



**Date: 3rd June 2026**

To

**BSE Limited**

Phiroze Jeejeebhoy Towers

Dalal Street

Mumbai – 400001

Symbol: 532368

To

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex

Bandra (East)

Mumbai – 400051

Script Code: BCG

**Subject:** Clarification regarding Mr. Kallol Sen’s involvement with ElevenAds Advertising FZCO

**Dear Sir/Madam,**

The Company has recently received certain communications from shareholders seeking clarification regarding the involvement of Mr. Kallol Sen, who serves as the head of Online Media Solutions Limited (“OMS”), the Company’s wholly owned subsidiary based in Israel, with ElevenAds Advertising FZCO (“ElevenAds”).

In the interest of transparency and good corporate governance, the Company wishes to clarify the following:

Mr. Kallol Sen is associated with ElevenAds as its Founder. However, the day-to-day operations, commercial activities, customer engagements, partnership arrangements, and business development functions of ElevenAds are managed independently by its executive management team.

The Company has reviewed the nature of the businesses conducted by OMS and ElevenAds and confirms that the two entities operate in distinct segments of the digital ecosystem and cater to different market participants.

ElevenAds is a technology-focused platform designed to facilitate creator-led advertising initiatives. Its primary focus is the development and deployment of technology solutions, including regional language customization capabilities, creator engagement technologies, and localized billing infrastructure, to enable efficient interaction between advertisers and content creators. The business is primarily focused on technology enablement and infrastructure services for the creator economy within the market.

OMS, on the other hand, operates as an established digital advertising business serving advertisers, agencies, publishers, and other participants in the broader advertising marketplace through its own commercial relationships, media platforms, advertising technologies, and business operations.





The Company further notes that ElevenAds derives its revenues primarily from creator-enablement and technology services focused on the market, whereas OMS derives its revenues from digital advertising and media-related activities. Accordingly, the underlying revenue streams, customer profiles, commercial objectives, and market focus of the two businesses are fundamentally different.

The Company is not aware of any instance where OMS and ElevenAds have competed for the same customer, advertising mandate, contract, partnership, or commercial opportunity. The businesses do not offer competing products or services, do not target the same customer segments, and do not operate in overlapping areas of activity. Rather, they occupy different positions within the digital advertising value chain and are complementary in nature.

Further, ElevenAds and OMS have separate ownership structures, management teams, governance frameworks, operational responsibilities, customers, and commercial arrangements. No business decisions of OMS are influenced by ElevenAds, nor does ElevenAds participate in the management or operations of OMS.

The Company also confirms that there are presently no material transactions, arrangements, or business dealings between OMS and ElevenAds that would give rise to any related-party concerns, economic conflict, or impairment of independent decision-making. Each entity conducts its business independently and in accordance with its own commercial objectives and governance processes.

Based on its review, the Company does not believe that Mr. Sen's association with ElevenAds gives rise to any actual or potential conflict of interest with his responsibilities at OMS. The Board is satisfied that Mr. Sen's involvement with ElevenAds does not impair his ability to discharge his duties to OMS or the Company and does not result in any conflict with the interests of Brightcom Group Limited or its shareholders.

The Board and management remain committed to maintaining robust standards of corporate governance and transparency and will continue to monitor all related matters to ensure that the interests of the Company and its shareholders remain fully protected.

This clarification is being issued pursuant to shareholder queries received by the Company and in the interest of providing accurate and complete information to the market.

For Brightcom Group Limited

Authorized Signature

