



Date: 16th 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: Outcome of the Board Meeting held on July 16, 2025**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Board of Directors of Brightcom Group Limited met today, i.e., Wednesday, July 16, 2025, and transacted the following key items of business:

**1. Completion of Re-Listing of Equity Shares on BSE and NSE:**

The Board noted that the Company's equity shares have been successfully re-listed and are now trading on both BSE and NSE with effect from July 14, 2025.

While the initial trading phase has seen heightened volatility, partly due to a large offload by an institutional investor, such activity is not unusual in re-listing scenarios.

The Board remains confident in the Company's long-term fundamentals and reaffirms its focus on governance, growth, and value creation. Shareholders are encouraged to see this re-listing as the start of a renewed phase in the Company's journey towards exemplary transparency and top notch corporate governance.

**2. Review and Closure of Certain Pending Corporate Actions:**

Pursuant to the Extraordinary General Meeting held on April 30, 2025, wherein the shareholders approved the appointment of Mr. M. Suresh Kumar Reddy, the Board was bound by a fiduciary duty to act upon this resolution. However, considering the existence of certain regulatory restraint orders applicable to Mr. Reddy, the Board was faced with a dilemma regarding the implementation of this shareholder mandate.

To address this, the Board sought a qualified legal opinion on whether and how such an appointment could be effected without violating the letter or spirit of the prevailing restrictions. Based on the legal advice received, the Board understands that it is obligated to proceed with the appointment, as approved by shareholders. At the same time, in alignment with the spirit of regulatory compliance, the Board has resolved to structure Mr. Reddy's role such that it excludes any involvement in securities market-related functions, and instead remains focused on operational, managerial, and business matters only.





Accordingly, the Board has given effect to the appointment, as detailed below:

***Appointment of Managing Director and Chief Executive Officer (Annexure A):***

The Board gave effect to the appointment of Mr. M. Suresh Kumar Reddy (DIN: 00140515) as Managing Director and Chief Executive Officer (MD & CEO) of the Company, in line with the ordinary resolution passed by shareholders at the Extraordinary General Meeting held on April 30, 2025, wherein an overwhelming majority of 85% voted in favour of his appointment.

As per the shareholder approval, his tenure shall be for a period of five (5) years with effect from April 30, 2025, i.e., up to April 29, 2030.

Mr. Reddy is currently under restraint from dealing with the securities market and has appealed the matter before the appropriate judicial bodies, where the matter remains sub judice.

In keeping with its fiduciary obligation to the general body of shareholders, the Board resolved to implement the appointment to the extent legally permissible. Accordingly, Mr. Reddy shall take charge of the operational and managerial responsibilities of the Company and shall not participate in any decisions or actions relating to the securities market until the necessary clearances are obtained.

**3. Direction on Strategic Growth and Expansion Initiatives:**

The Board discussed the Company's future direction and requested the newly appointed MD & CEO, who is also the Promoter and has been closely involved in building the Company from inception, to work with the extended management team to develop a comprehensive roadmap for the next phase of growth.

The Board emphasized the importance of exploring new technology areas, including AI/ML-driven solutions not only within advertising but also in adjacent digital ecosystems, where the Company has been active and sees tremendous long-term potential.

The roadmap is expected to focus on areas where our people, culture, and ecosystem can best survive and flourish, while building on Brightcom's core competencies in digital media, innovation, and scalable platform technologies. The management has been asked to present an initial outline in the forthcoming meetings.

This is for your information and records.

Thanking you.

For Brightcom Group Limited

Raghunath Allamsetty

Executive Director

DIN: 00060018





**Annexure A:**

Disclosure of information pursuant to SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023:

**Appointment of Mr M Suresh Kumar Reddy as Managing Director and Chief Executive Officer (MD & CEO)**

**1. Reason for Change:** Appointment of Managing Director & CEO

**2. Date of Appointment & Term of Appointment:** The appointment has been approved by the shareholders at the EGM held on April 30, 2025 through an ordinary resolution. As per the shareholder approval, his tenure shall be for a period of five (5) years with effect from April 30, 2025, i.e., up to April 29, 2030.

**3. Brief Profile of the Managing Director:**

1. Full Name: Mr. M. Suresh Kumar Reddy
2. DIN: 00140515
3. Age: 58 years
4. Qualifications:
  1. Bachelor of Technology (B.Tech.), Mechanical Engineering – Indian Institute of Technology (IIT), Kharagpur
  2. Master of Science (M.S.), Engineering – Iowa State University, USA
5. **Summary of Experience:**
6. Mr. Suresh Kumar Reddy is the Founder and Promoter of Brightcom Group Limited. He served as the Chairman and Managing Director of the Company from 1998 to 2023, playing a pivotal role in building it into a global leader in the digital advertising and media technology sector.
7. Over more than two decades, he guided the Company's expansion into 24 countries, successfully executed over ten international acquisitions, and raised more than \$100 million in equity and debt. He also led the development of Brightcom's proprietary programmatic advertising platform, which received global recognition for consumer trust.
8. Prior to his entrepreneurial journey, Mr. Reddy held engineering and design roles at prominent global companies including AM General, Caterpillar, Chrysler, and Charles Schwab.
9. He has also served as President of TiE Hyderabad and contributed to several entrepreneurial and philanthropic initiatives, including Hyderabad Angels and the Heal a Child Foundation.

**4. Relationship with other Directors/KMP:**

Mr. Suresh Kumar Reddy is the Promoter of the Company and is not related to any of the current Directors or Key Managerial Personnel of Brightcom Group Limited.

**5. Confirmation regarding regulatory status:**

Mr. Suresh Kumar Reddy is not debarred from holding the position of director or key managerial personnel.

