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our media fraternity



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Percept consolidates Group Companies - To be known as 'PERCEPT LIMITED'

percept
entertainment media & communications

Entertainment, Media and Communications company, Percept, which operated under the name 'Percept Holdings', owning and operating 20 different companies in the EMC sector has set up a blue-print for an aggressive growth plan in the coming months.

In a recently concluded restructuring exercise, the company has renamed its lead operating and holding company as 'PERCEPT LIMITED' and brought in its operating brands as Divisions. Joint Ventures and Offshore entities will remain at the Subsidiary (investment) level.

KPMG India were consulting advisors to the entire restructuring process.

Under the new structure, 7 Group Companies viz. Percept Picture Company (PPC), Percept Profile India, Perspectrum, PDM India, Percept Out-of-Home, P9 Integrated and Percept Talent Management (PTM) have come together as Divisions of Percept Limited.

Percept/H, HakuHodo Percept (HPPL), AMO Communications, IBD India, Percept Swift, Percept Gulf, PDM International, Clea PR, Percept Profile Gulf, Allied Media, Percept Knorigin and Media Agency Middle East (MAME) are now the Subsidiaries of Percept Limited.

Having achieved a capitalized billing of INR 2,000 crores in FY'08, Percept Limited targets a 40% growth to achieve an estimated capitalized billing of INR 2,800 crores for the financial year ending March 2009.

BILT signs on Percept Out-of-Home to handle the all India out-of-home launch



Percept Out-of-Home bagged the outdoor duties for BILT's latest brand campaign. Percept Outdoor will handle the out-of-home launch for the brand

in major airports and key sites across Delhi NCR, Mumbai, Bangalore, Kolkata, Pune, Nagpur, Chennai etc. BILT has pioneered the revolution of paper in India. Percept Out-of-Home would bring to the table, years of OOH experience and ensure precision targeting by means of proper planning, to communicate to the right target group.

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 to launch wing for animation business



Percept Picture Company (PPC) will soon launch a wholly owned subsidiary for animation called Percept Animation.

Percept rechristens P9 Cinema Activation unit



P9 Cinema Activation, a vertical of P9 Integrated, has been rechristened to 'P9 Experience: Activation, Entertainment & Beyond'. The change in name comes in the wake of its expanded scope of services beyond the cinema and multiplex domain to other forms of activation keeping in mind the entertainment route of movies and music.

Percept's Allied Media wins Rs 25 Crores Electrolux Account



Allied Media

Electrolux has appointed Allied Media as their Media Planning & Execution partner for its company.

Electrolux plans to invest around INR 25 crores for FY April 2008 - March 2009. Electrolux expects to be on the peak of achieving soaring success through this association.

Percept hopes to push cross-border cultural exchange - 'Khuda Kay Liye' thaws Indo-Pak screen chill

The Pakistani film distributed by Percept Pictures in India, 'Khuda Kay Liye', which delves into the rift between radical and liberal Muslims, hit the screens last month. It was the first Pakistani film to have a commercial release in India in more than four decades. The movie, starring Naseeruddin Shah in a key role, had been made by Shoaib Mansoor. PPC is now negotiating a deal with Shoaib Mansoor, the Pakistani director, producer and writer behind 'Khuda Ke Liye', to make a movie starring both Indian and Pakistani actors for simultaneous release in both countries.





Percept/H @ GoaFest 2008

Percept/H Percept/H won 2 bronze Abby's for the Best Retail Ad & Print Craft - Art



Direction category for the 'Crystal Restaurant' campaigns at the GoaFest 2008. The campaign was also shortlisted as the finalist in the Print Craft - Copywriting category. In addition to winning accolades for their creatives, Percept/ H also designed the new 'Abby Trophy' in crystal and 3-D laser along with the Entries Brochure for 'GoaFest 2008'. The promo film - 'Goan Fisherman' was also conceptualized and created by Percept/H.

Bengal Peerless Housing Development Co. Ltd. appoints PDM India to host Oliver Kahn's Farewell match



Kolkata based Real Estate major, Bengal Peerless Housing Development Company Limited (BPHDCL) got the mandate from Indian Football Association to organize a grand football match between FC Bayern Munich and Mohan Bagan Club on 27th May, 2008 at Salt Lake Stadium, Kolkata. BPHDCL has appointed PDM India to handle the ground event. Oliver Rolf Kahn, the famous German football goalkeeper, will be playing his farewell match on the same day, making it one of the greatest matches in the history of International Football.

PDM International & 7 Figures Management discovers "The Million Dollar Arm"



PDM International & 7 Figures Management, a California based Sports & Talent Marketing & Management conglomerate recently announced the winners of "The Million Dollar Arm". 18-year old Rinku Singh from Lucknow won the title of "The Million Dollar Arm" and prize money of USD \$100,000. Apart from winning the prize money and trophy, Rinku who pitched at the speed of 87 MPH, will now be trained in USA for 12 months before being scouted by Pro Baseball teams for a pro-sport career in baseball in America. The Million Dollar Arm is a unique, first-of-its-kind talent hunt initiative in India for the fastest & the most powerful arm.

Percept Out-of-Home bags LG account



LG Electronics, the Korean consumer durable giant, has appointed Percept Retail for consulting, designing, developing and

setting up their flagship stores across India. The design approach will include shopper research such as in-store shopper intercepts and shopper dwell times, to identify purchase barriers and manage shopper trip objective effectively. Percept Retail will first set up their flagship stores in Mumbai and Delhi. LG plans to set up 50 such stores by the end of 2008.

Percept Gulf Fz LLC wins bronze at the 2nd Dubai Lynx Awards 2008



The winners of the 2nd Dubai Lynx Awards, the leading creative advertising competition for the Middle

East and North Africa, were recently revealed at an Awards Dinner & Ceremony in Dubai. After selecting a shortlist of 513 ads from the 23 entries submitted, the jury awarded a total of 180 Dubai Lynx trophies. Percept Gulf Fz LLC's campaigns had been shortlisted in the Outdoor / Ambient Category of Dubai Lynx 2008. Of the two campaigns viz. Friends of Cancer Society and United Bank Limited (UBL), the former campaign bagged a bronze in the category. The winning works, which was judged by 29 top international creatives and media experts from 17 countries in Dubai, can be viewed at www.dubailynx.com/winners.

PDM India organises A R Rehman's first ever Corporate Concert in Chennai



PDM India added another feather in its cap by executing A R Rehman's first ever Corporate Concert for their client - "MARG Developers", in Chennai. This musical extravaganza was graced by the top celebrities from the South. The event witnessed an outstanding attendance of over 12000 people. Every aspect of this exclusive "By Invitation Only" event was conceptualized and executed by PDM India.





Animation sector still hard pressed for skilled manpower in North



With a string of successful animation movies coming out of the Indian closet, the animation sector is poised to tread the growth trajectory. The entry of various global media giants into the arena of media and entertainment in India is also set to give a major thrust to the \$10 billion industry. Walt Disney, BBC, JC Decaux, Viacom, Astro, Blackstone, Temasek, Warburg Pincus, Goldman Sachs etc have already made a buzz in the industry. Percept Picture Company and Shemaroo, are into making animation movies



Synovate launches new system to measure market barriers that impact a brand's market share



Global market research company, Synovate, recently launched a new solution called 'Market Barriers'. The system, which can be added to clients' existing tracking programmes, quantifies the degree to which brand performance is a function of factors beyond brand relationship. Synovate, the market research arm of Aegis Group Plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions.

Reliance Entertainment buys US company's digital biz



The American firm provides picture quality improvement services for movies. Reliance Big Entertainment, the flagship entertainment company of the Reliance Anil Dhirubhai Ambani Group, has acquired the digital images business of the US-based DTS. This is the first acquisition by Reliance Big Entertainment in the digital services space overseas.

Animax launches branded entertainment division



Animax Entertainment, a broadband Emmy-winning multiplatform entertainment studio, and Toronto-based digital entertainment studio Unplugged TV have announced the launch of a new joint venture--Animax Unplugged, a Branded Entertainment division. Animax Unplugged brings together two notable members of the entertainment community, Dave Thomas and Richard D'Alessio.

JWT India-ADK JV to (ad)d Japanese biz

JWT India, the largest Indian WPP advertising agency, has partnered with ADK, the third largest advertising agency in Japan to form a 50:50 JV company in India. The new entity will be called ADK Fortune. It will be headquartered in Delhi. JWT-ADK partnership, as the name suggests, ADK Fortune will be aligned with Fortune Communications, which is a wholly owned subsidiary of JWT in India, specialising in financial services. After Dentsu Communications and Hakuhodo Percept (50:50 JV between of Hakuhodo Inc & Percept), ADK Fortune will be the third advertising agency catering to the advertising needs of the Japanese clients in India.

Turner to set up animation unit, launch Hollywood movie channel



Turner International has made two announcements with respect to its business expansion in India. One, it will set up a business unit to develop and produce animated films in the country. This will help Turner leverage its expertise in the kids' genre and increase its output of original live action television series. Turner will launch a Hollywood movie channel

with sister company Warner Bros. The channel is likely to go on air by the end of 2008. The content will largely include hit Hollywood movies and series from Warner Bros.

Ex-COO of Times OOH, Farid Kureshi, floats own outdoor venture

Farid Kureshi, who quit Times OOH as Chief Operating Officer in February, has now launched his own out of home venture called Via OOH.





Evarist Rego -
COO, Perspectrum

When and where did you start your career?

I started my career with a small agency in 1992 called Midas Touch Advertising and did my initial run there for 6 months before moving into Pressman in 1993.

You have seen Perspectrum grow right from the start; how does it feel?

A few of my colleagues keep telling me to stop working like a proprietor and work as a professional. Frankly, this organization has been such learning that I seriously feel that I owe everything that I am to this setup and it's been an earnest attempt from my end to inculcate the same feelings amongst my team members. Seeing it grow from a 5 member team to almost 30, between Mumbai and Delhi, is almost like seeing your child grow!

This is your second stint at Percept. How has the experience of Percept been for you?

It has been the most refreshing moments of my professional career. All my learnings today are thanks to the diverse opportunities I've been given by this company across various marketing/communication subjects. My personal interaction with both the Promoter brothers has completely changed my outlook towards this business. Today, I see everything from an entrepreneurial perspective and that's been the quantum leap of my career! For a professional who thought that advertising is the beginning and ending of everything, I now see advertising as just one of the key important aspects to the business. All this is thanks to my years in this organization!

In today's day and age where everyone seems to be talking about IMC, where do you see Perspectrum?

Talking and implementing are two different things! At Perspectrum, one of the most important aspects for us to start talking about IMC was to get a multifaceted team who came in from cross-functional backgrounds. We spruced it up with a team of professionals who came from research and planning backgrounds. Today, everything we do is research oriented. With a consumer driven approach and a team who comes from a cross functional background, we are in a great position to give all our clients a very cohesive and holistic strategic IMC approach. Our strength backed by the operational knowledge and know-how of our group companies across different communication verticals work as a lethal combination for our clients!

What according to you is the current industry buzzword?

Convergence! The future of our EMC business lies there! We've all seen what 'mobile' has done to us since its existence. With 3G knocking doors, mobile will become the single most important media which would gradually overtake all other mediums of communication be it print/TV/radio/movies/outdoor etc.

What has been the most humbling experience of your life?

The most humbling experience of my life was when I first met my reel life idol, Mr. Big B, at Meboob Studios. Being a movie buff, I've grown seeing his movies and had this great desire to meet him before I die! Again, thanks to Percept and to my creative head at Percept/H, Anvita (at that point in time), I finally got to meet him during the Amby Valley Shoot.



Your family?

We are a family of four. My wife, Sonal, my son, Kyle (6 years) and my daughter, Keira (2 years). In spite of being only 4, we are a loud family and we all love to make our presence felt! My wife being a Hindu and me being a Catholic, we've ensured that we have a very open non-religious policy in our lives. We believe in all Gods and love all cultures. My family has become 'yoga' addicted since the last 2 years. Though the 3 of them do Pranayam every morning, I've recently started being a part of it!

Do you think work-life balance is possible in today's day and age? Are you able to follow any routine?

It all depends on the industry that you represent. If you are working for a Media and Entertainment industry like ours, I really don't think work-life balance is possible. I get up at 6 am for my jog and am out of home at 8 am (to drop my son) and even if I leave office at 7pm, I don't reach back home before 9 or 9.30 pm. My current life in this aspect is a complete disaster!

Any memorable moment/incident you would like to share with us?

The most memorable experience of my life, till date, was when I saw my wife deliver our first baby boy - what a sight! I don't think there could be ever a moment which could be bigger than this...no matter what!

Your fitness Mantra?

My wife's bland food I guess! (Smiles) Just joking. I don't think I'm a very fit guy, but I still try to do my bit in the mornings by doing a 30-minute jog and walk!

Anything you would like to share with our readers?

Be impulsive and live for the moment! It always helps in the longer run.

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