

## BOILER PLATE

Percept Live, a leading Live Media company, and a wholly owned subsidiary of Percept Limited, offers both live and online immersive, entertaining and experiential platforms to enable brands actively engage with millions of consumers and increase their overall brand experience and impact. Each Percept Live Intellectual Property has been curated to cater to diverse consumer segments and offers brands a unique, immersive, experiential platform that are larger-than-life, multi-sensory and memorable experiences around the year, across geographies.

Percept Live owns and manages six Intellectual Properties in a variety of Live and Hybrid formats reaching a vast global audience including:

- **Sunburn** – Asia's Premiere Electronic Dance Music (EDM) Festival offering a range of lifestyle experiences spanning Merchandise, Hospitality, Education, NFTs, Real Estate, Clubs, Cafes and Beverages
- **Bollyboom** – the world's first and biggest Bollywood Dance Music Festival offering lifestyle entertainment experiences encompassing multi-format Live Music Events, Clubs, Lounges, F&B and Merchandize
- **EPL (Eat Play Love)** – a multi-cultural Festival of Food, Music and Art for the entire family
- **Windsong** – an exclusive outdoor Adventure Music Festival focused on storytelling through the vibrant and diverse platform of Music and Arts
- **IMS (India Model Search)** – India's first and only transparent model search platform that provides equal opportunity to all aspiring fashion models
- **XCC (Xtreme Combat Championship)** – a Fight Night competition showcasing multi-gender fights in various categories, along with a 360-degree entertainment experience including F&B, fashion and music

Percept Live is a Percept company. With a team of over 200 people and 28 offices across India and the Middle East, Percept is at an enviable leadership position in the Entertainment, Media and Communications domain.