

Q2 FY26

INVESTOR PRESENTATION

Brightcom Group

Dual Engines of Growth – AdTech & Defence AI

BUILDING VALUE SINCE 1998



Global Opportunity: Digital Marketing

2025 Market Size: ~\$650B

**2030 Projection:
~\$1.1T (CAGR ~12%)**

**Drivers: AI/ML, CTV
& Video,
eCommerce,
Privacy-first future**

Global Opportunity: Defence AI

2023 Market Size: ~\$10B



2030 Projection: ~\$25–30B
(CAGR ~20–22%)



**Segments: UAVs, swarm
drones, battlefield
intelligence, cybersecurity**



**India's Defence Budget
2025: ~\$75B+**



**Atmanirbhar Bharat push
drives domestic
opportunities**

Brightcom Legacy & Growth Story

- 1 Founded in 1998 → Global AdTech footprint.
- 2 Recognised in Fortune India 500, MSCI, S&P BSE 500



3

10+ acquisitions (Oridian, DreamAd, MediosOne, AdDynamix, Max Interactive)

4

Grew from ~\$10M backend revenue (2006) → \$100M group (2010)

5

2021: “Biggest Value Gainer” in Burgundy Private Hurun 500

Shareholder Depth



6,00,000+
shareholders
globally



01

Retail + institutional +
global funds

02

Strong liquidity, visibility

03

600,000+ Shareholders

Clarity through Four Divisions

01 Digital Advertising



02 Software & Services

03 Brightcom Defence

04 Next-Gen Tech

Benefits of having the Divisions



Helps in revenue & people tracking

Dedicated leadership focus

Greater transparency for investors & regulators

Global Presence

& Partners



Offices/Partners in
30+ countries (US,
Israel, EU, LATAM,
APAC)

CLIENTS: Advertise for some of the largest brands in the world. Such as Amazon, Visa, Samsung, Coca-Cola, Microsoft

AGENCIES: Over 250 Ad Agency relationships worldwide. Ogilvy, Havas, Zenith, Mediacom to name some.

PUBLISHERS: Delivering Ads for about 50,000 publishers through these channels. Google, Meta, YouTube, TikTok, Twitter Advertising, Taboola

Financial Momentum (Q2 FY26)

 Quarterly Consolidated
Revenue: ₹1,644 Cr

 Half-Year Revenue: ₹3,099 Cr

01 Quarterly PAT: ₹233 Cr

02 Half-Year PAT: ₹443.9 Cr



03 TTM PAT: ₹808.57 Cr

04 TTM EPS: ₹4.01 per share

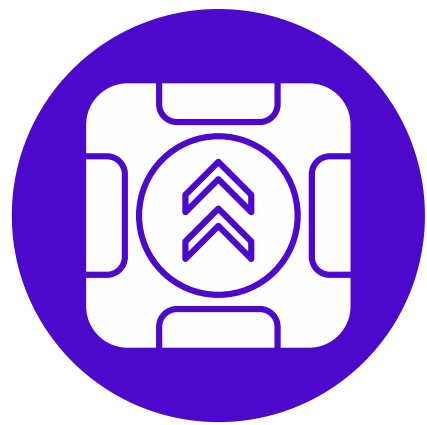
Annual Revenue :

FY22: Rs. 5,020 Crores

FY23: Rs. 7,397 Crores

FY24: Rs. 4,662 Crores

FY25: Rs. 5,147 Crores



Business Strengths

Full AdTech stack: SSP + DSP + DMP + RTB

AI-driven optimisation (web, mobile, video, CTV)

5B+ impressions/day scale

Improving Governance & Cost Efficiency

Fortune 500 Client trust



Brightcom Defence: Focus Areas

Swarm drone management
AI battlefield intelligence

Real-time aerial cybersecurity
Mission simulations



Dual-use civil/military applications

Seasonality: Market Overview

December is traditionally highest revenue month; Jan & July month are the slowest

- Agencies have fiscal year-end in June/Dec → ramp up ad spends
- December surge also due to shopping season
- Q4 (Jan-Mar): Slow start, picks up around Super Bowl & Valentine's Day
- Q1 (Apr-Jun): June higher RPMs (fiscal year end), summer traffic boosts

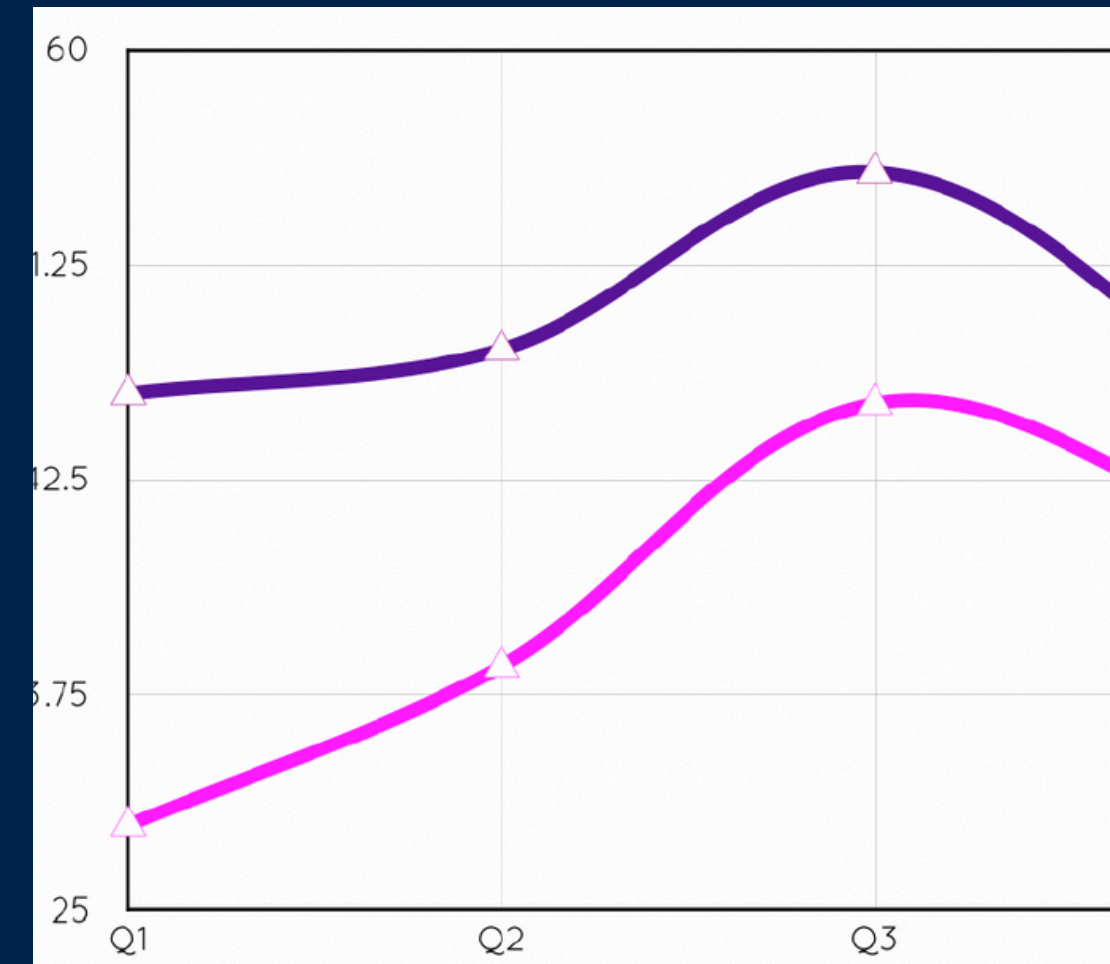


Seasonality: Market Overview

- Q2 (Jul-Sep): Summer slump, picks up Aug-Sep (Back to School)
- Q3 (Oct-Dec): Peak ad spend due to shopping season

Key Dates (US Market):

- Thanksgiving: 23 Nov | Black Friday: 24 Nov | Cyber Monday: 27 Nov
- Super Saturday: 23 Dec | Christmas Eve: 24 Dec | Christmas Day: 25 Dec | Boxing Day: 26 Dec
- Trendlines show BCG business aligns with global ad cycles



Strategic Priorities for FY26–27



**Operational execution
across AdTech & Defence**

**Prototype development &
demonstration for Brightcom
Defence**

**Global partner engagement
(AdTech & Defence)**

**Technology platform
enhancement & AI-driven
products**

Strategic Priorities for FY26–27



**Governance & compliance
strengthening**

**Vertical-wise mission & vision
articulation**

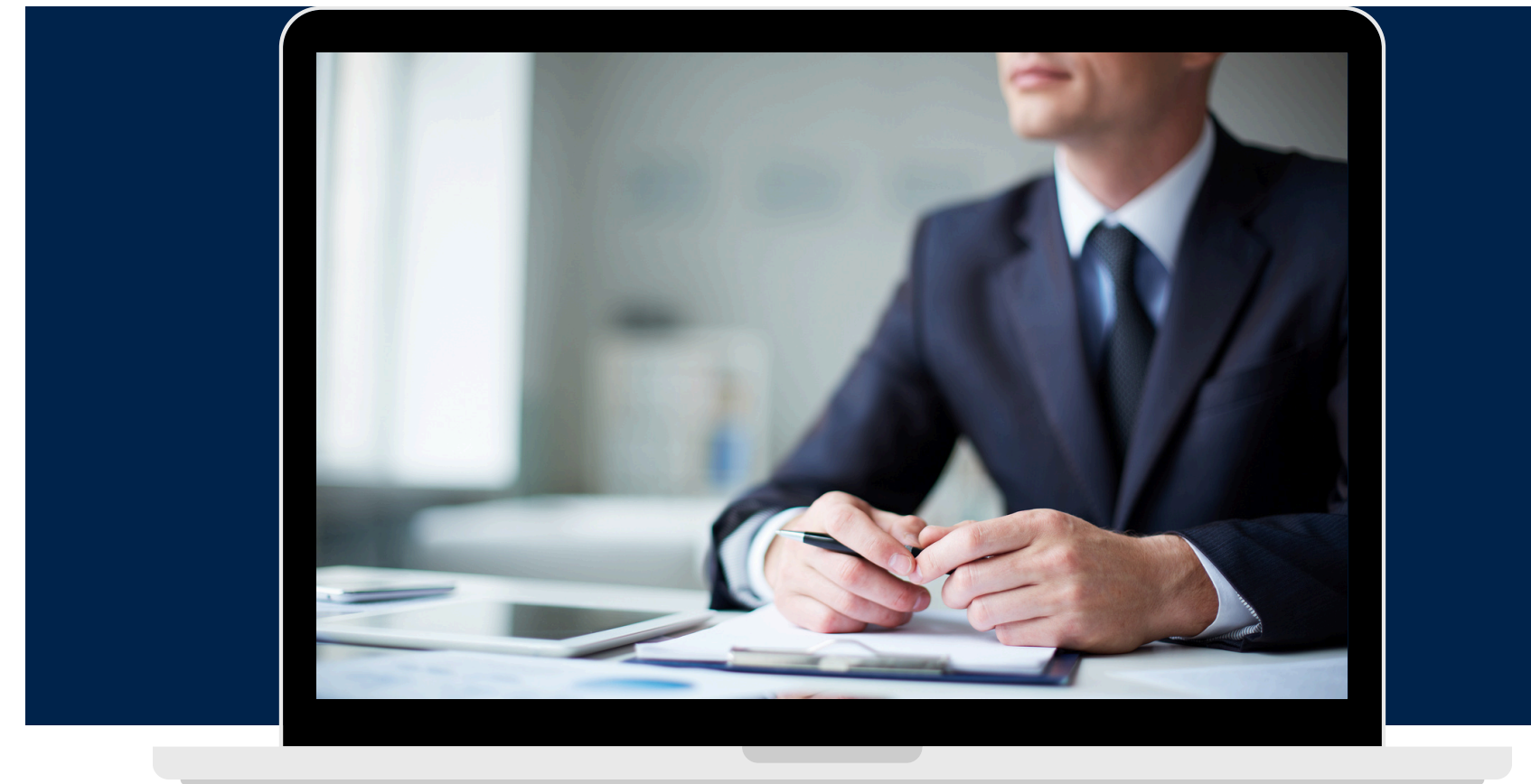
**Headcount growth: FY27 global
plan**

**Valuation mismatch corrective
actions to continue**

Management Team

M Suresh Kumar Reddy CMD & CEO

- Founder of Brightcom Group and Ybrant Technologies (1998)
- 25+ years scaling global AdTech businesses
- Integrated 10+ acquisitions expanding footprint across LATAM, Europe, APAC, US



Management Team: Cont'd

Brad Cohen – Chief Strategy Officer

Global strategist, M&A and corporate development, serial entrepreneur

Raghunath Allamsetty – Executive Director

Governance anchor, operational oversight, cross-border coordination

Management Team: Cont'd

Kallol Sen – Head International Business

AI, emerging tech, global expansion strategy

Gal Peleg – GM OMS

Finance & operations discipline, scaling SSP globally

Management Team: Cont'd

Vidyashankar Ramakrishnan – Chief of Staff to CMD

Ensures CMD's vision translates into measurable results

Shreedhar Reddy – GM Tech & Operations

Technology backbone, early Brightcom employee, Architect of core platforms

Leadership Bench Strength

Combines vision, global strategy, governance, compliance, innovation, execution

**Global strategy & innovation:
Gal Peleg**

**Key leaders: Suresh Reddy,
Brad Cohen, Raghunath
Allamsetty, Kallol Sen**

**Operational execution & multi-
domain expertise: Vidyashankar
Ramakrishnan**

Technology & platform innovation: Shreedhar Reddy



Board of Directors

- **Suresh Reddy** – Chairman & Managing Director
- **Raghunath Allamsetty** – Executive Director
- **P.V. Subba Rao** – Independent Director (Audit & Stakeholders Chair)
- **Deepika Daliya** – Independent Director (Finance & Compliance)
- **P. Leo Ganesan** – Independent Director (NRC & CSR Chair)
- **Ali Akber Bhoy Mamuwala** – Independent Director (Infrastructure & Business)
- **Shrikant Gehlot** – Independent Director (EdTech & Growth Strategy)



Board Committees

- **Audit Committee** – P.V. Subba Rao
- **NRC** – P. Leo Ganesan
- **Stakeholders** – P.V. Subba Rao
- **CSR** – P. Leo Ganesan
- **Warrants & Share Allotment** – Raghunath Allamsetty
- **Risk (SEBI LODR)** – P.V. Subba Rao



Business Update: AdTech Global Engagements



- AdTech Tokyo, Cross-Team Collaboration Argentina, NYC Partner Meetings.
- Participation in Digiday Miami, DMEXCO Cologne, ATS London.
- Strengthened global partnerships & visibility.



Brightcom Defence Update



- Incorporated as wholly-owned subsidiary: Brightcom Defence Pvt Ltd.
- Website live: brightcomdefence.ai redirected domain brightcomdefence.com
- Team expansion, technical documentation, brand development, prototype preparations.



Why Invest in Brightcom Now

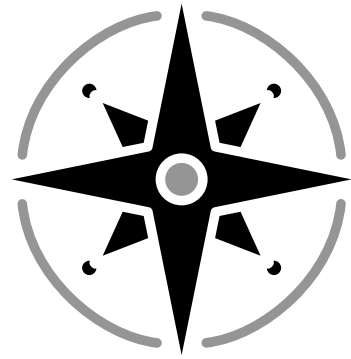
**FY26 Trending Strong,
to meet or beat FY23
Record Revenues**

**25+ years of scaling &
acquisitions**

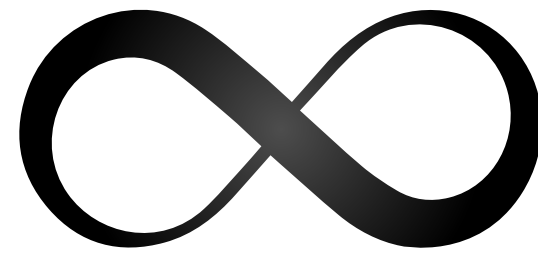
**Dual engines: AdTech
+ Defence AI**

**Positioned to capture
India &
Global market trends**

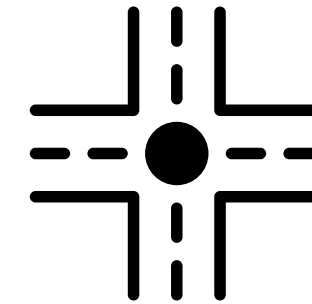
Closing Message



**Brightcom navigated
25+ years of digital
evolution**



**Foundation strong
Momentum real
Future bigger than just
advertising**



**At the intersection of
AdTech scale +
Defence AI innovation**



brightcom
group

