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BAF Awards felicitate best of animation internationally and 'Return of Hanuman' wins Best Animation Feature Film



The second day of FICCI FRAMES closed with the BAF (Best of Animation Frames) awards ceremony, sponsored by Autodesk. The awards celebrate achievement in both creative and technical aspects in the world of animation. The awards ceremony started out with 'Return of Hanuman' (Percept) winning the best animated feature film award. 'Return of Hanuman' was also converted into a mobile game, which then won a special Jury Award for outstanding contribution to the Indian animation, for Jump Games.

Return of Hanuman' wins Best Animation Feature Film

Animation is getting bigger and better in India and to celebrate this, Tech 2 and Arena Animation in association with Aptech and CNBC TV18 held the Golden Cursor Animation Awards on 20 March, 2008 in Mumbai. Percept won two awards for 'Return of Hanuman' for the Best Animated Film & the Best Animated Background Score.

PPC signs Kukunoor to direct sports-based film

Percept Picture Company (PPC) has roped in Nagesh Kukunoor to direct a big budget film, the theme of which is based on sports. The starcast for the film, which aims to release in mid 2009, will be locked in by April.

Percept Picture, Vishesh Films tie up for 'Jannat'

Percept Picture Company (PPC) has joined hands with Vishesh Films for their forthcoming film, 'Jannat', scheduled for release on May 2, 2008. PPC has acquired the global distribution and commercial rights of this film. The music and home video rights will be released by Sony BMG.

Come On Pappu

Percept Picture Company and David Dhawan are all set to launch a newcomer with a film which will cost around Rs 90 crores. The film, which is an action thriller, will launch a newcomer with the film, Pappu, who incidentally is a chimpanzee. The film has been titled 'Come On Pappu' and will go on the floors in September this year.

Bipasha on a signing 'spree'



After 'Fashion', Madhur Bhandarkar is all set to start shooting for the sequel to 'Corporate', 'Corporate 2'. Bipasha Basu will be playing the lead actress in the sequel too. It may be recalled that Corporate had ended with Sonia (played by Bipasha) fighting for justice, but in vain. Her character in the film was left alone with her daughter in the end. The film will be produced by Percept Picture Company.

Percept Picture Company releases 'Khuda Ke Liye' across Indian Theatres

Veteran actor Naseeruddin Shah has been a part of several off-beat films and has always walked away with huge acclaim for his versatility. 'Khuda Ke Liye', a film that depicts the general state of Muslims in the US post the 9/11 attacks was released in India on the 4th of April courtesy Percept Picture Company. The film directed by Shoaib Mansoor has been awarded the best film at the 31st Cairo International Film Festival, best foreign film at Muscat Film Festival and has been honoured with the Roberto Rossellini award in Italy. Besides Naseeruddin Shah, the film also stars renowned Pakistani actors-Shan, Iman Ali and Fawad Khan.



Percept in Rs 70 cr tie-up for 4 films

Percept Picture Company (PPC) has struck a Rs 70-crore deal with Vishesh Films for co-producing four films over three years. As part of the deal, PPC has also acquired all distribution and commercial rights of Vishesh Films' forthcoming film Jannat for 10 years.



Percept to give fillip to Indian animation movies

Percept Picture Company (PPC), known for its popular animation movie, "Hanuman" & "Return of Hanuman", has struck a deal with Hyderabad-based animation studio, DQ Entertainment for its forthcoming animation film ventures. Percept's production deal with Toonz Animation to make the third installment for its Hanuman series, "The Return of Ravana," stays.

Percept invests Rs 60 mn on 'Rubaru' release expected on May 9

Built on a budget of Rs 60 million, Percept Pictures Company's (PPC) first romantic film 'Rubaru' is ready for release on 9th May. Directed by ad filmmaker, Arjun Bali, the film stars Randeep Hooda and Shahana Goswami. With 'Rubaru', not only will Hooda be stepping into the shoes of a romantic hero for the first time, but Bali will also be directing his first film for Bollywood. The film has been shot and completed in Thailand within a span of 30 days.

Percept Profile chalks out aggressive growth strategy for 2008

Percept Profile, the public relations agency of Percept, has consolidated its position as a contemporary integrated communication consultancy, adding clients like Shinsei Bank, L'Oreal Kerastase Elite Hair Care Treatment, Dandara UK, Orient Craft Fashion Village, Travelog, and Sai Baba Telefilms to its roster in the last quarter.

Percept/H bags creative duties of Fena's detergent and soon-to-be-launched brands - account size Rs 12 cr-plus

Percept/H has been assigned the creative duties of the detergent powder brands of Fena Pvt Ltd that includes Fena, NIP, Para and Impact. Fena is also planning to venture into household and personal care products and would be launching shampoos, soaps and floor cleaners over the next three months. Percept/H will be handling the advertising for these soon-to-be-launched brands as well. The account size has been pegged at upwards of Rs 12 crore.

Perspectrum unveils aggressive growth plans - Targets 400% growth by 2010



Perspectrum Consultancy, the Integrated Marketing Communication (IMC) wing of Percept announced a target of Rs. 50 crores (net revenue) to be achieved by 2010. Perspectrum also revealed plans to establish their branch offices in Delhi, Bangalore, Ahmedabad and Pune. Keeping in mind the aggressive growth plans, Perspectrum recently appointed Mr. Debroy Roy as General Manager, responsible for North & East operations.

Currently a team of 24 consultants, Perspectrum aims to build a team of over 100 professionals in a span of three years.

P9 ties up with MirriAd for digital brand integration



P9 Integrated has announced a tie-up with UK's MirriAd, an embedded advertising company that specializes in digitally implanting and integrating brands, products and services in films, television and online. The deal will see MirriAd using its unique ZoneSense advertising technology to digitally integrate brands within existing content that is marketed by P9 Integrated across India "The brands will be embedded into the film only after the completion of the production process. Hence depending upon the kind of viewers the film will target, the brands can endorse the film. Also the brands can endorse a film after it has been released on home video keeping in mind the market that the film has generated for itself," stated P9 Integrated CEO, Navin Shah.

Sirindia.com launches version 2.0 - Site developed by Percept Knorigin



Leading e-commerce platform provider, Sirindia.com, announced the launch of www.sirindia.com (version 2.0), developed and created by Percept Knorigin. Sirindia.com, focuses on the Indian retail market and has more than 50,000 products in its catalog today. Some of the new features introduced in this version include SMS payments, cash card payments and new product categories like Gadgets and Gizmos, Electronics & Technology, Health and Personal Care, Beauty and Fashion and Computer & Software. The new version provides better functionality and easier navigation to those who use this platform for e-commerce. Sirindia.com is promoted by Raghunath Group which has interests in Real-estate, Herbal Extracts and Dyes and Retail.

UTV signs on Percept Out-of-Home



Percept Out-of-Home, the media division of Percept, bagged the outdoor duties for UTV's latest Hindi movie channel - UTV Movies. Percept Outdoor will handle the out-of-home launch of the channel across Delhi NCR, UP, West Bengal, Gujarat, Rajasthan, and Punjab.

Percept Out-of-Home has the largest national network of on ground presence in 24 locations and a dedicated team of over 100 professionals with in-depth knowledge and skill sets to offer customized and relevant solutions to clients in the least turnaround time.



Percept successfully handles 'FiteSelektor' in UAE



New Board Capital Ltd (Holland) along with PDM International (Dubai), appointed Percept Gulf Fz as the Communications and Design agency for their brand, FITESELEKTOR in the beginning of 2008.



FITESELEKTOR was treated as an IMC project (led by PDM International), where the agency was involved right from creating a distinctive identity for the brand to devising their communication route and suggesting strategic deliverables to even providing expertise in adapting and designing the brand experience at the 'fight' venue.



PDM International handled the complete marketing of the event in UAE, managing and executing the event, ticketing, PR, sponsorship, website creation and gave the event a 360-communication solutions to make the event a rip-roaring success.

Percept Gulf FZ has won accolades from the client for their spontaneity and creativity and has been praised on several occasions for their pro-activeness as well their involvement in the success of 'FiteSelektor'. Some of the deliverables ideated, designed and executed by Percept Gulf Fz includes - Logo, Tagline, Press Conference & Communication Collaterals



(Spatial-Experience Design, Press Kits, Backdrops), Creative Media Strategy, Press Communication (Main Launch Ad & Follow Up Ads), Merchandise (T-Shirts, Gloves, Bags), Outdoor Advertising (Hoardings, Mupis), Event Specific Deliverables (Fliers, posters, banners, invites, signage, stage design etc.).

'FiteSelektor' is the world's first spectacular Mixed Martial Arts event that is taking the world by storm; presenting professional fighters from across the globe. The unique concept of 'FiteSelektor' is that the audience decides through sms voting who will fight whom. There is no prearrangement of bouts. This is testimony to the courage, fearlessness and athletic stamina of the fighters since they will not know of their opponent until minutes before the fight.

Dubai has hailed 'FiteSelektor' as a "knockout success!" The audience participation kept them hanging to the edge of their seats.

'FiteSelektor' is growing at a rapid rate, within months the world has witnessed this thrilling sporting event, through live television broadcast, satellite link, viral web marketing, internet and print media.



PDM India wins the account for the "150 years celebrations of Standard Chartered Bank"

In a close finish, PDM India scored over Wizcraft & 360 Degrees to win Stanchart's most prestigious event ever. The bank started their history in a small branch on Church Lane, Kolkata in 1858. The national celebrations begin in Kolkata on the 16th of April which will be attended by Standard Chartered's Global CEO Peter Sands, APAC CEO, Jaspal Bindra & Regional CEO Neeraj Swaroop amongst other Kolkata dignitaries



This is a great win considering PDM's already existing stronghold in the BFSI segment with clients such as HSBC, Barclays, ICICI bank, ICICI Pru, Kotak Bank, Kotak Mutual, AIG, Tata AIG, Reliance Monies, Reliance Mutual, Franklin Templeton & Citibank on their roster.



Pritish Nandy and DQ Partner in Six-Film Deal

Pritish Nandy Communications and Indian animation giant DQ Entertainment will co-produce six animated and live action films for up to \$50 million over the next four years. DQ Entertainment, which runs seven animation facilities in the southern Indian city of Hyderabad with a staff of 2,200, raised \$56 million on the London Stock Exchange's Alternative Investment Market in Dec 2007. In Feb 2008, DQE entered into a similar agreement with Mumbai-based film production and distribution company Percept Picture Company (PPC) to produce three animation films for an estimated \$25 million.

Lintas ties up with digital ad firm Pinstorm

The Rs 1,800-crore Lintas Media Group, a leading media agency, has joined hands with digital advertising firm Pinstorm to launch a non-equity partnership. The Lintas-Pinstorm alliance will first come into effect on Lintas' roster of clients and soon expand to other businesses.

OOH advertising in India goes eco-friendly

With all major cities suffering outages lasting several hours, wastage of electricity of any kind has been criticised by many, and lighting of outdoor hoardings has come under the scanner quite a few times. OOH players saw their share of the problems when in the wake of the state's energy crisis, the Maharashtra Electricity Regulatory Commission (MERC), seeking a more equitable distribution of energy conservation, levied a ban on power for hoardings in 2005, implying that the hoardings wouldn't be given any power in the 'dark hours'.

20th Century Fox to set up JV with Star, eyes Bollywood

Twentieth Century Fox Film Corporation, one of the leading Hollywood studios and a News Corporation subsidiary, is all set to enter the Indian film industry in a joint venture with Star India, Rupert Murdoch's television business in the country. Media industry sources say that 20th Century Fox will operate as a full-fledged film production company and make Hindi films in collaboration with local talent.

ESPN, Walt Disney to make sports films

ESPN Inc. dominates sports on television. Now, the cable heavyweight is making a run at the big screen. ESPN said it would collaborate with Creative Artists Agency and Walt Disney Studios to produce and distribute theatrical films with sports themes.

OOH Media introduces new media planning tool 'flexicasting'



Out-of-Home Media (India) Pvt Ltd has introduced a new media planning tool that offers advertisers on the OOH TV medium flexibility of choice of cities, locations, TG and frequency. The OOH agency has even coined a new name for this service 'Flexicasting'. Flexicasting gives the advertiser ample choice of displaying his ad as per his target cities, target area in that city, target audience in that area, his choice of creative, etc.

Aegis to launch digital, outdoor ad arms

Aegis Media has stated that both its brands in this space - Posterscope and Isobar would be functional in India in 2008 and that all plans were on track to meet this deadline. Aegis has been very keen on resurrecting the Posterscope brand name in India, which came under some trouble when the Aegis-Percept partnership broke up in 2006. As is known, under the partnership Aegis had launched Posterscope in India in 2005. However, once the relation was severed, the OOH division was under the complete charge of Percept, and was renamed as Percept OOH.

Outdoor Advertising Awards gears up for 2008

The fourth edition of the Outdoor Advertising Awards (OAA), to be held under the aegis of the Outdoor Advertising Convention (OAC) in June, will recognise and honour the best creative work from advertising agencies, media planners, media owners and printers. The OAA was launched in 2005. Since then, the awards claim to have consistently grown the entries received from 275 to 500 in 2007. The format of the awards has been upgraded and adapted based on feedback from the market. The overall categories have increased from 17 to 24 at present. OAA 2008 has introduced a new category, titled 'Best Use of Posters'. All entries will be judged by a jury of advertising and marketing professionals. The last date for sending in entries is April 30.

Religare, Vistaar in JV to fund films

Ranbaxy group company Religare, an integrated financial services institution, and Vistaar Entertainment have joined hands to float a fund to finance films. The fund, with an initial corpus of around Rs 200 crore, would be close ended, with a lock-in period of five years. Mumbai-based Vistaar is a holding company of The Friday Fund and WSG Pictures.



FICCI FRAMES ROUND-UP



FICCI and PricewaterhouseCoopers (FICCI-PwC) Report 2008



Indian entertainment and media industry is estimated to touch

Rs.1.157 trillion by 2012 with a compounded annual growth rate of 18% between 2008 to 2012.

Size of the industry - Rs 513bn in 2007
- Rs 438bn in 2006

Since 2004 to 2007, the industry recorded a cumulative growth of 19% on an overall basis

Industry	Industry Size (in billion)	Growth (YoY)	Projected Growth by 2012(in billion)
	2007		
Advertising	196	22%	--
Television	226	18%	600
Print	149	16%	281
Filmed Entertainment	96	14%	176
Radio	6.2	24%	18

Advertising

Advertising, which is driving this expansion, has grown substantially to Rs 196bn in 2007, up 22% from the Rs 161bn in 2006, making up about 38% of the entertainment industry revenues. The report points to a paradigm shift in the advertising industry through digital platforms that are enabling it to reach a critical mass.

This has resulted in consumers shifting from passive mediums to digital interactive mediums like the internet and mobile. Internet advertising, which is estimated at Rs 4.2bn in 2008, is said to be growing at 32% CAGR and is expected to touch Rs 1.1bn in 2012.

Since 2004-2007, the advertising industry recorded a cumulative growth of 20% on an overall basis

Television Industry

The television business which was at Rs 226bn in 2007 and is projected to grow to Rs 600bn by 2012, is being transformed with digitalisation of distribution. Direct-to-home subscription is expected to grow at 44% over the next five years.

CAS was made mandatory from Jan 1, 2007, but has had a lukewarm response. High growth in advertising revenues and the emergence of alternate revenue streams, especially SMS, is driving the launch of many new channels.

Print Media

New magazine launches dominated the print industry in 2007 on account of favorable FDI policies with growth potential manifested in high-end niche genres. But there has been a resurgence in regional publications that saw the print media grow to Rs 149bn in 2007. This segment is projected to grow at 14% between 2008 and 2012 to Rs 281bn.

Filmed Entertainment

The emergence of various revenue streams beyond the traditional box office is changing the face of the filmed entertainment industry that includes TV, mobile, internet, home video, merchandise, music, re-make rights and several branded entertainment opportunities.

Hollywood studios like Sony Pictures, Viacom and Fox have begun to show an interest in India, while Moser Baer is changing the Indian model for home video from rental to a sell-through.

Radio talk

Over 150 radio channels have been operationalised till 2007, expanding the spread of radio. An additional 560 radio stations expected to be set up in the next five years, which should be possible with higher FDI and varied news content recommended by the regulator.



Percept/H Advertising Agencies have

always had the concept and history of 'creative partners' who have ensured a high level of success ratio in the creative output of an agency. Percept/H has its very own Anil-Manish partnership - a team that has delivered on a consistent basis and won many accolades for Percept/H nationally and internationally. P2P chats up with the creative dynamic duo on advertising, life and more.



Anil Kakar



Manish Ajgaonkar

SSC&B and it was then that we decided to team up.

How has your association been with Percept?

Anil: Our association with Percept has been fantastic. We've consistently struck metal at The Abby's and Goafest.

We have won about 40 local and international awards in just two years. Last year alone, we picked

up 3 Golds at Graphis, 1 Gold at Montreux and 4 finalists at New York Festivals, besides picking up metals at Abby's and Goafest. On the business front, we've won accounts like Canon and Electrolux and regained client confidence on brands like Siyaram's and Pantaloons. On the industry front, Percept/H has moved to Rank 15 in the Brand Equity rankings, beating established players like Ambience - no mean achievement, considering it moved up from a non-existent position. There's a lot more we can do. It's a question of freedom and support.

Manish: Kick-ass!

Yes, the two of you have got immense recognition at the Abby's, Goafest & the international awards. How does it feel?

Anil: It feels great, but a lot more could be achieved if we started looking at creativity as a rule rather than an exception. Creativity is not a 'T-shirt of the week.' You cannot believe in creativity one day and produce embarrassing work, the next. It's either a way of life or it isn't. Agencies who do not believe in creativity will soon be extinct. The question isn't whether they will be, the question is when.

Any personal favourites on the creatives front?

Anil: Some of our best work lie unreleased in our portfolios. Maybe that's why they are our personal favourites! (smiles)

Manish: To be very honest, we love every single piece of creative we do. Every work is a favourite. Be it a small logo or an ad. But if I were to choose it would have to be 'Economic Times', which was our first campaign released out of Percept/H. I got a lot of calls the day the first ad was released saying, "How could you get this ad out of Percept?". I really felt proud.

There is this notion that sometimes creatives are made to seek awards and not for the brand objective. What's your take on this?

Anil: There's no distinction between 'creative work' and 'effective work'. Without creativity, advertising wouldn't be effective at all. According to the Gunn Report, more than 80% of all the work which wins at Cannes doesn't merely achieve sales targets, but exceeds them. Awards are also healthy since they set the benchmark for creativity.

Your partnership has been a successful one at Percept/H. How did this journey begin?

Anil: The journey started in the summer of 2002 when we shared a cab to the Ambience office at Worli. After that, I moved to SSC&B and Manish moved to Bates Enterprise. It was a matter of time before I asked Manish to join us in SSC&B. He worked with me for a while and after some time, Manish joined Saatchi & Saatchi for about 5 months and then we re-united again at Percept, some 2 and a half years ago.



As you can see, it's been a fairly troubled relationship, but we choose not to show it.

Art & Copy always go hand in hand. Did you have a team/partner in your respective jobs earlier?

Anil: Before working with Manish, I had worked with several art directors. Some of them include Sharmeen Mitha and Vikram Gaikwad. I have also had the honour of working with Arun Kale and Elsie Nanji on a few campaigns as my art partners. When creativity is in the DNA of an organization, the task becomes all the more challenging, when it's not, you have to battle it out all the way which can be frustrating at times.

Manish: I was without a partner in my previous jobs. That's the way it usually is; until you find the right partner. I had worked with Anil in



THE TEAM

Do you think that clients are to blame for the lack of creative advertisements that are seen these days?

Anil: Clients cannot be blamed entirely for killing good work. I think a good part of the blame rests with agencies too. Agencies are hired as advisors to clients, but they rarely fulfill this role. As a result, clients don't respect agencies and start dictating the ad to agencies. Agencies must partner clients in the long term perspective and not just look at them as cash cows.

How important is planning and research in the process of working on a creative?

Anil: Planning and research are highly important tools, provided there are planners who know how to use them to their advantage. An observation, for instance, cannot be passed off as an insight and an insight cannot be passed off as a brief. Also, the fact remains that creativity is the heart and soul of this business. Nobody ever looked at an ad because the strategy was right. No consumer gives a damn if you

wrote 100 presentation slides to impress a client. The ad has to be disruptive in nature to get noticed. The function of planning should therefore be to lead the way for exciting creative work, rather than antagonize it.

Any current or past TVCs/Print Ads that are your creative favourites?

Anil: All the work coming out of ANC is fabulous. I think the work for Levi's Slim Jeans was path breaking. The Nike film aptly captures the chaos and spirit of India.

Manish: There's also the ThumsUp commercial with Akshay Kumar and the Bajaj Pulsar commercial. Two Thumbs-up!

Out of all the advertising mediums (TV/Radio/Print etc.), which one do you prefer?

Anil: Generally, any medium is exciting, as long as one can manage to pull off good work. Television, since it's expensive, tends to attract more trashy comments from everyone, right down to the pantry guy. As a consequence, print looks a lot more exciting, since you can pull off some good work when no one is watching.

Manish: Personally, I like print because it's a tough challenge to put your thoughts on paper. Also, considering the emerging trends globally as far as the output of creatives are concerned, it's really fun to experiment and create newer means to communicate. There are no boundaries. The sky's the limit as they say!

"You cannot believe in creativity one day and produce embarrassing work, the next. It's either a way of life or it isn't."

What's life apart from being "creative professionals"?

Anil: I contribute articles to FHM, every now and then. I love going home to my Xbox. I am probably the biggest fan of Salman Rushdie.

Manish: I love painting and art. Occasionally, I play the guitar.



Events & Happenings



Team Percept emerges victorious in the finals of the 'CAG Shield Cricket Tournament 2008'

Team Percept beat GroupM by 154 runs in the finals of the 'CAG Shield Cricket Tournament 2007', an annual cricket tournament organized for the advertising fraternity, held at the Karnataka Grounds, Cross Maidan, Churchgate on Saturday, Mar 29, 2008.

Percept won the toss and elected to bat in the 45-overs a side game. Percept made a solid start to the innings with their openers Rajesh Pagdhare & Indrajeet Yadav. It laid the foundation for the big hitters towards the end by Mukesh Walse, Suresh Salunkhe and Aditya Singh. Aditya played a cameo, smashing 33 runs of 21 balls.

Harindra Singh & Rajesh Pagdhare opened the bowling for Percept and set back GroupM with some early wickets. GroupM was always under pressure with Percept picking up wickets

at regular intervals. Aditya Singh finished off the tail with 4 wickets in the end including a HAT-TRICK to signal a comprehensive victory for Team Percept.

Aditya Singh received the 'Man of the Match' Award for his all round performance with a quick-fire 33 runs and 4 wickets.

The CAG Shield Cricket Tournament is the largest cricketing tournament in the advertising fraternity and this is the eighth year that Percept has won this award.



The other teams included O&M, Adfactors, VGC, Rediffusion DY&R, Law & Kenneth, RK Swamy, Bates India, Optimum Media, TBWA Anthem, Publicis India, Interactive Avenues, Ambience, Contract Advertising and Network Advertising.

BRIEF SCORES

Percept won the toss and elected to bat.

Percept 237 all out in 43.2 overs (Maximum overs 45.0)

Batting

Rajesh Pagdhare - 48 runs, Suresh Jadhav - 39 runs, Aditya Singh - 33 runs, SMukesh Walse - 30, Suresh Salunke - 21 runs

GroupM 83 all out in 18.3 overs

Bowling

Aditya Singh 4 wkts, Rajesh Pagdhare 3wkts, Harindra Singh - 2 wkts,

RESULT: PERCEPT WON BY 154 RUNS

Group Percept congratulates the 17-member Percept Cricket Team!

- | | | |
|---------------------------|---------------------|---------------------|
| 1. Harindra Singh | 7. Subhash Rikame | 13. Navin Shah |
| 2. Shailendra Singh | 8. Aditya Singh | 14. Danyush Mamik |
| 3. Somnath Naik (Manager) | 9. Inderjeet Yadav | 15. Abhishek Nayyar |
| 4. Salim Mulla (Captain) | 10. Vijay Alva | 16. Rajesh Pagdhare |
| 5. Mukesh Walse | 11. Suresh Jadhav | 17. Raunak Shah |
| 6. Suresh Salunkhe | 12. Siddharth Kadam | |



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