



Date: 14th August 2026

To,
The Manager – Listing Compliance
BSE Limited
Phiroze Jejeebhoy Towers, Dalal Street,
Mumbai – 400001
Scrip Code: 532368

To
The Manager – Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G, Bandra Kurla
Complex, Bandra (E), Mumbai – 400051
Symbol: BCG

Subject: OnoMagic Acquires Full Ownership of The Perspective (Regulation 30 disclosure)

Dear Sir/Madam,

We are pleased to inform the Exchanges that OnoMagic, a partially owned subsidiary (through OMS - 100% owned direct subsidiary) of Brightcom Group Limited (“Brightcom” or the “Company”), has acquired the remaining ownership interest in The Perspective, taking its ownership in the digital publishing platform to 100%.

The acquisition marks an important step in OnoMagic’s strategy of developing and scaling differentiated digital media properties and provides the platform with a stronger foundation for its next phase of growth.

The Perspective is a digital publishing platform built around the idea of encouraging audiences to explore viewpoints beyond their own. Its approach brings together journalism, design and behavioural psychology to create content and experiences that encourage readers to engage with different perspectives across current affairs, politics, sports, entertainment and other areas of public interest.

The platform has received international recognition for its innovative approach to digital publishing, including the 2017 EPPY Award for Best Innovation Project, a 2018 Webby Award nomination in News and Politics, and the 2022 Independent Press Award in Current Affairs.

Commenting on the development, Shirley Lowenstein, CEO of OnoMagic, said:

“The Perspective has built a distinctive place in digital media by encouraging readers to pause, explore and consider viewpoints beyond their own. With full ownership, we can now take that proposition further — investing in the platform, growing its audience and exploring new ways to connect quality content with technology and digital advertising.”





With the acquisition of the remaining interest, OnoMagic will have greater flexibility to develop The Perspective's content, technology and audience proposition while preserving the distinctive editorial character that has defined the platform.

The transaction also provides an opportunity to leverage the broader capabilities of the Brightcom Group ecosystem, particularly in digital advertising, technology, audience engagement and data-driven monetisation.

The acquisition is consistent with Brightcom Group's overall broader strategy of building and developing digital businesses at the intersection of content, technology and digital advertising, while creating adequate opportunities for sustainable growth across its varied portfolio of businesses.

The Company will continue to make such further disclosures as may be required under the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and records.

Thanking you,

For Brightcom Group Limited



Raghu Allamsetty
Executive Director

