

PERCEPT LIVE

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 a diverse array of lifestyle entertainment experiences encompassing multi-format Live Music Events, Clubs, Lounges, F&B and Merchandize
- **EPL (Eat Play Love)** – India’s first bespoke multi-city, multi-cultural Food, Music & Art Festival for the entire family reflecting the amazing diversity and vibrant spirit of India
- **Windsong** – an exclusive Weekend Outdoor Adventure Music Festival focused on storytelling via the vibrant and diverse platform of Music and Arts inclusive of a wide genre of live unplugged music artists, camping, nature, travel, F&B and activities for the adventure enthusiast
- **IMS (India Model Search)** – India’s first and only transparent model search platform offering an equal opportunity to all aspiring fashion models pan-India, inclusive of grooming, nurturing, representing & managing talent, and generation of domestic & global modeling opportunities
- **XCC (Xtreme Combat Championship)** – India’s first competitive Fight Night sports extravaganza featuring multi-genre Live Fights, Fashion & Entertainment with various lifestyle offerings spanning Gyms, Health Clubs, Health Foods & Beverages, and Action Wear

Awards & Accolades

- WOW Awards Asia 2022:
 - ‘Festival of the Year – Music (On-ground & Digital)’ – Gold Award – Sunburn Festival 2021
 - ‘Live Stream Events of the Year’ – Gold Award – ‘Sunburn For Goa’ Fundraiser
- METTLE Awards 2021:
 - ‘Sunburn Home Festival 2020’ - ‘Use of Technology’ Mettle Honor
 - ‘Sunburn for Goa 2020’ Covid-19 Fundraiser Event - ‘Social Impact’ Mettle Honor
- BW Applause Awards 2021 - ‘Best Music Festival’ – Gold award for Sunburn Festival 2020

- WOW Awards Asia 2020:
 - 'Intellectual Property of the Decade' – Gold Award – Sunburn Festival
 - 'Live Entertainment Event of the Decade' – Gold Award – Sunburn Festival
 - 'Concert of the Year' – Silver Award – Sunburn Arena – DVLM India Takeover
 - 'Festival of the Year - Music' – Bronze Award – Sunburn Goa 2019
- BW Applause Awards 2020 - 'Best Music Festival' – Gold award for Sunburn Goa 2019
- BW Applause Awards 2019 - 'Best Festival of the Year – Music' – Gold award for Sunburn Pune 2018
- BW Applause Awards 2017:
 - 'Best Music Event of the Year'– Gold award for Sunburn
 - 'Best Social Media Amplification'- Silver award for Sunburn Digital initiatives
- WOW Awards 2017 - 'Festival of the Year' – Gold award for Sunburn 2016
- WOW Awards 2016:
 - 'Festival of the Year'– Gold award for Sunburn Goa 2015
 - 'New Property of the Year'- Gold award for World's Biggest Guestlist featuring Hardwell
 - 'Concert of the Year - Gold award for World's Biggest Guestlist Event featuring Hardwell
 - 'CSR Campaign of the Year' - Gold award for World's Biggest Guestlist featuring Hardwell
 - 'Concert of the Year'- Silver award for Sensation India 2016
- WOW Awards 2015:
 - 'Entertainment Event Property of the Year' - Gold award for Sunburn Goa Festival
 - 'Digital Presence for a Property' - Gold award for Sunburn
 - 'Brand Association with an Entertainment Platform' - Silver for Sunburn and Quikr exchange
 - 'Achievement Award' for Sunburn
- 'Best Event Management & Production Group' Award at Palm Expo 2014
- WOW Awards 2014:
 - 'Entertainment IP of the Year' - Gold award for Sunburn
 - 'Entertainment Event of the Year' - Gold award for Sunburn
- "Best Event Management & Production Group" Award at Palm Expo 2013
- 'MyFav Award 2012-13' in the 'Best Festival of the Year' category for Sunburn
- WOW Awards 2012:
 - 'Festival of the Year' - Gold for Sunburn
 - 'Best Brand Association with a LIVE Platform Category' – award for Idea Champions of the World IP
- WOW Awards 2011:
 - 'Entertainment Event of the Year' – Gold for Sunburn
 - 'Sports Property of the Year' – Award for Fight Night – Lagaan Cup
- WOW Awards 2009:
 - 'Best Live Event of the Year' – Award for Sunburn

Percept Live Corporate Office

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About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 200 people and 28 offices in India and the Middle East.

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
 - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
 - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Fashion, Sports and Media domain

For more information, please visit www.perceptindia.in