

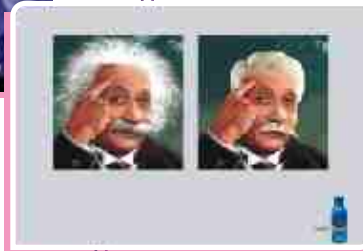
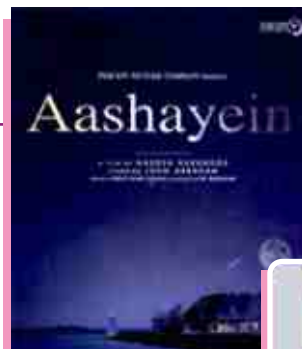


a Percept publication for
our media fraternity



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Percept & Future Group in JV to form 'Bollywood Retail'



Percept announced its JV with Future Group to form a 50-50 JV in 'Bollywood Retail'. Percept had earlier set up Bollywood Corporation Private Limited, to create and own IPR Assets in the Bollywood domain. It aimed to provide the complete "Bollywood Experience" including Bollywood Cafes, Walk Throughs, Hall of Fame, Bollywood Museums, Bollywood Theme Park, Merchandising and a host of other experiential offerings for the visitors.

"Bollywood Retail" will focus on providing the "Bollywood Experience" and "Bollywood Merchandizing" within the Future Group's retail network. The JV will independently source Bollywood IPR and Software from Percept's

Bollywood Corporation and use retail infrastructure from the Future Group.

The JV will entail an initial capital outlay of INR 50 crores and open 8-10 locations in the first phase - viz. Hyderabad, Ahmedabad, Kolkata, Bangalore, Indore, Jaipur, Pune, Delhi and Mumbai. The first Bollywood Experience Centre is expected to be up and running by Q4-2008.

Percept plans expansion - To raise INR 1500 crores



Entertainment, Media and Communications Company, Percept, has set up an expansion plan for all its key areas of business. This is aimed at scaling up the Content and IPR businesses. Percept is also aiming at inorganic growth within the media and communications domain.

In order to fund future growth, Percept plans to raise INR 1500 crores through Private Equity, IPO and Debt. Of this, INR 150 crores has already been raised through Edelweiss, Passport Capital and Indivision India Partners (IIP). This has been done at a valuation of up to INR 1200 crores.

The funds will be deployed in building presence and strength in the entertainment, media and communications domain including creation of knowledge practices, proprietary tools & assets and creation of asset and talent ownership. Funds will also be deployed in acquisitions and strategic partnerships. Strategic investments are planned in the areas of IPR Acquisition, Home Video Distribution, Film Production Studio, Development of Digital & Mobile Content and International Distribution. These investments will result in a better integrated content business covering the complete value chain.

Percept is in advanced stages of negotiations with other strategic and financial investors, and is expecting an immediate closure of Round 1 of funding. The Company is also planning an IPO in the 2nd half of the current year.

PDM is BTL agency for Moser Baer for 2008-'09



PDM's Marketing Promotions arm will drive the BTL marketing mandate for Moser Baer in FY 2008-09. The Marketing Promotions division is a four month-old entity within PDM. PDM, which has worked with Moser Baer in the past, to launch their IT vertical, will partner Moser Baer for its BTL requirements, up to end-March 2009. PDM's Marketing Promotions division intends to focus more on clients that are not just seen as sponsors of entertainment events. Their focus will be more on FMCG, Consumer Durables and Financial Services.



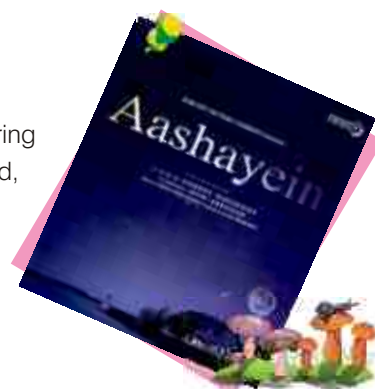
Percept's 'Jannat' receives huge response in India, Pakistan

Percept & Mukesh Bhatt's film "Jannat" recorded 85 percent collection in Mumbai on the first day of its release Friday. Percept Pictures had bought the world rights for the release and distribution of the film.

First look of Percept, T-Series' Aashayein unveiled



Percept Picture Company and T-Series unveiled the first look of the film, 'Aashayein' starring John Abraham in the lead. The film also stars Sonal Sehgal, Farida Jalal, Girish Karnad, Anahita Nair amongst others. 'Aashayein' is the first co-production between Percept Picture Company and T-Series.





Perspectrum makes perfume brand touch the sky, literally



Ajmal Perfumes, a brand operating in the fragrance industry in West Asia, launched its French line of perfumes, Shadow, on a rather 'elevated' platform in India. Perspectrum, the integrated marketing communications arm of Percept Ltd, had recently been made the brand's marketing communications consultant. The event was conceptualized and implemented by Perspectrum, while IBD India handled the creative campaign.



Percept raises Private Equity through Indivision

Percept has raised a private equity investment of INR 62 Crore from Indivision India Partners (Indivision), Mauritius. This investment was facilitated by Future Capital, local advisors to Indivision. This investment is expected to further strengthen the long-standing relationship between the Future Group and Percept.

AMO Communications awarded creative duties of Runwal Group



The Rs. 500 Crore Runwal Group awarded its creative duties to AMO Communications Pvt. Ltd., following a multi-agency pitch which started a couple of months ago. The account is pegged to be between Rs. 5 - 7 crores.



The company currently commands a land bank of 97 Lakh square feet in the prime locations of Thane, Chembur, Mulund, Ghatkopar, Bandra Kurla Complex (BKC) and plans to extend it to Pune and Bangalore.

Currently, AMO also handles the creative duties of NEXT, India's largest retail chain of electronics and durables. AMO Communications is also the creative agency for brands like Goa Tourism, TCL Holdings, Next Retail, Asia MotorWorks (AMW), Nissan, Shapoorji Pallonji, BP Ergo, Infosys and The Global Group amongst others.

PDM bids a grandiose farewell to Oliver Kahn



PDM India successfully marketed and executed the most high profile football match in recent Indian Football history - Bayern Munich Vs Mohan Bagan at Salt lake Stadium, Kolkata on May 27, 2008. The match was promoted by Bengal Peerless Housing Development, a JV between Peerless Group & West Bengal Government.

PDM India acquired the rights to market, promote and execute this prestigious match and won it amongst competitors like Wizcraft & Gameplan.

PDM managed all the media tie-ups - including live telecast on Zee sports & STAR Ananda, outdoor publicity through Selvel, Radio partner Red FM and Kolkata Mirror.com for online, besides promoting the match on ground through road shows across Kolkata and neighboring districts. PDM India conceptualized and executed the advertising campaign across all television and print media.

PDM also roped in sponsors for the event viz. Ultra Motors, Maruti Suzuki Wagon R, Indian Oil & Pepsi and coordinated ticket sales and promotion which resulted in a packed house with more than 1,20,000 live audience.

Bayern Munich is one of the most popular and successful football clubs in the history of football - the biggest team to ever come to India. Oliver Kahn was one of the most successful, finest and popular players to ever play the game.



Ajay Chandwani inducted to the BoD of Percept/H; Prabhakar Mundkur elevated to CEO of Percept/H

Percept/H Ajay Chandwani has been inducted to the Board of Directors of Percept/H, Percept's flagship advertising company. He has been designated as the Executive Director and a Member of Board of Percept/H.

Following this announcement, Prabhakar Mundkur has been elevated to the post of Chief Executive Officer of Percept/H with immediate effect.

Ajay will continue to look after the Hakuhodo relationship and oversee Percept Gulf Fz LLC (Dubai) operations.





Globosport to acquire modeling agency - ICE

Globosport India Pvt. Ltd, a sports marketing and celebrity management company founded by tennis player Mahesh Bhupathi, is close to acquiring a majority or full stake in ICE Model Management, a Mumbai-based company promoted by actor Upen Patel. ICE supplies models for ramp shows, television commercials, print ads and music videos.



Big to invest Rs 150 crore in out-of-home business

Big Street, the eight-month-old out-of-home (OOH) media and advertising arm of the Anil Ambani Group, will invest close to Rs 150 crore this financial year to expand into various cities in India, including Kolkata. Currently the company is present in eight cities - Mumbai, Delhi, Ahmedabad, Bangalore, Hyderabad, Cochin, Chandigarh, and Chennai. Big Street plans to use its 'street furniture' format to establish its presence in the out-of-home (OOH) media space.

NDTV Imagine to enter movie production



NDTV Imagine's first movie production will go on the floors in two-three months' time. The company's other new business - NDTV Lumiere, a distribution platform for world movies, will launch its television channel in June. With 300 titles - some so new that they are scheduled for screenings at Cannes this year; the company is targeting various platforms.

BIG Entertainment to make 69 Films

In a significant move for the domestic film industry, Reliance BIG Entertainment, the films production arm of Anil Dhirubhai Ambani Group, said that it will produce, distribute and co-produce 69 films in Hindi, English and regional Indian languages over next two years.

Indian companies eye Hollywood pie

The world's the stage for major Indian media firms, with some of them set to make a global mark by joining the Hollywood bandwagon. Recently, at the Cannes film festival, Anil Ambani-led Reliance ADAG inked a deal with eight Hollywood production houses. The projects will feature actors including Nicholas Cage, Tom Hanks and Jim Carrey amongst others. With this, Reliance BIG Entertainment now steps into every department of film trade - production, distribution, exhibition, and post-production. Billionaire investor George Soros recently paid \$100 million for a minority stake in Reliance Entertainment, which the company said valued it at \$3 billion.

UTV forays into digital Internet media space; acquires majority stake in IT Nation for Rs 15 crore



UTV New Media, the digital media arm of UTV Software Communications Ltd, has announced its foray into the digital media space with the acquisition of 76 per cent stake in online technology company, IT Nation, for a consideration of Rs 15 crore.

UTV New Media envisages an investment of around Rs 120 crore over the next two years on Internet, digital music, online technology and online business space.

Kid movie merchandising still a marketing tool here

All those Spiderman toys and Harry Potter games make the whole experience of a movie more exciting for kids. While internationally, merchandising for children's movies is a rage, in India, it's still in its nascent stage. For Hollywood, Spiderman merchandise contributed around 40% to the total revenues of the movie. In India, however, such merchandise contributes only 2-3% to the total revenue. "In India, merchandising is seen as more of a marketing tool than a revenue earner. The movie becomes an advertising tool for merchandising," said Navin Shah, CEO, P9 Integrated Ltd. Though Hanuman did a pretty good business for merchandising and contributed around 20% to the total revenue, industry players feel that there is a lot more to do.





Percept/H

Amitava Mitra,

Sr Vice President, Percept/H

You have been a staunch advertising professional for more than 20 years. What's the difference you see in advertising way back then and today?

In the 26 years I've been in this industry, a lot has changed. There are many positive changes that have helped grow our industry. For example, the improvements in the quality of our creative product, the new technological advancements in production and film making, the coming of age of computerisation and internet in advertising etc. But there are also a few areas of great concern for the industry at large and in many ways these issues are inter-twined.

- ▶ Clients are losing respect and value for advertising agencies and advertising professionals.
- ▶ Advertising agencies are not being able to attract quality people in creative, servicing and planning.
- ▶ This leads to weaker account planning and strategies, weaker servicing and weaker creative product (with a few exceptions).
- ▶ Little interaction and knowledge with the end consumer. We are all becoming desktop managers, planners and creators.
- ▶ Lack of brand ownership.
- ▶ Splintered media and mediums are leading to lesser reliance and dependence on advertising agencies.
- ▶ More accountable, yet lesser margins and commissions.
- ▶ The FUN and JOY in advertising is fast disappearing.

You have been a part of the Percept family for quite some years now. How has the journey been?

I've been involved with the Group for precisely 8 years now and it's been an amazing journey. Two and a half years as a partner in one of the JV's in Pune and the last five and a half years as Head of Percept/H Delhi. This is the longest I've spent with any agency or group.

It's like one big happy family; especially in Delhi. We've had an amazing turnaround in the last couple of years. The team at Delhi is top class. We've won major businesses. We've not lost any business in the last few years. Our clients have great respect and confidence in the team. The team has bonded beautifully. There's energy, excitement and fun 365 days. But most importantly, we are today clearly seen and recognised amongst the Top 7 Agencies in Delhi. This turnaround was possible because of the independence and support we got from the senior management and shareholders.

Where do you think lie Percept's core strengths and opportunities?

Having worked with 2 of India's largest and best known agencies - JWT and Lintas, I do sincerely believe that there are a lot of positives and advantages we have over the others.

- ▶ Our 360-EMC concept and offering is unmatched. It's a major weapon, especially at pitches.
- ▶ While we may have multi-national businesses, our strength is in attracting and winning Indian entrepreneurial business. If you look back at our track record as an agency and even as a group, we have succeeded and grown with some of the biggest Indian entrepreneurial business houses - Hero Honda, Bharti, DLF, Future Group, Siyaram's, Firodia's and Sahara to just name a few. This is also the reason why PSU and Government clients consider us over others. Clearly, this is one of our biggest strengths and we must leverage it to the maximum.





As an advertising professional, do you have a special preference - Television or Print (Advertising)?

Today, it's not a question of which medium one prefers. It's which medium or mediums will reach our TG and capture eyeballs, make impact and gain visibility and notice-ability. Times have changed. 360 is in. No one medium is a winner or an effective guarantee to capture eyeballs. Therefore, what works today is a combination of mediums. Personally, though, Television is my favourite medium and I believe the best of brands are built on TV.

You mentioned IPL. It really has been a success story. Do you see major clients' ad budgets being eaten up by it?

There are 2 types of clients. One set of clients have cricket as an integral part of their annual brand communication strategy, e.g. Hero Honda, LG, Pepsi etc. These are clients who are part of the ICC's annual calendar of international cricket events and they plan their annual brand marketing and advertising budgets accordingly. Then there are the other set of clients who use cricket or any other major event strategically, one-time, event-to-event based, more as a floating promotional activity to take advantage of a certain exciting event.

In the 1st IPL tournament, the first set of clients, who are the big cricket advertisers, have not changed their annual cricket budgets and therefore decided to skip this tournament. Most of the clients and brands that advertised in the 1st edition of the IPL are from the 2nd set of clients.

The concern is from the regular advertisers on cricket (1st set of clients). The 1st edition of the IPL was unplanned and hence these clients have not participated. But next year and with the success of this year's IPL, these clients will certainly plan greater funds towards cricket and the IPL, which will mean lesser budgets on other mediums.

Entertainment has become big in India. Do you think it will take the sheen off advertising?

To me, entertainment and advertising is one and the same thing. It is part of the 360 pie. It is one of the fastest emerging communication mediums. It is a medium that clients and brands are beginning to use effectively as an integral part of their advertising and media strategy. Entertainment will always be used strategically to generate excitement, freshness, newness around the brand, but it cannot replace hard core advertising. But yes, in today's 20-20 age, advertising needs to be entertaining to generate and retain customer interest.

Is there a Percept/H campaign that you are proud to be a part of?

I have worked on many great brands and campaigns, but the most challenging one has to be "Bharat Nirman". It's not your classical brand advertising. The challenge and the humongous task of creating this campaign was an experience of a life time. It's advertising a concept. It's advertising to generate awareness for the Govt's programs for and to the masses of India. It's advertising that will lead to measurable action and reaction, success or failure, acceptance or rejection of and for the present Govt and its policies and programs.

What is that one thing that keeps you going?

"Passion" for advertising (with a capital "P"). Without this "Passion", I couldn't have gone through 26 years in this industry. Even today, it's the Passion and excitement of managing clients, working on a variety of brands and the challenge of creating communication hugely different from each other that keeps me alive and fresh each day.

Who do you look up to or treat as a Guru in the Ad fraternity?

Those who know the greats of advertising will know a person called Amber Brahmachari. I learnt whatever I learnt in advertising from Amber in JWT. He moved from JWT to head Contract and then to head JWT in Taiwan and thereafter to other parts of South East Asia. He's still with the WPP group. He will always be my inspiration and my Guru.



What about your family?

The strains of modern day living have split our family into 4 parts. The common thread that binds us is our fierce love for each other. My wife, Monisha (who was for many years a part of the Percept family - both at Percept Advertising and PDM) now lives and works in Dubai, but her heart and mind is with us in India. My daughter, Ashna is 15 and is now in her board year (class X). She lives with her grandmother in Pune and studies at St. Mary's. She fuels my passion to live. My son, Arjun is turning 9 and has just recently moved to a boarding school in Shimla Bishop Cotton School. He's the energy that drives me to succeed. My family is my world and reason for my being!





AWARDS & RECOGNITION



AMO Communications Sweeps Special Category Awards at Future TV's 'Gone in 30 seconds contest'



At the recently held Future TV's "Gone in 30 seconds contest", AMO Communications made its mark in the emerging media space by picking up 2 special category awards. The contest invited entries for creating a riveting audio-neutral clip of less than 30 seconds based on topics ranging from social messages to humour to slice of life.

AMO Communications created films based on social causes, titled, "BIRD DROP" by Imran Khan Hanafi, Hiren Desai and Bhushan Vaidya and "T'NOD KNIRD DNA EVIRD" (Don't drink and drive spelt backwards) by Minoti Shetye, Tabish Shaikh and Gwendoline Fernandez. The films were shot by Raphael Das and directed by AMO's Creative Director, Bob D'Silva. The winning creatives will be aired on Future TV in malls and stores.

This contest received entries from ad agencies, professional and amateur filmmakers. More than 150 entries were received and then judged by members of the media and advertising fraternity. Out of which 26 films were short listed. But only 5 trendsetting films made it to the finals.



AMO Communications bags Gold at the 5th Annual PCom Creative Awards

AMO Communications bagged the Gold at the recently held 5th Annual PCom Creative Awards.

Entries to this International Awards are awarded scores by an esteemed panel of judges. Only scores that exceed certain levels can qualify for Gold, Silver, Bronze and Merit (each award has a different qualification score).

AMO Communications Pvt. Ltd. won a Gold Award from Creative Shake in the Print, Single (magazine or newspaper) category for its entry 'Einstein' showcasing Parachute Hair Oil.

Bob D'Silva was the Creative Director of the winning entry, while Hiren V Desai teamed up as the Art Director.

Creative Shake, formerly portfolios.com, was established in 1995 as the first comprehensive online resource showcasing creative talent. For over 10 years, art directors, creative directors, marketing managers, publishers and other businesses have come to rely on Creative Shake as a leading resource for high-quality artists of every profile to staff creative projects. Creative Shake is based in Toronto, Canada and is owned and operated by a small management team with several years experience in the advertising and creative services industries.



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