept D'Mark, (PDM) have unveiled the ACN and PDM Star Power Track, a quarterly study that will seek to determine the effectiveness of a celebrity endorsement.

As brand endorsements become the order of the day among marketers and as the stakes go higher for more popular faces, it is infact questionable how much the endorsement actually benefits the brand. Thus, the ACN and PDM Star Power Track which is the first of its kind research in India will help marketers and advertisers to choose the 'right' celebrity to endorse their brand. The study will reflect the overall standing of celebrities, derived from using a combination of a celebrity's appeal among consumers across the country, ad spends by his/ her endorsed

brands and his/ her overall presence in the media.

Slated to launch by the end of the year, this study will receive feedback from about 12,000 consumers across 10 metros yearly. PDM Chief Executive Officer Preeta Singh believes that is a good time because the market is competitive and buoyant wherein there is a huge dependence on brand endorsements across a category which is estimated to grow rapidly. "Ernst & Young predict that it is currently a 200 crore industry which is expected to grow to about 2000 crore by 2010. Infact it is growing by 15 to 20 per cent year on year," adds Singh.

With product differentiation becoming increasingly difficult and the media environment getting cluttered, brands require powerful differentiators to build strong equity effectively. The study is looking at strategically synergising celebrities with the brand and it's positioning, which in turn will bring out a unique and enduring celebrity brand fit.

The ACN and PDM Star Power Track predominantly focuses on two perspectives:

1. Star Power Index comprising of - Star Appeal, Star Effectiveness and Star Visibility.
2. Star Power Profile - Star Image and Star Connect.

In addition, the study encompasses the following parameters:

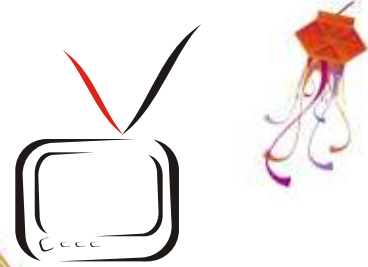
1. Consumer Feedback (across 10 metro cities)
2. Ad spends by various brands
3. A visibility track of media coverage across key publications

The first module of ACN and PDM Star Power Track will feature a pre selected list of celebrities from Hindi cinema to the country's favourite sport 'cricket.' These will include Amitabh Bachchan, Shahrukh Khan, Aamir Khan, Priyanka Chopra, Aishwarya Rai, Rani Mukherjee, Ayesha Takia, Hrithik Roshan, Sachin Tendulkar, Rahul David and Sania Mirza amongst others. The study also hopes to add more regional and local celebrities to this list.

Another growing trend highlighted by Ms Preeta Singh is that, not only are international brands making an entry into India and using Indian faces, but a large number of celebrities are also endorsing global brands. In a pilot study, AC Nielsen and PDM said that they received a positive response from big brands that have huge spends in this segment, foreseeing it as the need of the hour.

Panchal said, "With the ACN & PDM Star Power Track we aim to make the process of celebrity brand connect a more scientific process, providing marketers with the tools to make the right decision. We have been doing this kind of work at a global level to understand the celebrity power of international stars across the world. With our expertise in cutting edge research techniques, clubbed with PDM's vast knowledge on celebrity management behind the research module, we are certain that marketers will be delighted with the ACN & PDM Star Power Track."

"As pioneers of celebrity management and the only integrated marketing communications conglomerate in the country, we are constantly looking at new methods that will help to 'professionalize' the industry and add value, not just to the brands but to the overall image of the celebrities we represent. Thus far, the connect between the brand and its celebrity endorser has largely been driven by the popularity of a celebrity as also by instinct and gut feel! With ACN & PDM STAR POWER TRACK, we seek to bring a scientific process to the decision, ensuring the brand gets its 'bang for the buck,' and the celebrity's image being strengthened by the products they endorse. We are pleased to partner with ACNielsen to present this truly unique study," adds Singh.



Percept Picture Company becomes the main sponsor of Rain Dance Film Festival in UK

Percept Picture Company (PPC) became India's first motion picture company to be the prime sponsor of Raindance Film Festival 2006, held in UK recently. Percept Holdings Jt. MD, Shailendra Singh, together with national award winning director Madhur Bhandarkar shared their insights on various aspects of the Indian Film Industry and its growing influence globally with prominent experts from the global cinema.



As part of this exercise, two films, 'Corporate' and 'Yahaan', both from PPC stable were showcased at this festival.

PPC and Madhur Bhandarkar's much awaited film, 'Traffic Signal', was also showcased at the festival. PPC sponsored a script writing competition during the festival where the 2

winner won a free trip to Goa.

Mr Shailendra Singh added, "We couldn't have asked for a better platform than this to associate ourselves with. Raindance film festival is a perfect window for any film maker to showcase and connect with the globe. We have selected Raindance after a detailed screening of various film festivals that happens all over the world."



PPC also distributed Anti-Piracy T-shirts and 'Hanuman' merchandise to the august gathering at the festival. The Anti Piracy campaign released by PPC in India is the beginning of a powerful

movement against piracy to educate, increase awareness and awaken everybody from the producer to the director, the distributor, exhibitor, the end viewer and the accused pirates of how the epidemic of piracy is growing like a deadly virus and affecting everybody in an alarming way.

Raindance is a prestigious film festival, since 1992, and has been well known for their objective to discover, foster and champion new talent and audiences. It has been imperative in igniting and overseeing major developments in the international film industry.



Percept Picture Company unveils anti-piracy documentary

In a bid to combat the piracy menace, Percept Picture Company (PPC) has unveiled a documentary campaign on anti-piracy. PVR Cinema has joined hands with PPC to convey the social message in an entertaining manner aimed at educating movie-goers.



The two-minute documentary on anti-piracy will be aired across the PVR cinema chain. This is not the first time that PVR Cinemas has extended its hands towards such efforts.

The theme of the campaign "Stop Piracy", showcases a woman on the delivery table giving birth to a child. On seeing the baby, the woman utters, "Have you ever seen something so beautiful." The husband reacts by saying that he has a copy. In agreement, the doctor says that he too has a copy. While the overwhelmed nurse informs that she has the ninth version from Bangkok and suggests that the couple can get multiple copies of it from Ahmed bhai.

The husband points out that henceforth he would opt for copies. Listening to this, the poor mother is left weeping... "Every movie or song you copy is someone's baby. Stop Piracy", concludes the message subtly.

The scourge that is gnawing at the industry's innards affects everyone in the film food-chain, points out Joint MD, Percept Holdings, Mr Shailendra Singh, who has joined hands with the Excel Home Video for this initiative and is in talks with other fraternity members to come together on this project. "Though the fraternity, judiciary and the government are all working to curb piracy, the epidemic has just been growing," says Mr Singh.

India Brand Summit 2006 - Ajay Chandwani & Sanjay Lal feature as Guest Speakers

Brands are a company's strongest asset. But it is widely acknowledged that to sustain them in the future, they must be made more relevant to customers. And it is the responsibility of marketers to ensure that customers identify with and remain loyal to brands. Real branding takes brands back to where they began by emphasizing the trust element of a brand.

Mr Ajay Chandwani, CEO, Percept/H and Mr Sanjay Lal, CEO, PDM International, featured as guest speakers at the India Brand Summit - 2006, held on Sep 22-23, 2006 at Taj Lands End, Mumbai.

Mr Ajay Chandwani spoke on 'Power of interactivity in Advertising' while Mr Sanjay Lal focused on the topic 'Show me the Money - How effective are Celebrity Endorsers?'





Branded entertainment - Interruption to engagement

Media e2e in collaboration with the Rizvi Management Institute hosted the first Branded Entertainment Summit, which brought to the fore various industry opinions that brought served to highlight the prominence this medium has gained in today's cluttered media environment.

Evaluating the potential of branded entertainment, also known as advertiser funded programming, the Summit addressed this issue through two panel discussions. The first was chaired by Spatial Access' Meenakshi Madhvani and the members of the panel included P9 Integrated's Navin Shah, US-based IAG Research senior VP Nilu Parokhi, BR Films general manager Sanjay Bhutiani and Mates CEO Darshana Poddar.

The discussion threw light on the 'Accountability of Branded Entertainment' wherein it was stated that this medium was still in its nascent stage as current ad spends were about Rs 2 billion. Given the pace at which it is progressing, it was estimated that

this medium could spin out into a Rs 20 billion industry.

The Summit culminated with an Awards ceremony to salute the pioneers of this emergent industry. P9 emerged winners in two categories -

Best product placement in a television program - Silver - P9 for CNN/IBN and Channel7 in Corporate.

Best sponsorship for a feature film released in India Silver - P9 for Lifebouy in Krisssh

In his introduction, Shah maintained that "Good programming content will get good advertisements and brand integrations." Bhutiani cited the brand association of Coca-Cola and 'Yaadein' as a benchmark in 'What not to do in In-Program advertising' and also said, "Seamless integration of brands in the entertainment content is required for them to be successful".

The BE Summit 2006 was presented by Media e2e and Rizvi Management Institute.

United Bank Limited Awards Middle East Communication Mandate to Percept Holdings

Integrated communication to span events, PR and advertising, highlighting re-profiling, expansion and new product launches of the bank in the region. **percept holdings**

United Bank Limited (UBL) announced awarding its integrated Middle East communication mandate to Percept Holdings, a leading communication conglomerate with strong presence in Middle East and global markets.

UBL has recently announced its regional expansion plans, spanning entry into new markets and launching new products, and has embarked on a re-profiling of the brand as part of reinforcing its presence in the regional market. Percept Holdings will support UBL's business growth plans with an integrated communication strategy spanning events, PR, advertising and interactive marketing across UAE, Bahrain and Qatar and in other markets as per UBL's requirements.

Mr. Sanjay Lal, MD & CEO, PDM International, said "It's a great honour that UBL has chosen us to spearhead their communication exercise and we are confident to add value to their expansion strategy with a vibrant integrated communication roll out. We look forward to a fruitful partnership with UBL contributing to their growth plans with our expertise."

PDM International, which initiated the integrated communications deal with UBL, will handle communication strategy, experiential marketing, sponsorship and events for the bank while group companies Percept Profile Gulf, Percept Gulf and Web Percept will handle Public Relations, advertising and interactive marketing respectively.

AWARDS & ACCOLADES



India shining at New York Festivals 2006: Percept/H entries in Finals

Several of the 40-plus finalist entries from India at the New York Festivals 2006 have converted to metals. Leading the Indian pack once more this year is JWT, with three Gold and one Silver World medals, while Mudra has in its kitty two Silver World medals and two Bronzes. Percept H's three entries too have ended up with finalist certificates, and so has Stark's entry from Trivandrum.

Brand David and Rediffusion DYR scored one Silver each, while Leo Burnett has scored a Silver and a bronze. Dentsu Marcom and Concept Communications are in the running too.

Percept/H



Hakuhodo Percept receives 4 nominations in Brand Equity's Promo Power 2006



Hakuhodo Percept recently participated in Brand Equity's Promo Power 2006 and received 4 nominations in 2 categories.

Best Product Launch

- Maruti Suzuki WagonR 'The times they sure are changing' campaign
- DuPont's The Solae Co's brand : Soyday 'Add josh to food' campaign

Best Promo

- Sony Cybershot T9 'Mela' TVC
- Maruti Suzuki New WAGONR 'Change To A Positive Outlook' campaign

These nominations were chosen from a large number of entries submitted from across the country. Congratulations Team HPPL!



Happy Diwali



With Digraj Singh, Director, Tiger Sports Marketing

You have always been a sportsperson?

I was very fortunate that my father was a complete sports buff and I have played nearly every other sport before taking to golf, which was also an accident. But when I started playing golf I was completely hooked.



Has golf always been your 'First Love'?

I had to undergo a major surgery which took me nearly a year to recuperate from. I was 11 years old then and the only thing that I was allowed to do was walk. So I started walking with my father when he was playing golf and sometimes sneaked in a few shots. I realized that I was good at it. Once I got back from my recuperation period, I started playing the game more regularly.

How has been your journey with Percept?

The journey with Percept has been interesting and has been a useful education to say the least. I have had the opportunity to meet many good people here and I hope that we can derive more value together as a Group.



What has been the biggest highlight of your career?

I had never won a National level tournament in India. In 1985, I was selected on the team for a tri-nation tournament in Sri Lanka. It was followed by the Sri Lankan National Amateur Championships. I beat some very good players there for my maiden win.

My first win in a tournament at the National Level, playing for India, and beating some very good players on the way to the victory was like a fairy tale. I have had many other golfing successes, but this one was extremely special.

Where do you see golf in a cricket dominated country?

We have been able to create some sort of recognition for the sport in a fairly short span of time. Golf will never match cricket in terms of popularity due to the lack of access to the sport, compared to cricket. However, golf will have a significant niche and will increase in popularity as time goes by. I am sure that the day we have a winner on the world stage, we will see an explosion in terms of popularity of this sport.

How has it been being a Perceptite?

Meeting Harry & Shailendra is like a booster dose in attitude and energy. It is inspiring to see what they have achieved and it is a pleasure to meet so many bright young people whenever I come to Mumbai. I envy the opportunity that the Mumbai Perceptites have of being able to work together because of the fact that quite a few group offices come under the same roof. This definitely gives an opportunity to synergize energies.

Your family?

I have two daughters with very diverse range of interests. Aged 14 & 10, Aashni and Arshia are the lights of my life. Aashni has a flair for art and Arshia is a ballerina who also plays golf. My wife, Meeta, runs a foundation, which aims to increase the awareness of Special Education Needs within schools. She is also a highly trained Feng Shui expert. However, her focus is our children, and she works around that.



If you were a fictional character, who would you want to be? Why?

I am not sure whether Krishna would qualify as a fictional character or not, but if so, then that's who I would like to be. He was a remarkable human being and for some other obvious reasons as well!

What do you do during your free time?

I really enjoy reading and watching films. I am sure I will be involved in film making sometime in the near future. I also practice yoga and meditation regularly.

I am also an elected member of the Board of Governors of the British School, in Delhi and that takes some of my time.

Looking ahead, any immediate goals or aspirations?

My immediate goals are to take TSM into the future as a very successful company, consistently delivering on our promises. I would also like to own my golf course one day.

If not golf, where do you see yourself?

In the field of education. That's for sure. I have some beliefs on what true education should be and probably would have a very unique institute of my own. Perhaps, some day, I will.

Your message for all the Perceptites out there?

I am a great believer on the power of mind. We can all achieve what we want to, only if we put our minds to it.



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