



a Percept publication for
our media fraternity



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DSF and Eurostar bring Swami Ramdev for the 1st time to the Middle East through PDM International



Dubai Shopping Festival (DSF) introduces the best in culture from around the world through programmes supported and sponsored by it year after year, for the benefit of Dubai residents. This year, DSF featured a three-day workshop on yogic breathing exercises conducted by renowned yoga guru, Swami Ramdev, for benefits like a healthy, disease-free body and a calm and alert mind. The event was managed by PDM International, one of Asia's leading Sports and Entertainment Solutions Company. The camp was organized by the Eurostar Group at the Airport Expo Dubai, from Jan 25-27, 2008.

Hakuhodo Percept & PDM India join forces for Auto Expo 2008

Hakuhodo Percept (HPPL) & PDM India joined forces for Maruti Suzuki to put together a breath-taking show at the Auto-Expo currently being held in Delhi.



HPPL & PDM India conceived, developed and brought to life the concept of "Colours of Life" for Maruti Suzuki at the Auto Expo 2008 held in Delhi. Rainbow teaches us the art of blending as many as seven colours & produce unmatched beauty for all to see. Percept discovered that different colours can represent & tie up all the different offerings of Maruti seamlessly, where certain cluster of cars can be clubbed under each colour. That was the genesis of the concept - "Colours of Life".

Percept Knorigin acquires Searchize

perceptknorigin Percept Knorigin, the digital media arm of Percept Holdings has acquired 'Searchize', a search engine marketing company based in Mumbai.

Searchize was started in 2004 by Ryan Govindan a search engine whiz with more than 9 years experience after he had a stint with Pinstorm. Over the last three years, Searchize has grown to a team of 15 man operations, managing multiple domestic and overseas clients. Searchize has full range of search related marketing and analytics services including organic search optimization, contextual paid advertising on popular search platforms like Google, Yahoo and MSN.

'Hanuman' to return 3rd time, born in Manhattan

Percept Picture Company has started work on the third part of its animation movie 'Hanuman', which will be out in 2010. The Rs 35-crore 3D movie will have the mythology God born in Manhattan, USA. The idea is to turn the icon into a superhero to take on the evils of the world and also enable Percept Picture Company (PPC) to sell the movie in 40 other countries. This will be the first ever 3-dimensional 'Hanuman' movie and will take around 24 months to complete from the final script.



Quest to find the most powerful arm

'The 'Million Dollar Arm', a unique talent hunt to find the most powerful arm in the country, is underway in India. This is a venture by Asian event and sports entertainment company PDM International and 7 Figures Management, a California based Sports and Talent Marketing and Management conglomerate. It's a search where the winner would win a \$1 million prize money apart from undergoing a 10-month training stint in the U.S. where he would be scouted by Pro baseball teams.

Ajay Verma to head Percept/H, Mumbai

Ajay Verma, ex-Business Head, Rediffusion DY&R, Mumbai, has moved to Percept/H as **P e r c e p t / H** Senior Vice-President and Branch Head. Verma has 15 years experience in advertising. His first brush with the industry was in May 1992, when he worked at O&M as a summer trainee for three months, while he was completing his Master's in management studies (1991-93) from the University of Mumbai.

Reebok Zooms its latest Lifestyle and Performance Collection at the Glam Awards 2008 with Shailendra Singh as its Guest Editor

Reebok India, world's leading sports brand launched its lifestyle and performance collection on January 08, 2008 at the JW Marriott Hotel, Mumbai where the 'who's who' of glamour industry witnessed the evening's much awaited fashion presentation and the launch of the first-ever Reebok Zoom-Glam Awards Coffee Table Book. Reebok also launched the first-ever Reebok Zoom-Glam Awards Coffee Table Book with Percept Holdings Joint MD, Shailendra Singh as the Celebrity Guest Editor.

Execs set to tee off at ET golf challenge

An elite field of country's top executives teed-off in the grand finale of 'The Economic Times Leaders Challenge Tour' at Burapha Golf Resort in Pattaya of Thailand on January 25. Percept's golf management company, Tiger Sports Marketing managed the event.





Film aficionados to get a peep through French window

P9 French films will soon make their way to a multiplex near you. For the purpose, the film and television office in the French embassy is felicitating talks between the French film makers and Indian exhibitors for the commercial release of French films in India. Navin Shah, CEO, P9 Integrated says that there is definitely a market for sampling these films in India. French films can be showcased but it is a long journey for the French film-makers to distribute their films on a broader scale in India. Giving an example of how Indian film makers have been trying to create a market for Hindi films in Germany for the past 12 years, Shah adds, "When the film 'Asoka-The Great' from Shahrukh Khan's home production was released in the late 1990s, Shahrukh Khan went to Germany to popularize his film. Red Chillies Entertainment has now been able to sell over 12 prints in Germany for 'Om Shanti Om'."



Animation companies to release 25 movies in 2 years

It's going to rain animation movies on Indian celluloid, with all major studios and animation companies lining up a slew of releases to keep one entertained till 2009. According to industry estimates, more than 25 movies are up for release in 2008 and 2009. According to Nasscom estimates, the animation industry is likely to become a \$950-million business in the country by 2010. In addition, India has the low-cost advantage. A full-length animation movie is likely to cost around \$15-25 million as compared to \$100-125 million in a developed country like the US.

Entertainment at your fingertips

A rapid device evolution is knocking at our doors and consumers are willingly welcoming the age of Internet and mobile downloads. The fact that the media and entertainment industry is going digital is an inevitable change and with film and television content being dished out to consumers through innovative formats, downloaded content is gaining tremendous popularity. According to Navin Shah, chief executive officer, P9 says, "Mobile and Internet downloads are an aggressive marketing tool. It is quite effective and a viral tool as one can download content for themselves as well as for friends. It allows a film to engage in high-buzz marketing by word of mouth. In Hollywood, downloading is a serious revenue avenue and this trend is slowly emerging as an effective marketing tool in India as well. Downloads are mainly aimed at the age group of 15-24 years which constitutes about 60% of the movie goers in India."

The Indy Awards for Excellence in Mass Communication 2008

The INDY Awards, an all-encompassing "Awards for Excellence in Mass Perception/H Communication" made its debut before a glittering audience of ad, media and publishing luminaries on January 12, 2007, at Taj Land's End hotel, Mumbai. A seminar on 'Trends in Marketing, Advertising and Public Relations' preceded the awards ceremony. Ajay Chandwani, CEO, Percept/H, in his presentation, illustrated the power of advertisements by showing some international ads like those for Honda and Sony, as well as local ads for Happydent White and Xbox 360.

International Invasion

India has become a favourite spot for international bands. Recently, many international rock acts made their way to the country. From Aerosmith to Sepultura, India, in recent times, has witnessed the highest number of international rock bands in its history. Bands like Iron Maiden (who are set for their second visit) have ranked India as one of their favourite destinations. Speaking about the magnitude of rock music's popularity, Devraj Sanyal, vocalist of rock band Brahma and the COO-PDM India says, "There is a massive crowd in India waiting to watch international bands. The magnitude of rock music in the country has never been bigger. When we brought Sepultura to India and visited three cities, there were more than 20,000 people in three concerts. So, one can well imagine the fan following for rock gods like Iron Maiden and Megadeth. Rock has a great future in India."

JWT buys majority stake in Encompass

J W T Media and communication conglomerate WPP has acquired a majority stake in Indian event management company Encompass for an undisclosed amount. Encompass would be aligned with JWT, WPP's Indian advertising operations, the company said on Monday. The event management firm's founders Roshan Abbas and Sukrit Singh will remain in their current positions of managing director and CEO.





Times OOH receives Rs 200 crore from Goldman Sachs, Lehman Brothers



Times Innovative Media Ltd (TIM), the out of home media subsidiary of Entertainment Network India Ltd (ENIL), has got a combined equity investment of Rs 200 crore from Goldman Sachs and Lehman Brothers. TIM has been valued at Rs 1,200 crore, and both Goldman Sachs and Lehman Brothers have acquired an equity stake of 8.28 per cent each.

Adspend report stirs up Media Planners

Guesstimating adspend was never an exact vocation. Votaries, therefore, open themselves to both flak and flowers. Tam Adex and Lintas Media made public its annual attempt and some nays were uttered faster than you could say Flash Gordon. They estimated that adspends by top-10 advertisers for TV and print have come down in 2007 compared with 2006. The report, titled Lintas Media Guide 2008, says top advertisers such as Hindustan Unilever (HUL), Proctor & Gamble (P&G), Hero Honda Motors, Dabur, Reckitt Benckiser and Reliance Anil Dhirubhai Ambani Group have cut their expenditure in 2007 from 2006. According to the study, the leader in spending, HUL, reduced their spend by Rs 1,000 crore; all others, especially fast moving consumer goods companies, did the reduction act too. Media planners and a few companies beg to differ.

OOH toots into railway stations!

The ever increasing invasion of advertising has finally pervaded railway platforms. Plasma screens have been placed at major stations such as Chennai, Hyderabad, Bangalore and Pune and, very soon, the OOH train will halt at Mumbai, too. Chennai Junction boasts of 25 such plasma screens and more than 250 speakers. At the other stations, 29-inch television screens and speakers have been placed along with the plasma screens. A total of 18 hours of content is aired per day.

FICCI Frames 2008 to bring industry stalwarts together from March 25-27 in Mumbai

FICCI Frames 2008 will be held in Mumbai from March 25-27, and is expected to have the attendance of nearly 2,000 Indian and 800 foreign delegates. The three-day event will cover the entire gamut of media and entertainment like films, TV, radio, digital entertainment, animation, gaming, visual effects, etc.





Manish Porwal
CEO, Percept Talent Management

You were at Starcom prior to Percept. How was the experience?

Starcom is one of the world's largest media agencies and is a consultant to its clients on their contact communication or media planning and buying needs. As the Managing Director for West and South of India, I was responsible for making the regional vision of Starcom come alive and look after the day-to-day operations and growth plan for the company. In a nutshell - all that a Managing Director must do to justify his salary.

Why and what attracted you to Percept Talent Management ?

If I say 'money' will it create enough headline material? Well, jokes aside, my attraction to PTM was not really puppy love. There was no internal stimulus in my ex-company to try and find a place outside [except for a slight frustration with the talent crunch and the way industry remuneration was going]. I was very comfortable and doing extremely well in the system and the industry. In fact, that was the reason why I even thought & questioned myself if I was getting too comfortable. The real reasons were external.

Percept has been in talks with me since 2007. I kept saying no until I understood the PTM agenda, its vision, and Harry addressed a lot of perception issues around the Group. The industry is dynamic, growing big time and the group encourages entrepreneurship while allowing professionalism & process, which will allow me to dream and carve a vision and execute it. My previous industry was a lot of science and the learning was to infuse art into it. This industry is a lot of art and needs some science. What else in variation can one ask for? It is all the more exciting because I am getting the chance to work in a completely new arena, in spite of it being in the overall domain of communications.

What's your take on the Talent business?

India is one of the few countries which love its celebrity talent. We are in the middle of an entertainment era and at the onset of attention economy. Put the three together, and you cannot help, but, acknowledge that celebrities from the entertainment [including sport] world are an important tool to draw and keep consumer attention. Most brands realise it and organisations and people who earlier pooh-pooed use of celebrities in their communication, dismissing the option as an 'easy' and 'lazy' option to captivating audience, is now having a second think. Almost all companies, for many of their brands, are now using Talent in endorsements. Some of them include companies which have never used celebrities as brand ambassadors. If that was not enough, there is a hugely growing and competitive business of celebrity engagement in appearances, shows and speaker engagements. Add to it, the verticals of weddings, tourism and animation, and you will know, that this is the business to be in.

What do you think is the potential upside for this industry?



I think we have just scratched the surface. The potential for this industry is so much more than reality that one has to first spend a lot of time deciding where one wants to dig first. Being an integrated marketing & communication group, there are huge opportunities in orchestration of efforts towards common goals with fairly uncommon or conflicting agenda. PTM, in specific, being a leader in the industry, will look at unearthing new territories and verticals, never done before.

So what or who's the next Big Talent for PTM?

Well, to be honest, if Percept was a person, we would have pitched for it! (smiles). While there is limitation in the upcoming Talent in Bollywood, Cricket [viz IPL] will throw up a lot of new faces. Soon, other sports and verticals like Music, TV, Corporate Talent etc. will make us deepen and widen our offerings.

Considering the portfolio you handle, you must have to keep a constant tab on television channels for Talent? Do you have any favourite shows?

Work and movies have kept me away from regular TV viewing. While I am a limited viewer of news channels [I consume my dose of general and business news through newspapers and websites], I like the character of CNN-IBN, CNBC and BBC World [old loyalties?]. I wish hindi news channels could be better on their content and a bit toned down on their exaggeration, as I prefer the language. I don't have a favourite hindi entertainment channel, but watch any interesting reality/talent show off and on. The last show I watched through and through was Big Boss. It was truly interesting!

Can you share something about your family?

Vasudhaiva kutumbakam - the whole world is my family [lots of family friends], but I live with my lovely wife, Arati, and 2 cute sons - Shourya and Ishaan, 9 and 2.5 respectively. Arati is a marketing professional who has just taken a break for the first time in 12 years, to try her luck at being solely a homemaker.



Your favourite cuisine... is it the unbeatable Dal Bat?

Oh well, I love Dal Bati, but don't salivate at its thought anymore. Many restaurants in Mumbai have now abused the recipe and I don't have the patience to go to relatives' homes to eat it. [My wife is a Kannadiga you see]. I love chinese and authentic frontier/north Indian cuisine and am fairly agnostic to others and enjoy eating in general. That becomes really important anyway when you are not a drinker.



Any message for our fellow Perceptites?

The one thing that we have to work at, is matching Percept's stature and respect with its size. In our industry, perception is reality. We need to individually, and severally, make our mark as a responsible, credible, leader in the industry. That will go a long way in developing our pride and not just the love for the organization. Chak De, Percept!





Awards & Accolades



It is raining awards this winter at AMO



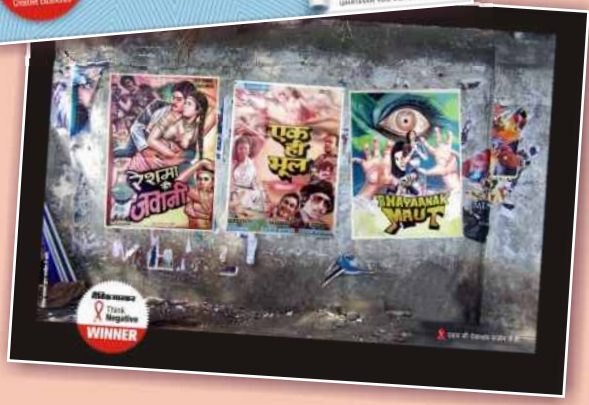
Amidst tight competition from creatives all over the country, AMO has yet again proved itself a powerhouse of great ideas. Apparently, undeterred by the coldest winter in history, AMO continues to sizzle. The year started off with AMO's clients winning the most prestigious awards. The Nissan Teana won the highly coveted Executive car of the year at the NDTV Car and Bike awards. The AMW 4923 Trailer won the CV of the year at the same venue. Next, AMO's retail client, topped the charts in the Hindustan Times consumer satisfaction index. And now this...



After a clean sweep of the Brand Equity awards, it is awards galore once again.

1st Prize: The Dainik Bhaskar - Think Negative Award. AMO's entry clinched the most coveted first prize from over 400 entries from all over the country. The phenomenal ad was created by Gwen Fernandez (copy) and Minoti Shetye (art).

Special mention: The Rajasthan Patrika - Concerned Communicator Award. This noteworthy execution-intensive ad was created by Suneel Katarnavare.



Percept - Corporate Communications bags 2 ABCI Awards



Percept's Corporate Communications Department won 2 awards at the 47th Annual Awards Night of the Association of Business Communicators of India (ABCI) held on Jan 11, 2008 at the Presidential Ball Room, Taj President, Mumbai.

Percept won in the category - 'New Publications' for its internal e-newsletter P2P (Percept-to-Perceptites) and the category - 'Web Communication-Best Online Campaign' for its Percept Annual Conference Teaser Campaign.

The Awards were attended by a 500-strong Communication fraternity from leading organizations across the country.

ABCI is the apex body of professionals in business communications. The ABCI Annual Awards are designed to promote excellence in all areas of written and visual business communications (communication objective, design, presentation and print quality). The purpose of the awards is to recognize the best in Corporate Communications activities across various organizations.

Hindustan Unilever, Tata Chemicals, Tata Motors, Asian Paints, Essar Group, Siemens, Mahindra Group, Union Bank of India, State Bank of India, IDBI, Reserve Bank of India, Western Railway, SAIL, IOCL, BPCL and NABARD were some of the other award winners for the evening.



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Corporate Communications, Percept Holdings Pvt Ltd., P22, Raghuvanshi Estate, Senapati Bapat Marg, Lower Parel, Mumbai - 400013
Tel: +91 22 2491 8811, Fax: +91 22 24911281 Website: www.perceptholdings.com Email: corporate.communications@perceptholdings.com

