

## Percept plans expansion to raise Rs.15 billion

Entertainment and media company Percept plans to raise Rs.15 billion through private equity, IPO and debt.

Ajay Upadhyay, President-Corporate Affairs, said Wednesday: "We are now set to enter the global stage and we will be partnering with strategic partners going forward. We have already raised Rs.150 crore (Rs.1.5 billion) through private equity and are in talks with potential partners and investors to raise the balance amount."

Percept is in advanced stages of negotiations with strategic and financial investors, and is expecting an immediate closure of round one of funding. The company is also planning an IPO in the second half of this year.

The company plans expansion in all its key areas of business. This is aimed at scaling up the intellectual property rights (IPR) businesses.

It is planning investments in the areas of IPR acquisition, home video distribution, film production studio, development of digital and mobile content and international distribution.

Percept had recently announced its strategic restructuring and changed from 'Percept Holdings' to 'Percept Limited'.

( © IANS / India eNews)