



e-newsletter of percept holdings



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IN THE NEWS



PPC to distribute Rush Hour 3 in India

Percept Picture Company (PPC) has acquired distribution rights for its second Hollywood film after Spiderman 3. Rush Hour 3, scheduled to release globally will be released in India on 10th August, 2007 by PPC. Rush Hour 3 will release with over 200 prints. Percept Picture Company has acquired the theatrical distribution rights in English and Hindi for all territories in India excluding South India. CEO of PPC, Preet Bedi, says, "After the success of Spiderman 3, we are delighted to release one of Hollywood's biggest brands. The Jackie Chan-Chris Tucker combination has been a roaring success in the last two Rush Hour films. We have no doubt that Rush Hour 3 will be better."



Devraj Sanyal appointed as the Chief Executive Officer, PDM India

 Devraj Sanyal has been appointed as the CEO of PDM India. Sanyal was the Chief Operating Officer of PDM since he joined PDM in Jan 2004. As COO, he ran all the business verticals including Sports Marketing, Fashion, Entertainment Management, Wedding Management and the Activation, Event & Promotion businesses.

Under his leadership, PDM India has managed the largest sponsorship deals in the country in the domains of Cricket, Fashion & Entertainment.

Delighted on this appointment, said Mr Sanyal "I am honored to lead India's premier Experiential Marketing Company with an amazing team who has stood by me through thick and thin in these few past years. I've had the privilege of working with some of the best clients that one could wish for - both locally & globally. I look forward to taking PDM to the next level in the coming years & establishing it not just as India's best but a global name in the field of Experiential Marketing."

As the CEO, Devraj Sanyal will now run all PDM India businesses with a special focus on integrating the various group businesses such as mainstream advertising, content, talent, PR & out-of-home to give the communication world an experiential edge.

PDM-Entertainment announces India Music Week

PDM Entertainment announced the launch properties - India Music Week (IMW) at the London Calling Festival held in Earl's Court, London, the largest ever gathering in the UK, featuring the music industry, music players and dealmakers from over 40 countries. Devraj Sanyal, CEO, PDM India, stated that he was proud to launch IMW with the support of IML. Citing the unique feature of the Indian music industry, he stated that film music accounted for 40% of the revenues. Mr Sanyal stressed the importance of a "burning need" for a platform that allows interaction at trade and business levels with the industry as well as allow global players to interact with the Indian industry. Slated for an official launch in September 2007 in Mumbai, IMW will look at unifying various talents in the music industry and will address major issues confronting the industry.

T-Series & Percept join hands for joint production deal

Music giant T-Series and Percept Picture Company have joined hands to co-produce a minimum of 5 films in 2007-2008. The deal is likely to be worth over Rs. 150 cr. Shooting has just concluded for the first of these films, AASHAYEIN, directed by Nagesh Kukunoor and starring John Abraham.

Hakuhodo Percept wins re-launched Grand Vitara Escudo



Maruti has re-entered the SUV market with a new model of the Grand Vitara, the Escudo. The creative duties have been awarded to Hakuhodo Percept. Grand Vitara XL-7 was initially launched in April 2003, marking Maruti's entry into the SUV market.

Baskin-Robbins appoints P9 Cinema Activation as their AOR

Baskin-Robbins has appointed P9 Cinema Activation as their Agency of Record (AOR) for cinema and multiplex activation in India for a year. It's a renewable contract, which is an understanding that associates P9 and Baskin-Robbins for a year long deal with reference to any cinema related activity in India.

Perspectrum wins accounts worth Rs. 10 crores. Bags Zicom, Idea Cellular and Himalayan Ski Village

Perspectrum, the Integrated Marketing Communications (IMC) arm of Percept Holdings, has won several major blue chip accounts in the last 3 months. The wins include brands like Zicom, Idea Cellular and Himalayan Ski Village. The wins were the result of the launch of an aggressive business strategy. Perspectrum won these businesses purely due to its strength in strategic IMC and Multimedia Campaign planning capabilities. Furthermore, Perspectrum will have a strategic role in the most of these businesses and use Perspectrum's proprietary IMC tools like "Perspectrum Thrust" to drive the brands' communications.

Mr. Debashis Das, CEO, Perspectrum, said, "We are thrilled to be working with such a diverse set of clients and categories. The pitch processes were very challenging and competitive and we are very excited about these 360° opportunities given by our clients."

Percept to invest US \$ 5 million in New Media Domain - Launches 'Percept Knorigin' Tech Media Services

Percept announced the launch of 'Percept Knorigin' a Tech Media & Service provider to strengthen its portfolio of media and marketing offerings. This new venture will witness an initial investment of US\$ 5 million.

Percept Knorigin will be focussed on servicing indian and global clients by leveraging digital media technology like internet, mobile, gaming and 360 degree capabilities of Percept Group which has interests in entertainment, media and communication services with a capitalised billing of INR 16.5 Billion.

Mr. Viraj Malik will head the business and will be designated as the Managing Director of Percept Knorigin. The company plans to set up a delivery facility in Bangalore with offices in Mumbai and Delhi.

Said Mr. Viraj Malik, MD, Percept Knorigin, "We will be focusing on three broad areas,

1. Create IP in digital advertising aggregation and build network of high quality online properties.
2. Leverage Percept's content and network to build unique online and mobile assets
3. ROI linked marketing solutions to clients in India, UK and USA. Services which will include consulting, creative, operations and procurement services,"

The company will also look at making investments in building 'enabling platforms' for providing these services and solutions. Services bundled with 'enabling platforms' will provide Percept Knorigin the capabilities to offer ROI based marketing solutions.

Percept Knorigin will be headquartered at Bangalore.

SPECIAL FEATURE

Percept Annual Conference 2007



Percept Annual Conference 2007



Percept has made huge strides over the past year with consolidation, growth and expansion within the Entertainment, Media & Communications (EMC) domain. Percept has grown as a Group to become the leaders in this space. The Conference had an excellent mix of exchange of information, sharing of best practices and drawing out the roadmap for Percept within the Entertainment, Media and Communications domain. This year the Annual Conference was held at The Renaissance, Powai, from July 20 - 22, 2007.

The entertainment, media and communications industry is growing globally. The rapid evolution of technology will impact the entertainment, media and communications industry and the consumers in a big way, in the years to come. The conference theme was centered around the concept - (EMC)². Apply. Multiply. - Translated to: Apply the EMC formula to ensure Percept continuously evolves and innovates in the future.

SPECIAL FEATURE

Percept Annual Conference 2007



Business Vertical Presentations



Ajay Upadhyay welcomes the delegates at the conference



Harindra Singh makes the Opening Address



Shailendra Singh addresses the gathering

Team Advertising



Kimiyoshi Muto, MD, Hakuhodo Percept; Ajay Chandwani, CEO, Percept/H; Rahul Gupta, MD, IBD India; Elvis Dias, MD, AMO; Rahul Jain, MD, Percept Swift; Prabhakar Mundkur, COO, Percept/H; Cherian Kuruvilla, COO, Percept Gulf

Team Media



From L-R : Viraj Malik, MD, Percept Knorigin; Bipin Pathak, CEO, MAME; Sanjay Pareek, President, Percept OOH; Shripad Kulkarni, COO, Allied Media

Team Public Relations



From L-R : Rahat Beri, COO, Percept Profile India; Sangeeta Kuriakos, CEO, Clea PR; Nikhil Rozario, Country Head, Percept Profile Middle East

Team Content



Preet Bedi, CEO, PPC

SPECIAL FEATURE

Percept Annual Conference 2007



Team Sports



From L-R : Sanjeev Kapoor, Manager, PDM International and Roland Landers, COO, PDM Sports

Team IMC



From L-R : Evarist Rego, VP; Debashis Das, CEO; Sidharth Ghosh, AVP; Sampath Shenoy, AVP; Delreen Motiwalla, AVP, Perspectrum

Team Experiential Marketing



From L-R : Indrajit Basu, VP, PDM International; Navin Shah, CEO, P9 Integrated; Manuj Agrawal, COO, PDM India and Devraj Sanyal, CEO, PDM India

Team Talent Management



From L-R : Rajiv Kumar, CSO, PTM and Vinita Bangard, COO, PTM



Launches



Mr Shailendra Singh, Jt Managing Director, Percept Holdings, unveils the Corporate Brand Identity Manual



Mr Harindra Singh, Vice Chairman & Managing Director, Percept Holdings, speaks about mypercept shopping and the pride of Percept



Mr Harindra Singh & Mr Shailendra Singh launch the all new revamped corporate website -

www.perceptholdings.com

SPECIAL FEATURE

Percept Annual Conference 2007



Percept Excellence Awards Night

The Percept Excellence Awards Night on July 21, 2007, was a gala Black Tie affair for all the participants and guests present.

The Percept Excellence Awards recognizes team members who have provided exemplary service to the organization and whose efforts enhanced the organization's ability to provide better service.



Hosts Aman Anand and Vinita Bangard kickstart the Percept Excellence Awards Night



Mr Shailendra Singh opens the Percept Excellence Awards with a welcome address



Mr Iain Banner, Non Executive Director, Percept Holdings, shares a few words with the august audience



S Suresh, Client Service Director, Percept/H receives the Award for Excellence in Dependability



Pooja Nair, Strategy Planning Manager, Percept/H, receives the Award for Excellence in Knowledge Sharing



Mrinaal Chablani, Manager, Talent Relationships, Percept Talent Management, receives the Award for Excellence in Customer Service



Maneesh Mathur, Assoc. VP - Media Planning & Buying, P9 Integrated, receives the Award for Excellence in Leadership



Jitendra Khokle, COO, AMO Communications, receives the Award for Best Mentor of the Year



Poonam Punjabi, Project Head, Percept Picture Company, receives the Award for Outstanding Debut of the Year



Evarist Rego, Vice President, Perspectrum, receives the Star Achiever Award for an exceptional & phenomenal performance and having delivered outstanding results for the organization



AMO Communications receives the Best Maintained Organization Award



Team P9 Integrated receives the Award for Best Organization of the Year

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