

## PERCEPT MICE

Percept MICE, the Meetings, Incentives, Conferences and Events Domain Company of Percept Limited, was created with an objective to focus on the burgeoning and dynamic MICE domain in India. Percept MICE creates customized conferences, incentive tours, events and solutions, and is pivotal in conceptualizing and executing medium to large format MICE projects both across India and overseas. With emerging technologies, trends and business opportunities, and a vast array of support services and solutions available across the Percept Group, Percept MICE provides clients with innovative 360-degree bespoke events, incentive tours and solutions in the MICE space.

### Clients

Percept MICE has handled events, projects, large format incentive tours and conferences for multinational, global and domestic clients across the Automobile, Banking, Pharmaceutical, Corporate and Telecom sector including Alkem Laboratories, Castrol India and SBI Life Insurance.

### Percept MICE Corporate Office

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### Percept MICE Office Network

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### 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

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**INFORMATION**

- **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, Sports and Media domain

For more information, please visit [www.perceptindia.in](http://www.perceptindia.in)