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a Percept publication for our media fraternity





Percept Limited's Bollywood Corporation Pvt Ltd appoints Raj Raman as MD & CEO

Raj Raman has been appointed as Managing Director and CEO of Bollywood Corporation Pvt Ltd (BCPL), a registered company owned by Percept Limited. Raman brings with him over 22 years of experience across functions like sales, marketing, operations and business management. He has also worked across diverse categories like FMCG, financial services, ITES and Real Estate. Prior to joining BCPL, Raman was with HIRCO Developments Pvt Ltd as CEO (Homes and Offices), where he was also Director on the Board.

Percept appoints Rajiv Lal as CEO - Perspectrum



Rajiv Lal, ex-Euro RSCG (Malaysia) MD, has joined Perspectrum Consultancy as the Chief Executive Officer. Lal brings with him an experience of 21 years in companies like iCRM, Infovision group, CIMS & eMR, Purple Arc Films and People Science Institute. Apart from having a significant international marketing experience, Lal's expertise also lies in CRM Consultancy, CRM software development, data mining and digital media.

Allied Media appoints Preeti Mascarenhas as Chief Strategy Officer



Allied Media has brought on board Preeti Mascarenhas as Chief Strategy Officer. Mascarenhas moves from Mindshare India, where she was handling Strategy, in the Insights Division. A Post Graduate in Mass Communication, Mascarenhas has been associated with companies like ORG MARG, AC Nielsen TAM Media research and Carat Media Services. She has over 10 years' experience and has worked on brands like Star Plus, Godrej, Philips and Ujala, among others.

Rajan Vahi appointed as COO-Animation, Percept Picture Company



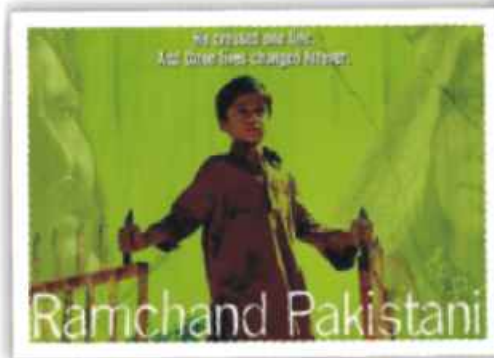
Rajan Vahi has joined PPC as Chief Operating Officer, Animation Division, Percept Picture Company (PPC). Prior to joining Percept, Rajan worked with Prime Focus as CEO, Visual Effects and Animation. During his 22 years in the industry, he has also been associated with companies like MAD Entertainment, Delmar Trading Company, Pee Kay Vee Industrial Services and OTIS.

PPC's second Pakistani film released



Percept Picture Company's (PPC) 'Ramchand Pakistani' (second Pakistani film after 'Khuda Kay Liye') was released in India on October 2. Directed by Pakistani film-maker Mehreen Jabbar, the film stars

Bollywood actress Nandita Das, along with Pakistani actors Rashid Farooqui, Noman Ijaz, Maria Wasti, Navaid Jabbar and child actor Syed Fazal Hussain. The film was selected for the narrative section of the Tribeca Film Festival 2008, New York and was also screened at the Seattle International Film Festival, June 2008 and 10th Osian Film Festival, New Delhi this July. It was selected for the Rhode August 2008 Island International Film Festival, USA as well.



MTNL retains Percept/H for Mumbai circle



MTNL, one of the largest telecom service providers in Mumbai and Delhi, has retained Percept/H as its strategic creative partner for the GSM category in the Mumbai circle. Earlier this year, MTNL called for a 12 agency pitch for the Rs. 15 crore business. The media duties are handled by Allied Media, Percept's media agency.

Percept/H



Govt moves away from symbolism in ads - Percept/H handles strategic and creative duties

Percept/H

Under pressure to crack down on terror, and uneasy about rubbing minorities the wrong way ahead of elections, the Government has found a way to put across its message of giving minorities "a good deal and a fair chance" in its four and a half years in power. Doordarshan has started airing these advertisements issued by the Ministry of Minority Affairs showcasing the Centre's scheme for minorities. Percept/H, the agency that has conceptualised the advertisements, calls it one of their best campaigns ever. Percept/H also made the Bharat Nirmanz campaign, released earlier this year to coincide with the IPL matches.

Percept/H bags creative duties for Springwel Mattress .

Percept/H won the advertising duties for Springwel Mattress, a spring mattress company in India. The annual marketing budget is Rs 8 crore, and the brand is now expanding its retail network by moving into tier two cities.



Cricket fever grips Toronto with Twenty 20 organized by MAME



Toronto has been gripped by cricket fever as it gets ready to stage the first ever Al Barakah T20 Canada Cup. The tournament will see Pakistan, Sri Lanka, Zimbabwe and hosts Canada play each other. The four-day has been organised by Sports International Marketing (SIM), a Pakistan-based sports event company, along with Media Agency Middle East (MAME).



Victorinox signs up Percept/H for its integrated marketing campaign

Percept/H

Victorinox has appointed Percept/H for its integrated marketing campaign. Victorinox India has a challenge to do conceptual marketing in this nascent, yet high potential market. With this premise, Victorinox India has tied up with Percept/H, post a rigorous pitch process.

Victorinox is a traditional Swiss Company existing for over 100 years. Victorinox strives to offer the consumers from around the world functional and practical high quality products at affordable prices, giving their lives deeper meaning. The company represents high quality products inspired by the ingenuity of the Original Swiss Army Knife. The product category ranges from Pocket Multi-tools, Fine cutlery, Time- Pieces and Travel Gear. Victorinox India (P) Ltd. has an established network of 600 to 700 retailers in the country.



Clockwork Zoo and Percept Picture Company (PPC) sign slate of films



After just two weeks of shooting 'Tasveer', Clockwork and Percept have now announced a joint venture including a slate of films to be shot next year. Two films already on the Percept slate will be pushed through Clockwork's offices in Cape Town and Percept will also leverage three further Bollywood films to shoot here.

In addition, the two parties have started negotiations for an additional phase to Clockwork Zoo, Dimension TV and Rabie Properties' Media City Development, opening in 2010. The development at Century City will house Clockwork's broadcast, animation and features facility, studios and offices for Dimension TV and specific broadcast needs for the 2010 Soccer World Cup. The additional Percept investment will be designed around servicing Bollywood's production and post-production needs outside of India.





Pusan awards its prizes to East Asian Films

The Pusan International Film Festival is held annually in Busan (also known as Pusan) in South Korea. It is now regarded as one of the most significant film festivals. India has always featured significantly in PIFF. This year there were two Indian films in competition, Nandita Das's 'Firaaq' and Rajesh Shera's 'Ocean of an Old Man'. Two films produced by Percept Pictures were also featured - Priyadarshan's 'Kanchivaram' and Anurag Kashyap's 'The Return of Hanuman'.



HDFC Standard Life gets musical with an album



HDFC Standard Life has recently launched a music album, 'Sar Utha Ke Jiyo.' The album is based on the values of self-respect and self-reliance. P9 Integrated, the entertainment marketing arm of Percept has partnered with HDFC Standard Life in this initiative. It been an integral part of the project and has been instrumental in conceptualising the idea and was also involved in further stages.



Bollywood superstars now animated



Budgets on Bollywood animation have just gone up. While Hollywood giant Disney has entered the fray, local big daddies like Yash Chopra and Percept Picture Company have also joined the animation bandwagon. It is estimated that Bollywood studios are setting aside sum to the tune of Rs. 20 crore per animation film.

Akshay Kumar will dub for PPC's elephant character 'Jumbo'. Besides announcing Hanuman-3 (being directed by Samant who made Hanuman-1) and Hanuman-4; Percept and its partners Toonz Animation (Trivandrum), DataQuest (Hyderabad) and Color Chips will regularly bring out an animation film every six months.

OOH Media and The Nielsen Company unveils findings of OOH Metrics research

Out-of-Home Media India Pvt. Ltd (OOH Media) and The Nielsen Company have come together for OOH Metrics, the first ever large scale research on digital OOH TV media in India. This is the largest and only study conducted in the OOH TV domain in India, spanning six key markets of Mumbai, Delhi, Chennai, Bangalore, Pune and Hyderabad with a sample size of 14,574 in 75 locations.



Venture capital firms zoom in on film industry

The Rs 8,500-crore Indian film industry has finally caught the attention of domestic venture capital (VC) firms. The VC firms are now creating separate funds to tap the potential in the market. According to a joint study by industry body Assocham and consulting and research firm Deloitte, the industry's turnover is set to cross Rs 19,000 crore in the next three years at an annual growth rate of 25 per cent.



Drug major Ranbaxy-promoted financial services firm, Religare Enterprises, ICICI Bank-funded Cinema Capital Venture Fund (CCVF) and Chennai-based integrated film-making, distribution and exhibition group Pyramid Saimira are eyeing this space to park their investment.

The country's first regulated film fund, Vistaar Religare Film Fund, was launched recently. Meanwhile, Cinema Capital Venture Fund (CCVF), backed by ICICI Bank, had set a target to raise Rs 500 crore. Earlier this year, PVR Pictures, a wholly-owned subsidiary of PVR, said JPMorgan Chase Bank's private equity arm and ICICI Venture Funds Management Company are planning to invest Rs 120 crore in PVR Pictures.

Ad industry likely to be freed from Press Note 1

Mergers and Acquisitions (M&As) involving foreign companies in the Indian advertisement industry would soon turn easier. The government is planning to exempt the advertisement industry from Press Note 1, which makes clearance from local partners mandatory for a foreign company to start a new business. The move would make mandatory no-objection certificates (NOCs) from joint venture partners redundant for new investments in the advertising industry.



Arunisha Sengupta

Head - Mumbai Branch, Percept Profile India

In a candid chat, P2P caught up with Percept Profile's Arunisha Sengupta, Head - Mumbai Branch, where she talks about challenges and trends in the ever-changing media landscape.

Can you give us a little background about yourself?

I have been in the field of communications for more than 14 years now. Branding and brand communications is my area of core expertise. I started with advertising and marketing, but I always believed in PR as an important tool of brand communications. This was one field I had always wanted to explore, since I felt that there was immense opportunity in this domain. I had my first-hand experience of the same while I worked in the Corporate Communications Department on the client's side, hence the likely transition was inevitable.

What is the PR industry's biggest challenge today?

There are too many of them actually. Just to list a few key ones -

- The lack of Talented Personnel
- Undercutting in the industry
- Lack of awareness on the subject of PR - both on the client side and the resources (both of them believe that it is only about media relations)
- Lack of recognition in this domain

Do you think people have a limited understanding of what PR professionals do?

Currently yes, people do have a limited understanding, but there are clients who know the potential of PR and believe that it is the most important tool in communications.

What are the new mediums / innovations in PR that can make waves in the future?

It has to be PR 2.0 - Blogging! Also, internal communications, which I believe requires great expertise and patience in the corporate world.

So, what is your take on the "Blogging" revolution?

It's fantastic! But somewhere one needs to draw a line with respect to "speaking from the heart", versus blogging being deployed as a publicity tool. But, the authenticity and credibility of blogging, which is basically viewed as your personal online diary could soon be lost.

What are some of the proudest moments in your career?

There are many proud moments! It started when I got a double promotion at JWT, i.e. I was promoted from an Account Executive to an Account Supervisor. Another was when a client coaxed me to join his company for a Marketing Communications role. Besides, it gives me immense pride when my juniors, whom I have trained do well in their careers and fellow colleagues, come and tell me that I have made a difference in their thoughts, their careers, etc. These are the moments I cherish the most. Although listing all of them is difficult, but yes, overall, I am proud to belong to this fraternity. Every moment gives me immense satisfaction.

According to you, what is the biggest ethical question facing a PR professional today?

To either choose to remain loyal to their employers or to refuse to carry out the mission of questionable ethics.

Which is worse? Dealing with a bad situation or a bad person?

A bad person.

How do you deal with an embarrassing situation?

I feel it is a crisis management issue and whether it is a professional or a personal case, one needs to deploy the same strategic approach:

- Risk assessment
- Target audience analysis, as to how the situation affects a certain person or a certain segment of people.
- Then strategize (laughs); either you can deploy a strategic silence or provide the truth...and yes, at times, even fabricate the truth!

You cannot leave home without...?

My cell-phone and my wallet.

Can you give us a peek-a-boo into your family?

I have very loving parents! My mother Manika Sengupta is a homemaker and my Dad Animesh Sengupta, had a transport business of his own, which did not do too well. Together, we have seen bad days, but it was my parent's resilience, their principles of giving priority to family and strong values that has seen us through! Further, my personal world encompasses my sister, Anamika Sengupta, a successful HR professional; my boyfriend Rajarshi Nandy, an integral part of my family (although we are unmarried yet) and my two very cute dogs, Kiku and Spiru.

Any parting words for our readers?

Information / Knowledge is power .



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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