

## **BOILER PLATE**

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 for global and domestic clients across diverse sectors.

PDM 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.