

Happy New Year



2007

e-newsletter of percept holdings



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# IN THE NEWS

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## Percept and Aegis restructure India partnerships

Percept Holdings finalized an 'all cash' deal to buy back all of Aegis Group plc shareholdings in PDM India and Posterscope India.

In addition, Percept has also bought back all of its own media businesses, which was earlier committed to Carat India under the joint venture agreement with Aegis.

With this, Percept will now have 100% ownership of PDM India and Posterscope India. Post restructuring, the name of the company will change to Percept Out-of-Home and will be strengthened by the addition of two key verticals namely Percept Retail and Percept Rural offering 360\* marketing communications solutions in the Retail and the Rural domains.

## Percept acquires "Allied Media" and launches "Percept Media"



Allied Media

Percept Holdings announced the acquisition of Shripad Kulkarni's "Allied Media" and launch of "Percept Media", a full service '360°' media offering.

Percept Media is set to cross a capitalized billing of US\$ 150 million in year 1 (2007) itself, aiming for a top 5 industry slot. The integrated True 360° offering will initially be offered through Percept Media's infrastructure in Mumbai and Delhi and subsequently extended to over 23 locations across India.

Mr. Shripad Kulkarni, CEO, Allied Media said, "Percept Media will have a dedicated 23 city intranet network in place soon which will facilitate the centralized planning and buying with the capability to 'execute & activate' at a localized level. The strong IT network will enable a bottom up planning approach instead of the traditional top down models."

## Madhuri Dixit launches the music of Traffic Signal

Madhuri Dixit Nene launched the music of Madhur Bhandarkar's Traffic Signal at Planet M on Jan 10, 2007. The movie has been produced by Percept Picture Company. "It's a great honour for me that my favourite actor will be launching the music of my film, Traffic Signal, that hits screens on 2 February, 2007", says Mr Bhandarkar. Traffic Signal has been cleared by the Censor Board with a U/A certificate without a single cut and Shingar will be releasing it in the Bombay circuit with more than 300 prints. The movie stars Konkona Sen Sharma, Ranvir Shorey, Neetu Chandra and Kunal Khemu.



## Starring screen - A new factory but a multiple formula to keep the BO on a high



Percept Picture Company (PPC) is counting the days as it readies to unleash a busy (and probably breathtaking) calendar for 2007. A line up of 22 films from the stables of directors like Madhur Bhandarkar, Nagesh Kukunoor, Priyadarshan, David Dhawan, Aneez Bazmee and Ram Gopal Varma, as well as plans to get into television production, have PPC's plate full for 2007-08.

Other upcoming ventures are Johnny Walker, RubaRu, 50 Lac, Kabootar, MP3, Forest, Malamaal Weekly 2 and Kukunoor's Tasveer and Aashayein. All these films will be made on budgets of Rs 6-20 crore and completed this year.



Industry estimates indicate that the branded entertainment market for films is currently at around Rs 200-225 crore, and by 2008 it is expected to reach Rs 800 crore. Claims PPC, "We will capture the lion's share of it by 2008." Let the show begin.

## Toon typhoon to hit silver screen

Indian animation companies are dreaming 70 mm, as they line up plans for the big screen. In a bid to repeat the success of animated movie, Hanuman, many animation companies, including Bollywood production houses, are getting bullish about the cartoon film format. Around eight animation movies are slated for release in the next fiscal and mythological characters seem to be the flavor of the season. Toonz Animation is making a sequel of Hanuman with Percept Picture Company which is slated for a 2007-end release.

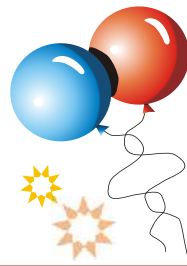
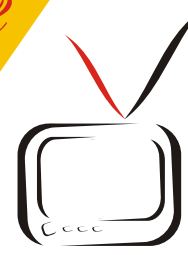
## 'Hanuman' in educational CDs and games

Fans of the animated blockbuster 'Hanuman' will soon get to see the monkey god in educational CDs and games. PPC has tied up with Alladin Multimedia for producing Hanuman merchandise. A series of 10 edutainment titles are to be released by Alladdin Multimedia in the next few months. Two of these titles, '101 Awesome Crafts with Hanuman' and 'Learn Mathematics 1 with Hanuman' were released last month.



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## Celebrity endorsements get scientific with Percept showing the way



Recently, PDM India embarked on India's first scientific research to evaluate the efficacy of celebrities and their brand fit. The PDM AC Nielsen Star Power Index is an assessment of the popularity of

leading celebrities as well as their current role as brand ambassadors.

Shailendra Singh, Joint Managing Director, Percept Holdings, says, "The need of the hour is a measure that can be referred to when taking a celebrity endorsement fee into consideration and understanding the values associated with each celebrity and the brand fit they provide. Previously, when a celebrity charged a certain amount, the basis used to determine this amount was the 'flavor of the season' approach. But this study will assist brands by providing a scientific and logical approach to assess the value the celebrity will bring into the brands. It checks the personality fit of the celebrity with the brand and derives a remuneration factor for the celebrity.

## PDM India stars in the Nokia New Year's Eve party held in Mumbai

This New Year was welcomed in unique style - by connecting millions of music lovers from around the world as they counted down the final minutes of 2006. The event, organized by PDM India in Mumbai, was a part of the world's biggest New Year's Eve party of 2006 with five events in five party capitals of the world. Nokia had an exciting line up of celebrity artists who performed at Nokia New Year's Eve - a global music event held across 5 countries.



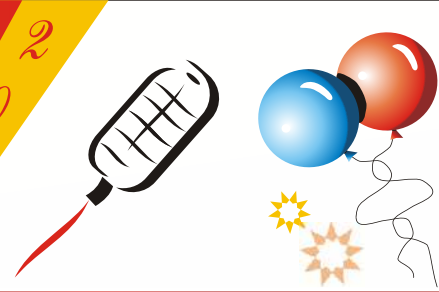
As a part of the India celebrations, some of the leading Bollywood actors, music maestros & international artists came together to perform in Mumbai's Andheri Sports Complex on December 31, 2006. The artist line up for Nokia New Year's Eve (NNYE) in Mumbai included, "The Mozart of Madras", AR Rahman, heart throb of Indian youth - Priyanka Chopra and dancing sensations of Bollywood, Koena Mitra and Shahid Kapoor.

## Snapshots of Allied Media Office Inauguration Puja held on Dec 15, 2006



# PERCEPT-O-SPEAK

BUILDING A BIGGER, BETTER, BRIGHTER INDIA.



By Sanjay Lal, CEO, PDM International

How many times do we use the phrase, “India is the flavor of the world” or use that now famous word - “India shining”?

Truly so! Trade is up, the fiscal deficit is low, the per capita income is up, inflation is low, the forex reserves are up, and the percentage of people below the poverty line have come down.

If you look at the positives, there are many more. The rise in paychecks, the rise in employment rate, the rise in stock markets, highs in real estate, bullion, more call centers, IT parks, training institutes, so much so that even our very own Laluji is delivering lectures to IIM and Harvard students. The list is endless.

But, as there always is, there is a flipside to this coin as well.

The number of small towns and villages are very high and the number of Metros low, the population is high, but the rate of literacy is low, the number of cars are high, but the capacity of our roads are low, the number of flights are high but the runways to accommodate them are squeezed to the limits. The numbers of youth are high, but education and employment amongst them is low, the political parties' election budgets are high, but the fulfillment of their promises and commitments very low, number of courts are very high, but issuance of verdicts very low, the passion for one day cricket - very high, but our international standing currently very low. The list, once again, is never ending.

Countries like all Companies are made by its PEOPLE. The solution

for issues like ours broadly boils down to intellect rather than numbers. The belief with successful leaders has always been that battles have been won with minds rather than plain muscle power. Our battles too need a seed of knowledge, which can change the future of this super nation. Literacy and education is the key to our healthy future.

Imagine the power of intellect with the sheer quantum of people; and what this country can deliver with its highly knowledgeable public. The world has started recognizing us as a potential super power, but there is a long journey we need to traverse to get there. And the first step to that is education of our future.

The current rate of literacy in India, in real terms (amongst all age groups), is less than half of our population. Most of us have been lucky that we are brought up in good families where we all were privileged to get high-school education, but there are over 50 million children out there who are not as fortunate as us. They have never gone to school, while over 150 million haven't entered high school.

Imagine if we can get even a fraction of these kids educated, we can easily convert our negative lows into highs. There are societies that enable people like us to invest in the education of these underprivileged children. And it costs as little as INR 6000 per annum per child! Can we, as true blood Indians, take a pledge this New Year to help educate at least one child and contribute to our society?

Can we do our bit to contribute and help make India a better place to live in, not just for us, but for our future generation?

It's 2007 my friends. I am sure most of you have made your resolutions; I have made mine to hit a new low on my weight and get a new high by truly enjoying myself in whatever I do.

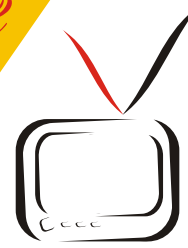
So, have fun and an extremely peaceful, successful and joyful 2007! And yes, don't forget to do your bit for our society from this day on!



# SPECIAL FEATURE

PERCEPT ANNUAL DAYS

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Percept Holdings - Jan 2, 2007

*Celebrate 23 years of success*

Jan 2, 2007 hailed the Annual Day of Percept Holdings. This momentous occasion offered all Perceptites a wonderful opportunity to come together as a team and showcase the solidarity and commitment to the Percept Vision.

2006 has been an eventful and successful year for Percept. All the Group Companies across all locations joined in to celebrate the 23 years of success at Percept. All offices were bedecked and set for the occasion. The theme for this year's celebration was "Pride in the Percept RBWs (Red, Black & Whites)."



The 23rd Anniversary Celebrations commenced at the P2 office in Mumbai, with an elaborate English Breakfast spread in the Lobby area. This was followed by a gala evening function at the P2 Terrace venue for all employees across the Group Companies located in Mumbai. The Key Achievements of the Group Companies and the Journey of Percept since its inception was captured and displayed at the Corporate Office for all the employees to view.



An exciting in-house entertainment program was presented to the audiences by Team P9 Integrated, Team AMO Communications and Team PDM India. Percept Holdings also awarded the "Star Performer 2006 Awards" on this occasion. This was bestowed to the best employee from each Group Company across Percept, for their outstanding contribution and achievements in the Year 2006.

The champagne, cocktails, live barbeque and pan-asian cuisine that followed, left the Perceptites yearning for more as they partied into the wee hours. All in all, a colorful Annual Day Celebration around the world for Percept and an inspiring way to kick-start 2007!

## 'Best Bedecked Office' awarded jointly to PDM India and AMO Communications

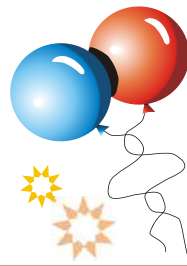
A surprise bumper prize was declared for the "Best Bedecked Office", based on the photographs and write-ups submitted by the Percept Offices at all locations across the globe. PDM India (Mumbai) and AMO Communications (Mumbai) were declared the joint winners for the 'Best Bedecked Office' Award for their creative and unique representation of the Annual Day theme - 'Pride in the Percept RBWs'. Congratulations to Team PDM India and Team AMO!



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## S n a p s h o t s

percept holdings  
*Celebrating*  
23 years of success



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