

My Percept turns

24

2008

Happy  
New  
Year



a Percept publication for  
our media fraternity



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## Jump Games launch mobile game based on 'Return of Hanuman'



After the stupendous success of 'Hanuman', the monkey god has returned

to enthrall viewers again in 'Return of Hanuman'. In order to build a greater connect with kids and adults alike, Jump Games, a Reliance Entertainment venture, has launched a mobile game based on this animated feature film from Percept Picture Company (PPC). The game will be available for download through all mobile operators and most handset models.



## Percept's Allied Media in strategic media pact with Mercantile Advertising



Allied Media

Percept's media planning and buying arm, Allied Media, has entered into a strategic alliance with Mercantile Advertising. Allied Media would be handling media planning and buying for all the clients of Mercantile Advertising, which amount to a whopping Rs 100 crore.

## Percept's Allied Media bags the 20crore worth media duties for Su-kam

Allied Media has bagged the Rs. 20 crore worth media duties for Su-kam, the pioneers and leaders in the power back-up industry in India. Su-kam is the only power back-up company in the country whose R&D is recognised by the Government of India. Allied Media will handle strategic planning, media buying and implementation for Su-kam.

## Percept Talent Management exclusively signs on Director - Madhur Bhandarkar

Percept Talent Management has exclusively signed on ace Bollywood Director Madhur Bhandarkar as their latest Talent. The contract has been signed up for a period of 2 years. Percept will handle Madhur's entire gamut of professional portfolio including endorsements, PR, event appearances and showcasing, amongst the other services it provides.



## Percept in \$1 bn live action plan

Percept Holdings has set its sights on becoming the Walt Disney of Indian animation. For scaling up presence, it has announced plans to set up its own high-end animation studio which will create live action and animated content.

## Hanuman Returns with faith in merchandising - Percept Picture expects to cover 50% of film's costs via brand tie-ups

Behind every successful kids movie is a range of branded merchandise. Percept Picture Company's (PPC) latest animation film, the Rs 20 crore budgeted 'Return of Hanuman', is banking on merchandising tie-ups alone, for returns up to Rs 10 crore. PPC has lined up a branded product range of over 150 products across various categories, perhaps the largest range from any kiddie flick yet.

## Cricketer Sreesanth launches Hanuman Merchandise

Hanuman, the Indian Super-Hero returns, not only on the silver screen but also in your home, with the launch of the 'Return of Hanuman' merchandise this winter season. In a significant development, Percept Picture Company (PPC) and Panton Retail (India) Ltd (PRIL) announced the introduction of customized products, which will be available exclusively at all Big Bazaar stores across the country. Cricket's bowling sensation, S. Sreesanth, launched the merchandise at Orchid City Centre, Mumbai.

## Manish Porwal joins Percept



Manish Porwal has joined Percept and will lead the Talent Business, starting January 7, 2008. He joins as CEO, Percept Talent Management (PTM).

Manish Porwal has been with Starcom since May 2003, when he joined as the General Manager [Investment & New Initiatives]. He was promoted as the Executive Director in 2005 and was later promoted as the Managing Director, India (West and South). Manish was recognized as the 7th most influential person in media, by Brand Equity, this year.

Percept plans to build and strengthen its asset based businesses through Talent and Manish Porwal will take on the role to lead the Percept Talent Management (PTM) as the Chief Executive Officer (CEO). Percept will revamp its Talent business model with Manish Porwal at its helm.





## Percept to launch Bollywood merchandize by Summer 2008

Percept has announced that it will launch exclusive Bollywood Merchandize by Summer 2008, and has roped in one of India's leading Designers - Ashish S Soni to design the merchandize. Percept plans to create over 100 products in the initial stage of development and will be retailed across leading stores like Pantaloons, Lifestyle and Hypercity amongst others and will also be showcased and sold at airport lobbies across India. The merchandize pricing will range between Rs. 5 - Rs. 2000, and will showcase a host of products including T-shirts, P-caps, mugs and more.

## Dilip Chhabria Designs chooses Percept Profile as its Communication Agency

**P E R C E P T** Percept Profile has bagged the mandate **P R O F I L E** to handle the unveiling of Dilip Chhabria's Super Luxury Car Ambierods at the Auto Expo in New Delhi in Jan 2008. The Ambierod is expected to be unveiled to the world by super star Sanjay Dutt. The account will be driven out of Percept Profile Delhi.

Driven by his passion to build something unique that is set to redefine Luxury, India's ace car designer Dilip Chhabria (popularly known as DC) will soon bring to the world his dream car Ambierod. Ambierod's unveiling is being termed as a big-ticket aspect that Auto Expo would have ever witnessed

## Percept launches Sunburn Festival in Goa



Asia's first electronic music festival property created by PDM India - 'Sunburn Festival Goa 2007' with Smirnoff, continues to seek out the best new electronic dance music from up across the globe. The festival, presented by Smirnoff and created by PDM Entertainment, saw more than 6,000 people from all over the world attending, on Candolim Beach, Goa, on December 28 and 29, 2007. The festival presented the best global deejays as the world's best deejay, Carl Cox, deejay-cum-musician Gordon Edge, the world's number 4 DJ, Above and Beyond, Pete Gooding, John 00 Fleming and Axwell (who got the crowds intoxicated with his music), and Indian DJs like Shaair and Func, MIDival PunditZ, DJ Pearl, DJ Ma Faiza, Jalabee Cartel and Tuheen Mehta, spun their magic, marking a happening start to India's first international electronic festival.

Percept was represented by Mr Shailendra Singh, Joint MD, Percept Holdings, Devraj Sanyal, CEO, PDM India and Nikhil Chinappa, partner and consultant content, Sunburn. Spotted at the festival were Gauri Khan, Ritwik Bhattacharya, Ekta Kapoor, Arjun and Mehr Rampal, Aakashdeep Sehgal, Siddharth Mallya, Haseena Jethmalani, Ramona Narang and Bruno, Queenie and Raja Dhody, Surily Goel with Shaurath Mehta, Rishi Acharya, Suvedh Lohia, Prerna Goyal, Shveta Salve, Sapna Bhavnani with VJ Juhi, Rashmi Nigam, Hrishant Goswami, Nisha Harale and VJ Archana, DJ Megha Kawale and Ash Chandler.





## Animated Romeo, Ravana and a Rs 4,000cr industry



Yash Chopra's Romeo and PPC's Jumbo may soon lock horns. Both producers have plunged headlong into the world of animation and will produce at least a dozen films, with one or two releases regularly from 2008. While Hollywood giant Disney is partnering Chopra, Shailendra Singh and Percept have tied up with Toonz Animation (Trivandrum) and are talking to DataQuest (Hyderabad) in addition to half a dozen other animation companies in order to tie up for their forthcoming projects.

## Character-based merchandising grabbing eyeballs

Character licensing and merchandising may be a recent trend in India, but the space is drawing greater interest than ever before. And the wave has caught the fancy of content owners with plans to exploit the popularity of such characters through games, magazines, apparel and a host of other media. The first big merchandising initiative around an Indian character began with Hanuman, the movie made by the Percept Picture Company.

## High recall of slogans on OOH media vehicles: study

In an effort to understand the effectiveness and response of consumers to out of home (OOH) media vehicles, the Ishan Raina backed OOH Media, in association with Nielsen Media Research, has released a study which has thrown up some interesting findings. The research was targeted as a tool to understand screen recall, advertising recall, elements of advertising recall and a general hygiene check on the medium. The research was client focused and conducted across OOH Media screens for the following categories: media, travel, personal care, automaker, insurance, fuel, chocolate, snack, news channel, mutual fund and apparel. Some of the key points covered included screen visibility, active viewing, audience profiling, advertising recall on OOH Media, keyword recall and the use of OOH Media as a reach builder for BPO/television dark audiences.

## Network 18 division branches out, producing third-party ad films

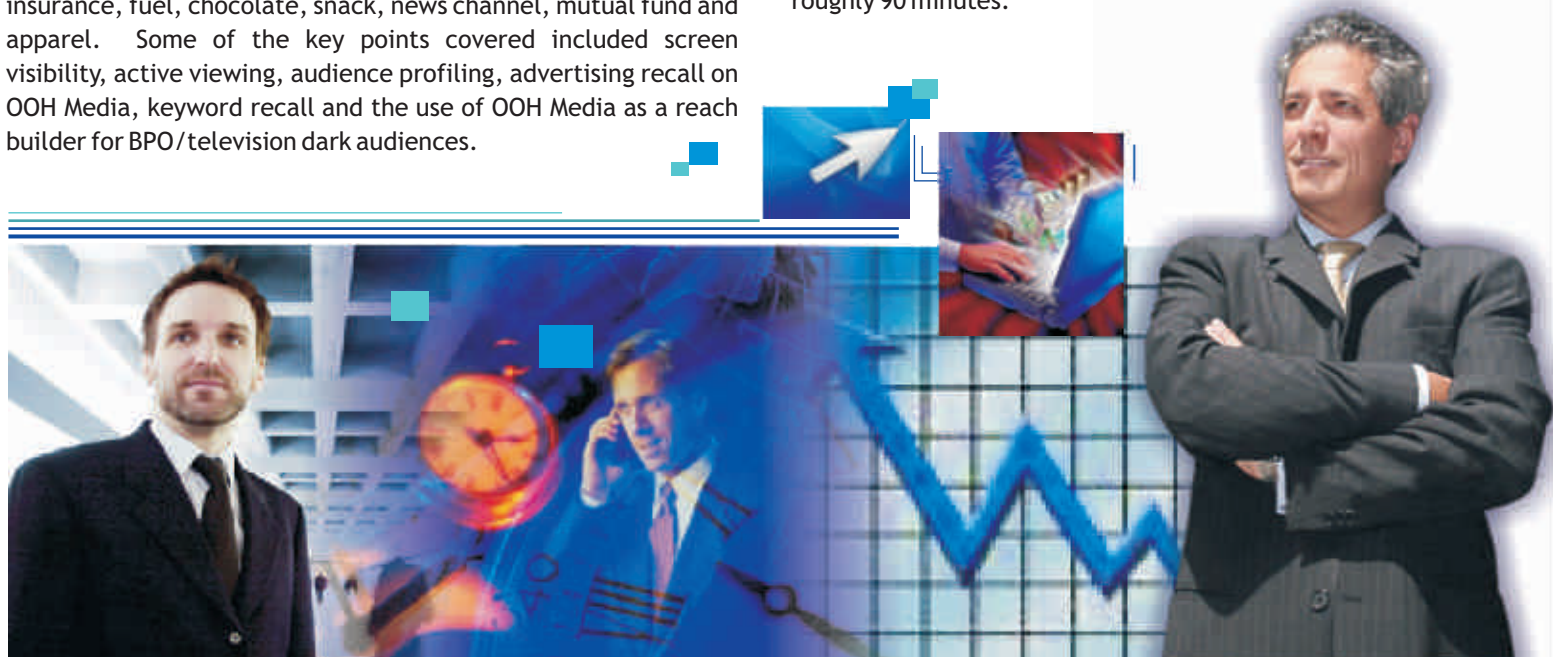
The Cell, the in-house advertising film division of Network 18, has started producing ad films for other advertisers and advertising agencies in an attempt to leverage its expertise and low-cost production facilities to good effect. The division was thus far producing advertising films only for Network 18's platforms, including channels such as TV18 and Global Broadcast News' IBN, and the brands advertising on these platforms.

## View 24\*7 launches OOH TV channel Sellivision

View 24\*7, the OOH division from Intellvisions, despite its late entry in the growing OOH industry in the country, is confident of creating a mark in this space with its interactive OOH advertising services. The company claims to have tied up with nearly 300 restaurants along with some stores for putting up their display screens, which would air its OOH TV channel Sellivision.

## Indian films ready for journey beyond diaspora

The billion-dollar Indian film industry is reinventing itself to get the maximum out of digital proliferation in the mass media. Digital distribution has an edge in terms of cost and speed. "There is a lot of curiosity about Indian films from the mainstream audience abroad. But the novelty factor wears off very soon. There has to be a mechanism to make Bollywood cinema compatible with the Western audience," said Navin Shah, CEO, P9 Integrated. Films will be edited twice - once for the audience in India and then for the market abroad. For the foreign audience, the duration of Indian films will be cut short. According to Shah, the time period will be reduced from two-and-a-half hours to roughly 90 minutes.





# Up Close

With Rahul Merchant

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**Rahul Merchant**

GM - New Business Development,  
P9 Integrated



BEFORE



AFTER



### How has your experience been working at Percept compared to your previous assignments?

I was with Shringar Cinemas (Fame Chain of multiplexes) before this. It's not fair to compare companies, but PERCEPT is miles ahead in terms of the hunger, environment, empowerment, challenge & learning. It's an enriching experience every day.

### You were recently part of a huge gaming event. Can you share the experience with our readers?

Yes, we created India's first ever true Gaming Experience for SONY PLAYSTATION and it was a smashing hit. More than 8000 people experienced it with their friends & family. This will be back in 2008 with more vigor & extravaganza.

### What's your key role at P9?

I have an envious role at P9. I head the Business Development function (which, apart from creating opportunities to spot new business, also makes money!) and the key task is to fuel revenues for our 8 verticals, offer an integrated solution to our clients and take the P9 entertainment model to newer markets in the country & the world. We are well on our way. But it's baby steps yet! We're a team of 4 now and are gearing up to further exploit the opportunities in the market place.

### Any specific plans for 2008?

Now is THE time for the entertainment and media industry and P9 is poised to grow by 400%.

### What's your most commonly used phrase?

My most commonly used term is "ROCKING" & "Game on". I use it when deals are cracked and something magical has been implemented or achieved - which is practically every hour, day, week, month...(smiles).

### Your family?

My family is an excited bunch - high on energy, enthusiasm & optimism. Mom is a Textile Designer; she had 2 of her own boutiques in Mumbai a few years back. She is the life of our family. Dad is in the Trading business (Edible & non-edible Oils). He earlier used to own & run an Edible Oil Manufacturing unit in Prabhadevi, Mumbai. My elder sister is married and is currently occupied full-time with my crazy 6-year old nephew Yuvraj.

### Any other interests?

Cricket, Movies, Socializing & Badminton.

### Any favourite getaways?

My favourite getaway is "Phuket" for multiple reasons.



### What's your poison?

My poison is "Whisky & Sparkling Water" (i.e. Soda) any day!

# Happy New Year





# Special Feature

Percept Annual Day 2008

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## Percept Annual Day celebrated on Jan 2nd, 2008

Jan 2nd, 2008, marked the Annual Day of Percept, when it completed 24 years of its journey since inception. A small party was held at the terrace of P2 building in Mumbai on the night of Jan 2nd, 2008, to commemorate and toast to the success and celebrate the fruits of the combined efforts of Perceptites.



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