

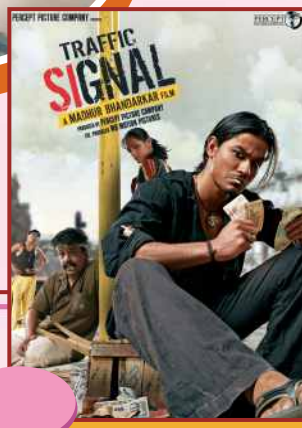


a Percept publication for our media fraternity



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P9 Experience signs an exclusive contract with Palador

P9 Experience, part of P9 Integrated, has signed a contract with Palador to exclusively market their movie festivals for the coming year. There are 3 festivals signed on till date Club Movies being the first, which will be held in 3 cities across the country over a duration of 1 year. Various movies from the Palador kitty will be showcased during the screenings. The next festival is the Bergman Film Festival which is scheduled for August 2008, lastly followed by Kurusava which is a Japanese Film Festival scheduled for the month of October 2008. Hitachi has been signed on for the Kurusava Film Festival. P9 Experience will exclusively market the Palador set of Film Festivals for a duration of 18 months.

P9 Experience strikes Rs. 1 Crore Deal

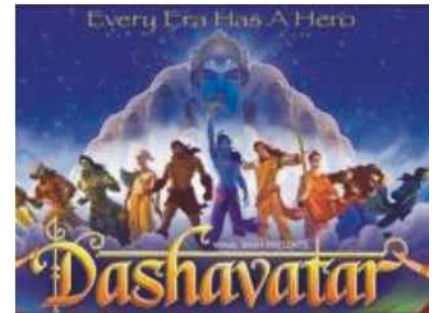
P9 Experience has struck a 1 crore deal between HDFC Standard Life Insurance and PVR Cinemas for a duration of 1 year. The deal involves a year long tie up between HDFC Standard Life Insurance and PVR Cinemas for On Screen Advertising, Static Branding and Kiosk Interactive Activities.



PPC's latest offering, "Dashavatar", brings mythology to the audience with colour, animation and entertainment

PPC tied up with Anushvi Productions, a reputed animation company for "DASHAVATAR" (The Ten significant incarnations of Lord Vishnu), a mythological tale about the divine incarnations of Lord Vishnu in an animated format.

"Dashavatar" has voice-overs by Shatrugan Sinha, Shreyas Talpade, Rupali Ganguly, and Tom Alter amongst others, with songs sung by Shankar Mahadevan, Shaan, and Shreya Ghoshal; and is directed by Bhavik Thakore.



Percept Picture Company signs Emraan Hashmi for a multiple film deal for Rs. 15 crore



Percept Picture Company's (PPC) 'Jannat' smashed the lull at the box office. PPC is now looking at collaborating with Emraan Hasmi further and has signed him on for a multiple deal of Rs. 15 crore.



PPC has a varied slate of successful Directors like Priyadarshan, David Dhawan, Nagesh Kukunoor, amongst others, churning out different genres of cinema be it comedy, supernatural thrillers, dramas, romance, action etc.

PDM India bags Plastindia Foundation Account



After many rounds of pitches against the top 6 agencies in India, PDM India won the Plastindia Foundation Account.

Plastindia Foundation is the official Plastics body of the country. PDM India is now mandated to be their Agency on Record (AOR) to manage their bi-annual Plastics Awards to be held at Pragati Maidan, Delhi, in February 2009.

PDM ties up with NDTV Imagine to do "Salaam E Comedy Awards"



PDM India and NDTV Imagine have tied up for 3 years to create India's first structured comedy awards called "Salaam E Comedy".



Slated to be held on the 16th of August at the Intercontinental -The Grand, in Mumbai, this is poised to be the biggest awards in this genre.

The advisory panel that has already been fixed for this consists of big names like Vashu Bhagnani, Honey Irani, Kundan Shah & Ashok Pandit amongst others.



Aegis Media to acquire stake in Communicate-2

Aegis Media, the \$20 billion global communications group, has plans to acquire a strategic stake in India's search-marketing and contextual advertising firm, Communicate-2.

This partnership will enable Aegis Media to include search into the communication solutions from its media planning arm, Carat, in India, and launch Isobar as the digital marketing solution for the Indian market.

The Indian online advertising market is expected to grow from Rs. 480 crore in 2008 and touch Rs. 1,100 crore by 2012 growing at a compounded growth rate of 32 per cent, according to a report by Federation of Indian Chambers of Commerce and Industry - Price Waterhouse Coopers.

Entertainment and Advertising Move East in a Mobile World

The global entertainment and media market is expected to expand by more than a third over the next five years, as more people in emerging markets move online and the global love affair with the mobile phone continues to flourish.

While growth in Britain and the US is likely to be relatively subdued in the next two years as their economies slow down, other parts of the world will boom as broadband access takes off, leading big brands to spend more on online advertising.

Europe, the Middle East and Africa will overtake the US as the world's largest entertainment and media market by 2009. China, meanwhile, is expected to pass the US this year to become the world's largest broadband market, with more than 80m households on super-fast connections.

Europe, the Middle East and Africa will see its media market grow 6.8% a year from \$ 570bn in 2007 to \$ 792bn, while the US will grow by 4.8% a year from \$ 601bn to \$ 759bn. Asia-Pacific will increase 8.8% a year from \$ 333bn to \$ 508bn, with Latin America expanding from \$ 51bn to \$ 85bn.

India's mobile entertainment market will be US\$2.24 bn by 2013: MEF Report

The Mobile Entertainment Forum (MEF) believes the Indian mobile entertainment market is creating the foundation for a successful ad-funded mobile entertainment environment. With a burgeoning mobile content market driven by personalization and ring-back tones, the introduction of 3G will pave the way for rich-media mobile entertainment services to be delivered to the mass market and encourage spend in the market's nascent mobile advertising industry to shift from banners ads and messaging onto music and games. Recognized as the second biggest mobile growth market after China with over 261 million subscribers, the potential for ad-funded mobile entertainment in India is significant. Research firm Direct2 Mobile forecasts that India's mobile entertainment market will be worth US\$ 403.13 million in 2008 and US\$ 2.24 billion by 2013.

Yash Raj Films signs JV with Dubai Infinity

Bollywood filmmaker Yash Chopra promoted entertainment company Yash Raj Films (YRF) has signed a joint venture with investment company Dubai Infinity Holdings to create YRF Entertainment District in Dubai. The entertainment district will house theme park attractions, a movie palace, unique hotels and many other unique Indian genre entertainment concepts and will be themed around the YRF banner.



Zee to re-enter film production



Zee Entertainment Enterprises Ltd (ZEEL) will re-enter film production and distribution, a business it had left a few years ago. It will create a subsidiary - Zee Entertainment Studios and raise about \$ 250- 300 million (Rs. 1,072.5 - 1,287 crore) for the films business.

The subsidiary will have two divisions. While Zee Motion Pictures will produce Bollywood movies with budgets of Rs. 50-60 crore, Zee Limelight will produce lower-cost movies in Hindi, Marathi, Bengali, Telugu, Tamil and Kannada.



Media revenue to hit \$ 2.2 trillion by 2012: PwC

Global entertainment and media revenue has forecast rising by an average of 6.6 percent a year to \$ 2.2 trillion by 2012, boosted by advertising-supported digital and mobile media and an explosion in the adoption of broadband.

According to the PricewaterhouseCoopers (PwC) annual forecast, advertising tied to the burgeoning interest in watching videos on the Internet and on devices, such as Apple Inc's iPod, will account for 24 percent of growth in the sector and is projected to grow fastest at a compounded annual growth rate of 19.5 percent to 2012. Total entertainment and media revenue growth is seen outpacing global gross domestic product, which will increase 5.7 percent, according to the report.

Despite the acceleration of digital businesses, revenue from traditional media avenues such as television will still dominate global market share, if not growth. Digital and mobile revenue will account for only 11 percent of total spending, or \$234 billion, in the next five years.

PwC's report, which surveys 15 major industry segments in 59 countries, underscored a trend over the past few years. The United States will continue to account for the biggest share of revenue by country, or \$759 billion by 2012, but will grow the slowest at about 4.8 percent, outpaced by the Asia Pacific and Latin America.

Saregama to enter event management

Saregama India, the Rs. 144 crore entertainment arm of the RPG Group, will invest close to Rs. 150 crore over the next two years in producing seven movies. The company is also in the process of picking up a minority stake in one of the event management companies in India as part of its attempt to manage and popularize its movies post-release.

Setting examples in teamwork: Combining creative juices

Teamwork always been the hallmark of the Percept group of companies. Many businesses have been won through joint pitches. But this time, we have really outdone ourselves. Case in point, the Tree ad which won a merit award at the International Creative Shake Awards. The ad was conceptualised and written by Bob D'Silva, AMO Communications, and illustrated and executed by Milind More, Percept H. The coordination between the two agencies was done by Lyndon Lewis - a copywriter himself. This bit of teamwork will go a long way into setting an example for all at Percept. Kudos to Bob and Milind for a job done well. We hope they will bring many more accolades to the group.



Bob D'Silva



Milind More



Lyndon Lewis



Prabuddh Dubey

Creative Head
Percept Swift Advertising

percept/swift

How long have you been at Percept Swift; how did this journey begin?

The journey with Percept started some 2 years back. It's been a fabulous experience with the organization. It all started when I took the path as a copywriter. With 2.5 years of advertising experience in a budding advertising agency of Indore, I joined Percept Swift. Here, I found enough room to grow and realized that my determination would stand me in good stead. I was fortunate enough to get all the opportunity to explore my latent talent under the mentorship of Mr. Rahul Jain (Managing Director, Percept Swift). Today, I am working as the Creative Head of the agency. Everyday is a learning experience.

How has your association been?

It has been a great pleasure to work with Percept. I am proud to work in such a good environment. I have learnt a lot.

Today, agencies create ads for entries into Awards. What's your take on this?

I don't know how people define awards! For me client satisfaction is an award in itself. When it comes to the growth of an agency, awards become a sort of parameter too. So, both awards and client satisfaction form part and parcel of a successful agency.

Do you think that client's are 'creative killers' so to speak?

We are the ad-professionals. Client suggestions are always welcome, for ultimately, they know the brand best. But yes, we must get enough room to exercise our creativity.

Is Art or Copy the ultimate winner?

Copy and Art / Creative go hand in hand. As the story of who came first the chicken or egg; still stands unresolved, so is the case with this.

Any favourite advertisements?

Here is my favorite artwork. This ad has got me loads of accolades. This creative was awarded First Prize in water conservation, organized by Nai Dunia publication and Marcom Creative Awards, 2005.

This one is another favourite of mine, which has won Images Bazaar Population Control Award in 2007.

Any favourite commercial that is on air at the moment?

I have many favorites. Of the current lot, I love watching Vodafone's 'Small Credit Scheme' ad and the Sahara Life Insurance commercial.

Any favourite campaign?

I love the entire communication of Hutch-Vodafone till date. The connect between the consumer and the brand stands well defined since many years.

Out of all the tools/mediums of advertising which medium do you prefer?

It's got to be Hoardings. A line or so displays the entire communication and you have to reach the consumer in a span of 6-8 seconds, which is all the time a passer-by may have to view the hoarding. It is truly challenging.

Your dream brand to work on?

Absolut.



AWARDS & ACCOLADES

PPC's 'Traffic Signal' wins National Award



Percept Pictures' 'Traffic Signal', which captures the lives of people who spend most of their waking life around Mumbai's street lights has won 2 awards at the prestigious 54th National Awards announced on June 10, 2008 at Delhi.

'Traffic Signal' was appreciated by critics for its unique subject line and approach. This is the third of the trilogy from PPC's stable with Madhur Bhandarkar as the Director; 'Page 3' and 'Corporate' being the first 2, which received various critical acclaims and awards.



Percept/H wins 2 awards at the Promax BDA New York Awards 2008



Percept/H bagged 2 awards (1 Gold and 1 Silver) at the Promax BDA Awards. Percept/H

Percept/H won Gold in the print category for Sahara One's Biggest Loser Jeetega campaign and Silver for logo creation for the show "Bathroom Singer" which airs on 'Filmy'. The Promax BDA Awards included more than 600 categories and are regarded as the most prestigious for creative endeavors in this field. Sunanda Chadha, Shekhar Karpe, Aman Khan and Mamta Chorghhe was the team responsible for the winning campaign.

Promax BDA aims to identify the competitive challenges facing promotions and marketing executives, and target practical ways to meet these challenges. With a combined membership of over 3,000 companies and individuals drawn from more than 70 countries, Promax BDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

AMO wins the UNFPA-Laadli National Creative Excellence Award for Social Change



AMO Communications was declared the winner of the UNFPA-Laadli National Creative Excellence Awards for Social Change by Population First' for the category Print Ads / Cartoons at the recently held Awards Ceremony, held on June 30, 2008 at YB Chavan Hall, Mumbai.

Art Director, Suneel G Katarnavare and Copywriter, Viral J Bhatt teamed up for AMO Communications to produce this award winning creative.

'Population First', a Mumbai based NGO working on population and health issues within the framework of women's rights and social development had instituted these awards to specifically target the social issue of female foeticide and falling sex ratio in the country. 'Laadli' is the name of an ongoing girl child campaign in Mumbai. The entries were judged by some of the stalwarts in the advertising industry viz. AP Parigi, MG Parameswaran, Pranesh Misra, Mohammed Khan, Pradeep Guha, Priti Nair and Ramesh Narayan.



AMO bags Bronze at OAC Asia 2008



AMO bagged a Bronze at the OAC Asia 2008 (Outdoor advertising Convention), Social Awareness Campaign Competition. The contest received more than 3000 entries from across the country. Minoti Shetye and Gwendoline Fernandez, bagged the bronze with their entry titled - 'Stop Domestic Violence'. The award function was held at the OAC 2008 convention in association with Times OOH and Ogilvy Action at Nehru Science Center, Worli on June 28, 2008.



The competition sought to creatively highlight social issues that need to be addressed. The winning concepts, apart from being financially rewarded, will also be rolled out as a campaign across outdoor formats in the country.

The content of this publication has been created with inputs from Percept Companies and Divisions. Founded in 1984, Percept Limited, an entertainment, media and communications company, today, is at an enviable leadership position with a team of 1200 people and 62 offices across India and the Middle East. The contents of this document may not be reproduced or circulated without prior consent from the Corporate Communications Department, Percept Limited.

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