



brightcom
group

WEEKLY UPDATE

BUSINESS UPDATE

Exploring Opportunities in High-Growth Sectors:

- Digital Out-of-Home (DOOH): Expanding into advanced, location-based advertising formats.
- Audio, OTT, and Podcasts: Capturing new audiences and aligning with changing media consumption patterns.
- Data Monetization: Unlocking value from insights while ensuring data privacy and compliance.
- AI-Driven Predictive Models: Enabling precision targeting and operational efficiency with cutting-edge technology.

Platform Enhancements:

- Integrating tools and features to align with the above sectors for scalability and market leadership.

Q2 FY25 RESULTS

Q2 FY 2025 Results Declared:

- Unaudited Standalone and Consolidated Quarterly Financials for Quarter ending September 2024, were declared on Dec 12, 2024.

Key Financial Highlights:

- Q2 Consolidated Revenue: ₹1,302.78 crores, reflecting a 10.18% growth from ₹1,182.43 crores in Q1 FY 2025.
- Q2 Consolidated PAT: ₹186.28 crores, a 16.78% increase from ₹159.5 crores in Q1 FY 2025.

Investor Value Creation:

- Renewed focus on Growth, Stability and Corporate Governance.

COMPLIANCE & WEEKLY Q&A

Key Milestones Achieved:

- Revocation Application Status : Completed with associated fee payments to both Exchanges and all Query Resolutions done for NSE
- SOP Penalties Update : Payments made in accordance with NSE guidance; awaiting further directives from BSE.
- Reg 33 compliance completed with Q2Fy25 results upload.
- Planning meetings with exchanges to streamline the revocation process and ensure alignment with circular issuance.

Operational and Shareholder Queries:

Will the weekly update mechanism stop once regular trading resumes?

- The weekly updates are intended to handhold stakeholder concerns during the present critical period. Once normal trading resumption is implemented, we may consider transitioning to monthly updates or a frequency aligned to shareholder community requirements.

Weekly Q&A

Compliance and Financial Reporting:

When will the FY24 audit conclude, and when can we expect the results to be released?

- The statutory auditors were onboarded on November 21, 2024, and preparations for the FY24 audit are underway. All groundwork has been completed to ensure a smooth and efficient process. We are working closely with the auditors to finalize the audit promptly and in compliance with regulatory requirements. The audited results will be released upon completion, with updates provided as the process progresses.

When will the newly appointed statutory auditors start signing off on the results to ensure continuity?

- The newly appointed statutory auditors are actively engaged and will sign off on the results starting with the upcoming financial reporting cycle, ensuring smooth auditor continuity and compliance with applicable regulations.

xWhat measures are being implemented to ensure compliance by December 30, 2024?

The company is executing a comprehensive compliance plan that includes:

- Ensuring reconciliation reports are accurate and up to date.
- Completing outstanding filings for NSE and BSE to meet their specific requirements.
- Proactively engaging with Exchanges and other regulatory bodies to address pending queries.
- Conducting internal audits to verify compliance-related documentation.
- The company is confident that these steps will ensure daily trading well within the stipulated deadline.

Weekly Q&A

Business and Management:

What are the business projections for the next 2-3 years, including country-wise contributions?

- The company anticipates significant growth ,in both organic and inorganic way, over the next 2-3 years, driven by its expansion in key markets such as the US, Europe, and EMEA. Detailed country-wise contributions will be shared in future financial updates as ongoing initiatives progress.

What is the current status and future of the joint venture with Consumables Inc. (e.g., Brightcom Audio)?

- The company is working to revive and rejuvenate its collaboration with Consumables Inc., exploring new opportunities to enhance strategic synergies. Updates will be provided as concrete progress is made.

Website Related:

Why haven't key updates (e.g., Corporate governance reports, grievance redressal mechanisms) been posted on the company's website?

- We are actively addressing this. A comprehensive website update, including all pending reports and governance details, will be completed shortly.



Thank
you