



Date: 15th July 2025

To

The Manager – Listing Compliance
BSE Limited
Phiroze Jeejeebhoy 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: Brightcom Group Achieves Significant Global Ranking Improvements on Picalate's Seller Trust Index (Mobile SSPs)

Dear Sir/Madam,

We are pleased to inform you that Brightcom Group has recorded a significant improvement in its rankings across multiple geographies as per Picalate's Seller Trust Index (STI) in the Mobile SSP (Supply-Side Platform) category.

Picalate's Seller Trust Index is an independent and globally recognized and highly respected benchmark that ranks digital advertising platforms based on multiple criteria including:

- Direct relationships with premium publishers (sustainability),
- Authorized seller paths via SupplyChain Object (SCO) verification,
- Invalid Traffic (IVT) mitigation,
- Bundle integrity, and
- Country-level market share.

Using proprietary technology and analyzing over 50 billion global advertising transactions monthly, Picalate ranks more than 580 sellers across 140+ countries, offering a comprehensive and impartial assessment based solely on buy-side data. Please find the ranking report enclosed.

Brightcom's improved positions in the Mobile SSP category reflect enhanced trust, transparency, and performance in global markets. Key country-level highlights include:

- 6th in China
- 10th in Spain
- 14th in Ireland
- 14th in Japan
- 15th in France
- 17th in Switzerland





These improvements across APAC and EMEA regions reflect Brightcom Group's ongoing focus on quality inventory, traffic integrity, and sustainable advertising practices.

This recognition reaffirms our position as a reliable and trusted partner in the global digital advertising ecosystem.

Encl: Pixalate Report on Brightcom.

Thanking you,
For Brightcom Group Limited

Raghunath Allamsetty
Executive Director



DIN: 00060018



Country Rankings



Regions

All

APAC

EMEA

LATAM

NA

Region	Country	Rank	Final Score	Market Share Score	SPO Score	SCO Verification Score	GIVT Score	SIVT Score
EMEA	Afghanistan	1	95 (A)	88 (A-)	70 (B-)	70 (B-)	86 (A-)	93 (A)
EMEA	Sierra Leone	2	82 (B+)	79 (B)	70 (B-)	70 (B-)	99 (A+)	89 (A-)
EMEA	Djibouti	4	88 (A-)	87 (A-)	60 (C-)	40 (F)	99 (A+)	89 (A-)
EMEA	Sudan	4	91 (A)	70 (B-)	63 (C)	67 (C+)	99 (A+)	93 (A)
EMEA	Somalia	4	89 (A-)	85 (A-)	78 (B)	55 (D)	99 (A+)	85 (A-)
EMEA	Guinea	5	78 (B)	20 (F)	61 (C-)	60 (C-)	99 (A+)	90 (A)
EMEA	Yemen	5	90 (A)	88 (A-)	79 (B)	54 (D)	93 (A)	92 (A)

Country Rankings



Regions

All

APAC

EMEA

LATAM

NA

Region	Country	Rank	Final Score	Market Share Score	SPO Score	SCO Verification Score	GIVT Score	SIVT Score
APAC	Sri Lanka	5	89 (A-)	61 (C-)	60 (C-)	63 (C)	99 (A+)	91 (A)
EMEA	Mali	5	80 (B)	69 (C+)	61 (C-)	40 (F)	99 (A+)	93 (A)
EMEA	Bahrain	6	81 (B)	72 (B-)	61 (C-)	58 (D)	83 (B+)	98 (A+)
APAC	China	6	87 (A-)	62 (C-)	85 (A-)	41 (F)	92 (A)	95 (A)
EMEA	Egypt	6	89 (A-)	73 (B-)	67 (C+)	59 (D)	98 (A+)	96 (A)
EMEA	Ethiopia	7	78 (B)	44 (F)	40 (F)	47 (D)	99 (A+)	89 (A-)
EMEA	Kyrgyzstan	7	92 (A)	47 (D)	63 (C)	59 (D)	99 (A+)	99 (A+)

Country Rankings



Regions

All








APAC

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NA

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EMEA	Tajikistan	7	86 (A-)	71 (B-)	65 (C)	60 (C-)	99 (A+)	84 (B+)
LATAM	Guatemala	8	90 (A)	67 (C+)	40 (F)	46 (D)	94 (A)	90 (A)
EMEA	Qatar	8	82 (B+)	82 (B+)	67 (C+)	55 (D)	87 (A-)	95 (A)
EMEA	Libya	9	85 (A-)	69 (C+)	70 (B-)	55 (D)	99 (A+)	85 (A-)
EMEA	Burundi	9	76 (B)	75 (B)	62 (C-)	43 (F)	99 (A+)	51 (D)
EMEA	Congo	10	84 (B+)	87 (A-)	60 (C-)	46 (D)	99 (A+)	59 (D)
EMEA	Spain	10	91 (A)	66 (C)	71 (B-)	85 (A-)	89 (A-)	92 (A)

Region	Country	Rank	Final Score	<div><div>i</div>Market Share Score</div>	<div><div>i</div>SPO Score</div>	<div><div>i</div>SCO Verification Score</div>	<div><div>i</div>GIVT Score</div>	<div><div>i</div>SIVT Score</div>
EMEA	 Niger	10	86 (A-)	69 (C+)	70 (B-)	69 (C+)	99 (A+)	59 (D)
EMEA	 Iraq	10	88 (A-)	82 (B+)	61 (C-)	51 (D)	99 (A+)	78 (B)
EMEA	 Senegal	10	76 (B)	20 (F)	60 (C-)	60 (C-)	99 (A+)	90 (A)
EMEA	 Azerbaijan	11	85 (A-)	70 (B-)	68 (C+)	53 (D)	99 (A+)	70 (B-)
EMEA	 Benin	13	63 (C)	20 (F)	40 (F)	40 (F)	99 (A+)	58 (D)
EMEA	 Ireland	14	80 (B)	53 (D)	60 (C-)	59 (D)	97 (A+)	66 (C)
APAC	 Japan	14	79 (B)	60 (C-)	63 (C)	78 (B)	95 (A)	91 (A)

Country Rankings



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EMEA	Croatia	14	83 (B+)	20 (F)	60 (C-)	40 (F)	99 (A+)	99 (A+)
EMEA	France	15	88 (A-)	76 (B)	74 (B-)	45 (D)	89 (A-)	92 (A)
EMEA	Ghana	15	74 (B-)	45 (D)	40 (F)	40 (F)	99 (A+)	73 (B-)
EMEA	United Repub...	15	75 (B)	72 (B-)	61 (C-)	40 (F)	40 (F)	85 (A-)
EMEA	Democratic R...	16	76 (B)	23 (F)	40 (F)	59 (D)	99 (A+)	89 (A-)
EMEA	Morocco	17	79 (B)	20 (F)	60 (C-)	58 (D)	99 (A+)	90 (A)
EMEA	Switzerland	17	79 (B)	45 (D)	60 (C-)	84 (B+)	92 (A)	75 (B)

Country Rankings



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EMEA	Turkey	17	87 (A-)	85 (A-)	85 (A-)	66 (C)	90 (A)	77 (B)
APAC	Australia	19	86 (A-)	60 (C-)	67 (C+)	56 (D)	96 (A)	92 (A)
EMEA	Cameroon	20	68 (C+)	20 (F)	60 (C-)	69 (C+)	99 (A+)	86 (A-)
EMEA	Czech Republic	20	76 (B)	20 (F)	62 (C-)	84 (B+)	82 (B+)	83 (B+)
APAC	India	20	87 (A-)	47 (D)	61 (C-)	67 (C+)	98 (A+)	96 (A)
LATAM	Argentina	20	84 (B+)	56 (D)	62 (C-)	67 (C+)	94 (A)	87 (A-)
APAC	Philippines	20	86 (A-)	63 (C)	61 (C-)	70 (B-)	93 (A)	81 (B)

Country Rankings



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EMEA	Uganda	20	69 (C+)	31 (F)	40 (F)	40 (F)	99 (A+)	93 (A)
APAC	Pakistan	23	80 (B)	74 (B-)	70 (B-)	40 (F)	63 (C)	87 (A-)
APAC	Cambodia	23	81 (B)	70 (B-)	60 (C-)	49 (D)	78 (B)	86 (A-)
EMEA	Kenya	24	80 (B)	85 (A-)	70 (B-)	42 (F)	73 (B-)	69 (C+)
EMEA	South Africa	25	81 (B)	85 (A-)	77 (B)	70 (B-)	68 (C+)	76 (B)
EMEA	Oman	26	74 (B-)	60 (C-)	40 (F)	54 (D)	70 (B-)	80 (B)
APAC	Hong Kong	26	76 (B)	20 (F)	64 (C)	63 (C)	98 (A+)	83 (B+)

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EMEA	Belgium	27	74 (B-)	27 (F)	67 (C+)	93 (A)	98 (A+)	65 (C)
EMEA	Tunisia	27	79 (B)	32 (F)	70 (B-)	55 (D)	84 (B+)	90 (A)
EMEA	Kuwait	28	72 (B-)	20 (F)	60 (C-)	62 (C-)	91 (A)	84 (B+)
APAC	Bangladesh	29	58 (D)	20 (F)	40 (F)	44 (F)	59 (D)	89 (A-)
EMEA	Kazakhstan	29	81 (B)	39 (F)	60 (C-)	84 (B+)	97 (A+)	65 (C)
EMEA	Russian Fede...	30	86 (A-)	39 (F)	71 (B-)	57 (D)	98 (A+)	90 (A)
EMEA	Austria	32	77 (B)	37 (F)	70 (B-)	88 (A-)	91 (A)	67 (C+)

Country Rankings



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EMEA	Israel	33	77 (B)	60 (C-)	70 (B-)	55 (D)	95 (A)	63 (C)
EMEA	Saudi Arabia	33	85 (A-)	67 (C+)	70 (B-)	56 (D)	86 (A-)	86 (A-)
EMEA	Cote d'Ivoire	33	67 (C+)	72 (B-)	70 (B-)	54 (D)	65 (C)	65 (C)
EMEA	State of Pales...	35	78 (B)	69 (C+)	71 (B-)	76 (B)	81 (B)	67 (C+)
EMEA	Portugal	38	68 (C+)	21 (F)	60 (C-)	40 (F)	96 (A)	69 (C+)
LATAM	Venezuela	39	69 (C+)	20 (F)	40 (F)	57 (D)	99 (A+)	67 (C+)
EMEA	United Arab E...	40	80 (B)	62 (C-)	63 (C)	61 (C-)	76 (B)	82 (B+)

Country Rankings



Regions

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EMEA

LATAM

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Region	Country	Rank	Final Score	Market Share Score	SPO Score	SCO Verification Score	GIVT Score	SIVT Score
EMEA	Netherlands	40	65 (C)	24 (F)	60 (C-)	81 (B)	93 (A)	69 (C+)
APAC	Province of C...	41	77 (B)	20 (F)	60 (C-)	69 (C+)	95 (A)	84 (B+)
EMEA	Lebanon	43	80 (B)	69 (C+)	74 (B-)	64 (C)	84 (B+)	67 (C+)
EMEA	Ukraine	44	79 (B)	20 (F)	61 (C-)	59 (D)	94 (A)	93 (A)
EMEA	Nigeria	45	63 (C)	20 (F)	40 (F)	64 (C)	84 (B+)	60 (C-)
APAC	Viet Nam	45	82 (B+)	64 (C)	70 (B-)	70 (B-)	96 (A)	65 (C)
EMEA	Italy	47	78 (B)	60 (C-)	62 (C-)	56 (D)	59 (D)	92 (A)

Country Rankings



Regions

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EMEA

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EMEA	<div><div></div>Poland</div>	49	74 (B-)	31 (F)	60 (C-)	40 (F)	88 (A-)	87 (A-)
EMEA	<div><div></div>Uzbekistan</div>	51	71 (B-)	70 (B-)	68 (C+)	53 (D)	69 (C+)	53 (D)
EMEA	<div><div></div>Romania</div>	51	68 (C+)	20 (F)	63 (C)	70 (B-)	79 (B)	69 (C+)
APAC	<div><div></div>Malaysia</div>	52	67 (C+)	22 (F)	60 (C-)	71 (B-)	95 (A)	84 (B+)
APAC	<div><div></div>Singapore</div>	54	73 (B-)	33 (F)	61 (C-)	67 (C+)	97 (A+)	56 (D)
LATAM	<div><div></div>Colombia</div>	57	72 (B-)	32 (F)	42 (F)	58 (D)	97 (A+)	69 (C+)
APAC	<div><div></div>Thailand</div>	57	79 (B)	61 (C-)	70 (B-)	69 (C+)	91 (A)	67 (C+)

Country Rankings



Regions

- All
- APAC
- EMEA
- LATAM
- NA

Region	Country	Rank	Final Score	<div><div></div>Market Share Score</div>	<div><div></div>SPO Score</div>	<div><div></div>SCO Verification Score</div>	<div><div></div>GIVT Score</div>	<div><div></div>SIVT Score</div>
LATAM	Brazil	61	79 (B)	73 (B-)	75 (B)	58 (D)	93 (A)	62 (C-)
LATAM	Chile	62	69 (C+)	50 (D)	61 (C-)	60 (C-)	68 (C+)	69 (C+)
APAC	Indonesia	63	79 (B)	60 (C-)	68 (C+)	68 (C+)	59 (D)	84 (B+)
EMEA	Syrian Arab R...	64	70 (B-)	20 (F)	70 (B-)	42 (F)	99 (A+)	77 (B)
APAC	Republic of K...	66	73 (B-)	64 (C)	69 (C+)	70 (B-)	67 (C+)	71 (B-)
EMEA	Germany	76	66 (C)	40 (F)	62 (C-)	51 (D)	72 (B-)	88 (A-)
EMEA	United Kingd...	85	72 (B-)	42 (F)	66 (C)	60 (C-)	58 (D)	90 (A)

Country Rankings



Regions

All

APAC

EMEA

LATAM

NA

Region	Country	Rank	Final Score	Market Share Score	SPO Score	SCO Verification Score	GIVT Score	SIVT Score
EMEA	Syrian Arab R...	64	70 (B-)	20 (F)	70 (B-)	42 (F)	99 (A+)	77 (B)
APAC	Republic of K...	66	73 (B-)	64 (C)	69 (C+)	70 (B-)	67 (C+)	71 (B-)
EMEA	Germany	76	66 (C)	40 (F)	62 (C-)	51 (D)	72 (B-)	88 (A-)
EMEA	United Kingd...	85	72 (B-)	42 (F)	66 (C)	60 (C-)	58 (D)	90 (A)
NA	Canada	90	81 (B)	70 (B-)	69 (C+)	61 (C-)	94 (A)	60 (C-)
LATAM	Mexico	100	75 (B)	70 (B-)	70 (B-)	58 (D)	75 (B)	58 (D)
NA	United States	114	83 (B+)	71 (B-)	80 (B)	62 (C-)	65 (C)	81 (B)