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**WEEKLY UPDATES**



# REVOCATION OF TRADE SUSPENSION

- Trading resumes on 14th July 2025 on BSE & NSE
- Circular issued on 4th July 2025 confirming revocation
- Special Pre-Open Session applicable for:
  - IPOs, SME IPOs, re-listed securities, and stocks with derivatives contracts
- Special Pre-Open Session timings:
  - Order Entry: 9:00 am – 9:45 am
  - Order Matching: 9:45 am – 9:55 am
  - Buffer Period: 9:55 am – 10:00 am



# SPECIAL PRE-OPEN SESSION MECHANICS

- Market orders are not allowed during this session; only limit orders are accepted
- Eligible buy and sell limit orders are matched at the single equilibrium (opening) price
- Starts with a base price determined using book value, last traded price, and other parameters by the designated exchange
- Unmatched orders handled differently for IPOs and re-listed securities
- No price bands applicable during special pre-open session
- Dummy circuit filter applied uniformly with other exchanges, between 25% to 75% range
- Outcome of this session will be the opening price for the trading which starts at 10 am



# BUSINESS UPDATE – PRIME DAY PREPARATION

- Prime Day 2025 is here — July 8th – 11th
- Prime Day is the Super Bowl of eCommerce — every impression, bid, and click can dramatically boost revenue
- Demand will skyrocket; inventories fill fast and CPMs reach new highs
- Publishers who prepare early get the biggest rewards — We helped helped clients achieve up to 10x revenue growth during Prime Day 2024!
- Key actions to get ready: update ads.txt, add related content, optimize pricing and ad layouts, and diversify demand partners



# LEGAL, COMPLIANCE & OTHER UPDATES

- SAT hearing scheduled for 4th September 2025
- Case against BSE to be withdrawn in Telangana High Court
- Shareholding pattern was submitted on 5th June 2025
- Revocation of suspension was granted as the company met all required compliances
- Efforts are underway to organize a formal listing ceremony, including a bell-ringing event at both exchanges.
- Please note the new address of the registered office: 6-3-1086/VGT/101/B, Vista Grand Towers, 1<sup>st</sup> Floor Raj Bhavan Road, Somajiguda, Hyderabad 50082, TELANGANA



# Q&A



**A news-channel segment claims BCG revocation was ‘a bad move’ because SEBI orders are still pending against Brightcom and its promoters. What is the real status and how do you respond?**

*Two SEBI orders, both are under appeal*

- Confirmatory Order – 28 Feb 2024 → under appeal before the Securities Appellate Tribunal (SAT).
- Final Order – 6 Feb 2025 → under judicial review before the Telangana High Court (THC).

*Interim relief already granted*

- On 18 Mar 2025 the Telangana High Court held that “prima facie, there is no evidence to substantiate the quantum of penalty ... the order dated 06-02-2025, to the extent of penalty, is not sustainable.”
- The appeals do not restrict operations or free trading of Brightcom shares.
- Suspension was officially revoked on 4 Jul 2025, we have met 100 % of post-revocation compliances.
- All operative directions—enhanced disclosures, additional independent directors are in place.
- A live compliance tracker, quarterly webcasts, and prompt exchange filings keep investors fully informed.

# Q&A



## **Trading resumes on 14 July—what price does management expect Brightcom to open at?**

*SPOS auction will set the first trade; company cannot guide or predict the opening price*

*Reference figures, however are:*

- *Last traded: ₹ 10.25 (NSE) / ₹ 10.28 (BSE)*
- *Book value: ₹ 43.05*
- *EPS (TTM): ₹ 3.52*

*FY 25 performance*

- *Revenue ₹ 5,146 crore (+10.4 % YoY)*
- *Net profit ₹ 710.03 crore (+3.4 % YoY)*
- *Strategic roadmap: expansion into APAC, EU & North America; launch of AI-driven ad-tech solutions*

*Governance update: THC provisionally suspended certain SEBI penalties;*

*Shareholders approved capital alignment & board appointments*

*Bottom line: Market will discover the price; Management remains focused on fundamentals.*

## **What is this “Brightcom 3.0” that is floating around?**

*Stay tuned for further updates on this.*





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*Thank*  
**YOU!**