

PDM

PDM, the flagship Events, Experiential and Sports Marketing Company of Percept Limited, was incepted in 1984 with the vision to help brands create a 360-degree communication approach. In the years after its genesis, PDM established itself as India's leading experiential brand marketing company to offer a multitude of service offerings spanning Experiential and Entertainment Marketing, Sports Management and Marketing, Event Management, Wedding Management, Celebrity Endorsements, Fashion and Talent Management, Branded Content, Brand Activation and Promotions, Entertainment Branding and Marketing, Branded Entertainment, Merchandising, and Entertainment Intellectual Properties.

Each of these spheres of service offers consulting, concept creation and seamless implementation. The company has excelled in constantly innovating, creating new ideas, being multi-discipline, creating unique, memorable properties, and magnifying the brand experience for all stakeholders.

Over the past three decades PDM has managed over 10,000 brand experiences amongst which a few outstanding examples include The Nokia New Year's Eve Party, The Indian Cricket Team Sponsorship, India's first Indian Global Music Awards – 'The Sangeet Awards', 'The Wills Lifestyle India Fashion Week', India's first home-grown Broadway Musical for the world – 'Bharti', Asia's Largest Car Rally – 'The Airtel One India Challenge', The BSA Asian Cycling Championships, the A R Rahman Concert, Mukti AIDS Concert, DLF Cup Sponsorship, Force India Formula 1 team Sponsorship, Green Peace Concert, Goa Super Sixes, Sahara Indian Sports Awards, XXX Super car Show, Sunburn, Bollyboom, SlamFest, Goa Super Sixes, Champions of the World and Metalfest.

Clients

PDM has handled large format events and experiences for multinational, global and domestic clients across the Apparel, Automobile, Banking, Corporate, FMCG, Hospitality, IT, Consumer Durables, Government, Pharmaceutical and Telecom sectors including Airtel, Bajaj, Barclays, Citibank, Club Mahindra, Colgate Palmolive, Cognizant, Canon, DTC, Goldstar, FedEx, Genpact, HLL, HSBC, Hero Honda, ING Vysya, ICICI Bank, ICICI Prudential, ITC, Levis, L&T, Kelloggs, Kingfisher Airlines, Kotak Bank, LG, Lupin, MTDC, Microsoft, Monsanto, Maruti Suzuki, Nokia, P&G, Parle Agro, Pepsi, Perfetti, Rasna, Reliance, Sahara, Samsung, Skoda, Siyarams, Standard, Chartered Bank, Taj Hotels, Tata AIG, Times of India, Toyota, TI Cycles, Uttam Galvin Steels Ltd, Videocon, Westside and World Gold Council.

Awards & Accolades

- WOW Awards 2018 (June 2018):
 - **'Opening / Closing Ceremony of the Year' – Silver award** – Opening Ceremony of the Asian Athletics Championship in Odisha in 2017
 - **'Launch Event of the Year' – Bronze award** – Audio Launch for the film 2.0 in Dubai
- Honoured as 'India's No. 1 Brand Award 2016' in the Event Management domain by IBC InfoMedia (May 2016)
- 'Best Pavilion' Auto Expo Excellence Award from NDTV CNB at Auto Expo 2014 for 'Hero Universe' pavilion of Hero MotoCorp (Jan 2014)

INFORMATION

- WOW Awards 2012 (April 2012)
 - **Launch Event of the Year Category - Gold award** – Hero Moto Corp Launch
 - **Live Event of the Year Category – Bronze award** - Indian Navy Presidential Fleet Review Nite 2011
 - **Festival of the Year’ - Gold award** - Sunburn – Asia’s premier Electronic Dance Music Festival and a Percept Intellectual Property
 - **Contact Program of the Year Category – Silver award** - Nerolac Passport Program
 - **Brand Association with a LIVE Platform Category – Bronze award** - Idea Champions of the World
- WOW Event and Experiential Marketing Awards (April 2011)
 - **‘Entertainment Event of the Year’ Gold award** - Sunburn, Asia’s premier Electronic Dance Music Festival. For creating an amazing, unforgettable and electrifying EDM experience in December 2010.
 - **‘Sports Property of the Year’ award** - ‘Fight Night – Lagaan Cup’, Percept’s unique IP, a bilateral boxing tournament witnessed leading Indian and English boxers held in September 2010.
- WOW Awards for Events & Experiential Marketing (2009)
 - ‘Best Live Event of the Year’ – Sunburn
 - ‘New Event Property of the Year’ – Wrigley’s Big Boomer Bubble Blowing Championship
- Gold Ex Awards – International Award for Best Global Event for Nokia New Year’s Eve (Mar 2007)

Media Contacts

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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

INFORMATION

- **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, Sports and Media domain

For more information, please visit www.perceptindia.in