

Date: 14th August 2025

To

The Manager – Listing Compliance BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street, Mumbai – 400001

Scrip Code: 532368

То

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 14th August 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 ("the Company"), at its meeting held today, i.e., 14th August 2025, inter alia, considered and approved the following:

#### 1. Financial Results for Q1 FY2025-26:

The Board approved and adopted the Unaudited Financial Results (Consolidated and Standalone) for the quarter ended 30th June 2025. Key highlights of the consolidated performance are as follows:

Quarterly Consolidated Revenue: ₹ 1456 crores (YoY increase of 23.14%) Quarterly Profit After Tax (PAT): ₹ 210.86 crores (YoY increase of 32.6%)

TTM PAT: ₹ 761.53 crores

TTM Earnings Per Share (EPS): ₹ 3.77 per share (QoQ increase of 7.7%)

The detailed consolidated and standalone results, along with the Limited Review Reports by Statutory Auditor, are enclosed.

2. Presentation on Defence Division

The Board received a detailed presentation on the proposed launch of a dedicated defence division, to be known as Brightcom Defence. The presentation outlined:

The strategic rationale for entering next-generation aerospace intelligence and autonomous aerial defence software markets.





Target capabilities including Al-powered UAV flight systems, real-time threat detection and response, coordinated drone swarms, aerial platform cybersecurity, and high-fidelity mission simulation engines.

Market opportunity projections, potential collaborations with governments, global defence innovators, and allied technology partners.

How Brightcom's core strengths in AI, machine learning, and real-time data processing provide a strong competitive advantage in this sector.

The Board discussed the strategic fit, commercial potential, and execution roadmap, and subsequently approved the establishment of Brightcom Defence. (www.BightcomDefence.ai). The presentation is enclosed. The Board further authorized the Chairman, Mr. Suresh Kumar Reddy, and Executive Director, Mr. Raghunath Allamsetty, to take all necessary actions in this regard, including incorporation of a new subsidiary, development of a dedicated website, recruitment of personnel, engagement of advisors, preparation of technical white papers, and full implementation of the approved branding and logo for Brightcom Defence. 3. Presentation on Group Structure and New Divisions A presentation was made on restructuring the Group's subsidiary structure to better align operational and financial reporting with functional business areas. The proposed divisions are:

- A. Advertising: Managing the Group's global digital marketing and advertising technology platforms, partnerships, and publisher networks.
- B. Software Services: Delivering enterprise-grade software development, IT consulting, and managed technology solutions primarily focussed in Digital Marketing, Al/ML services.
- C. Defence: Working on next-generation aerospace intelligence and autonomous aerial defence software markets.
- D. Next Generation Technologies: This internal division will explore, incubate, and develop advanced technology opportunities, initially focusing on Artificial Intelligence (AI), Machine Learning (ML), and Quantum Computing, with the goal of scaling viable initiatives into independent units.

The Board took note of the restructuring plan and advised management to prepare an implementation roadmap.

4. Significant Business and Corporate Events during the Quarter

Momentum is building across markets, clients, and innovation pipelines. From industry recognition to strategic expansions, the first half of 2025 has set the stage for what could be one of the most exciting phases in our journey.

A. Industry Engagements & Market Insights

Digiday Summit – Vail, CO: In March 2025, our leadership team engaged with global industry peers, forging new partnerships and exploring collaborations that open doors to high-growth opportunities. Key Market Signals:

The cookie-less era is here — and we're ahead of the curve with new identity solutions.

Generative AI is transforming how ads are bought, content is created, and operations are run — and we're already integrating these advances.





Al-powered paywalls, social referral resurgence, and brand-first publisher strategies are reshaping the digital landscape.

We continue to focus on trust, compliance, and meaningful engagement — the differentiators in a competitive market.

#### B. Business Development Activities

US Roadshow (May 18–23, 2025): Our team covered Seattle, Renton, San Francisco Bay Area, and Los Angeles, connecting with clients and unlocking promising new business channels.

Prime Day 2025 (July 8–11): The Super Bowl of eCommerce brought surging demand, rapid inventory movement, and record CPMs. Brightcom delivered a highly successful run, reinforcing our ability to drive results at the biggest moments of the year.

#### C. Operational Highlights.

Trading Resumption: On July 14, 2025, Brightcom shares returned to active trading on BSE and NSE — a milestone signalling our renewed momentum in the public markets.

Change of Registered Office Address (effective June 9, 2025):

6-3-1086/VGT/101/B, Vista Grand Towers, 1st Floor, Raj Bhavan Road, Somajiguda, Hyderabad – 500082, Telangana.

#### D. Global Recognition

Pixalate Seller Trust Index – Our improved global rankings reflect the trust, transparency, and quality we bring to digital markets:

6th - China

10th - Spain

14th - Ireland & Japan

15th - France

17th - Switzerland

Our Subsidiary, OMS' Breakthrough: Ranked #1 Scaling SSP in DataBeat's latest Sellers Report, with an unprecedented 1,169 new direct publisher connections in just one month — a testament to our market pull and operational efficiency.

From renewed market confidence to bold strategic bets, we believe the company is on the right track.

#### Enclosures:

- a. Unaudited standalone and consolidated financials for Q1 FY25-26
- b.Limited Review Reports from Statutory Auditors
- c. 'Brightcom Defence' Presentation

The meeting commenced at 8.30 PM and concluded at 10.30 PM.





TEL: +91 (40) 67449910

EFAX: +91 (22) 66459677

This intimation is also being made available on the Company's website at www.brightcomgroup.com/investors.We request you to kindly take the above information on record.

Thanking you,

For Brightcom Group Limited





Raghunath Allamsetty

**Executive Director** 

DIN: 00060018



#### Brightcom Group Limited (NSE&BSE - BCG)

## Regd. Office: 6-3-1086/VGT/101/B,Vista Grand Towers,1st Floor,Raj Bhavan Road,Somajiguda,Hyderabad-500082,Telangana,India. CIN:L64203TG1999PLC030996

Tel: +91 40 6744 9910, Fax: +91 22 6645 9677, www.brightcomgroup.com, email.ir@brightcomgroup.com

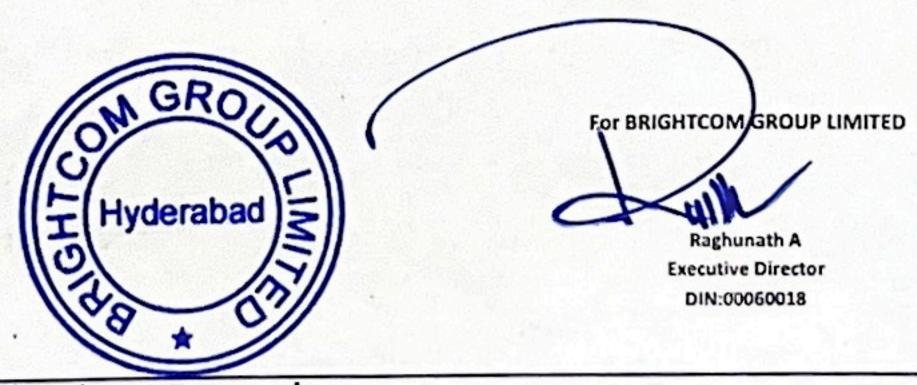
#### STATEMENT OF UNAUDITED STANDALONE AND CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED 30TH JUNE 2025

		Standalone				Consolidated			
	Particulars	Quarter ended			Year ended	Quarter ended			Year ended
		June 30, 2025	March 31, 2025	June 30, 2024	March 31, 2025	June 30, 2025	March 31, 2025	June 30, 2024	March 31, 2025
SL.No.									
		(Unaudited)	(audited)	(Unaudited)	(audited)	(Unaudited)	(audited)	(Unaudited)	(audited)
,	a) Revenue from operations	10,468.95	9,790.11	10,234 38	41,867.63	1,45,549.37	98,749.44	1,18,243.36	5,14,667.2
•	b) Other Income	0.02	0.20		0.20	(1.17)	(1.53)		(1.5
_	b (i) Net gain/loss on foreign currency translation and transaction	-142	0.20	T	0.20		(1.53)		(1.5
	Total Income	10,468.97	9,790.31	10,234.38	41,867.83	1,45,548.20	98,747.91	1,18,243.36	5,14,665.7
2									
-	a) Cost of sales/services	8,368.95	7,802.41	8,009.98	33,002.91	89,097.91	61,381.82	71,183.65	3,16,989.0
	b) Changes in inventories of finished goods, work-in-progress and stock-in trade								
	c) Employee benefits expense	1,084.51	944.68	1,083.66	4,340.91	6,490.62	5,269.68	7,377.48	26,185.1
	d) Depreciation and amortization expense	1.81	1.91	1.91	7.63	7,973.44	8,219.46	7,625.18	30,687.5
	e) Finance costs	0.01	0.01	0.16	0.19	0.42	0.39	0.64	2.0
	f) Other expenses	966.60	1,019.06	1,134.45	4,464.47	11,970.76	6,466.54	9,653.63	39,332.4
	Total expenses	10,421.88	9,768.07	10,230.16	41,816.11	1,15,533.15	81,337.89	95,840.58	4,13,196.1
3	Profit/(loss) before exceptional items (1-2)  Exceptional items - Bad debts written off	47.09	22.24	4.22	51.72	30,015.05	17,410.02	22,402.78	1,01,469.5
5	Profit/(loss) before tax (3+4)	47.09	22.24	4.22	51.72	30,015.05	17,410.02	22,402.78	1,01,469.5
6	Tax Expenses		75 CONTRACTOR						
	a)Current Tax	14.69	6.94	1.32	16.14	9,034.76	5,577.19	6,812.34	31,087.0
	b) Deferred tax	26.48	28.77	(2.50)	30.14	(106.68)	(234.86)	(361.09)	(621.3
	Total Tax Expenses	41.17	35.71	(1.18)	46.28	8,928.08	5,342.33	6,451.25	30,465.7
7	Net profit /(loss) after tax (5-6)	5.92	(13.47)	5.40	5.44	21,086.97	12,067.69	15,951.53	71,003.83
8	Other comprehensive income/(loss) (net of tax)	(1.33)	(2.39)	4.10	67.11	(281.42)	(360.53)	752.21	19,463.70
9	Total comprehensive income for the period(7+8)	4.59	(15.86)	9.50	72.55	20,805.55	11,707.16	16,703.74	90,467.5
10	Paid-up equity share capital (Face Value of Rs.2/-each)	40370.44	40370.44	40,370.44	40,370.44	40,370.44	40,370.44	40,370.44	40,370.4
11	Reserves excluding Revaluation Reserves as per balance sheet of previous accounting year		1-1-6		1,17,294.98	BATY VI			8,28,554.88
12	Earnings per share (Face value of Rs.2/-each) (not annualized)								
	a) Basic (in Rs.)	0.0003	(0.001)	0.0003	0.0003	1.04	0.60	0.79	3.5
	b) Diluted (in Rs.)	0.0003	(0.001)	0.0003	0.0003	1.04	0.60	0.79	3.5

#### Notes:

- 1. The above results have been reviewed and recommended by the Audit Committee and approved by the Board of Directors of the Company at their meeting held on 14th August'2025
- 2. These results have been prepared in accordance with the Indian Accounting Standards (Ind AS) prescribed under section 133 of the companies Act 2013 and other recognized accounting pratices and policies to the extent applicable.
- The figures for the previous period/year have been regrouped/reclassified, wherever necessary.
- 4. The Company operates in two segments i.e, Digital Marketing and Software Development.

Place: HYDERABAD Date: August 14, 2025



#### Brightcom Group Limited (NSE&BSE - BCG)

Regd. Office: 6-3-1086/VGT/101/B,Vista Grand Towers,1st Floor,Raj Bhavan Road,Somajiguda,Hyderabad-500082,Telangana,India.

CIN:L64203TG1999PLC030996

Tel: +91 40 6744 9910, Fax: +91 22 6645 9677, www.brightcomgroup.com, email:ir@brightcomgroup.com

## REPORTING OF SEGMENT WISE REVENUE, RESULTS AND SEGMENT ASSETS AND SEGMENT LIABILITIES

All amounts in Indian Rupees Lakhs

Cl Ni		Consolidated						
Sl.No.	Particulars		Year ended					
		June 30,	March 31,	June 30,	March 31, 2025 audited			
		2025	2025	2024				
. 7		Unaudited	audited	Unaudited				
1	Segment Revenue	Piller E - F						
	(a) Digital Marketing Segment	1,35,080.42	89,152.47	1,08,113.19	4,73,311.85			
	(b) Software Development Segment	10,468.95	9,596.97	10,130.17	41,355.38			
	Total Sales/ Income from Operations	1,45,549.37	98,749.44	1,18,243.36	5,14,667.23			
	Less: Inter Segment Revenue				5,24,007.23			
	and segment nevenue			-				
	Net Sales/ Income from Operations	1,45,549.37	98,749.44	1,18,243.36	5,14,667.23			
2	Segment Results - Profit (+) / Loss (-) before ta	x and interest						
	(a) Digital Marketing Segment	30,010.45	17,380.14	22 200 05				
	(b) Software Development Segment	5.02	30.27	22,399.05	1,01,418.08			
				4.57	53.47			
	Total	30,015.47	17,410.41	22,403.42	1,01,471.55			
	Local Einance cost				_,01,1,133			
	Less: Finance cost	0.42	0.39	0.64	2.03			
41.32	Total Profit (+) / Loss (-) before tax	20.045.05						
	, ,, cos ( ) before tax	30,015.05	17,410.02	22,402.78	1,01,469.52			
3	Segment Assets							
	(a) Digital Marketing Segment	9,88,429.55	0.46.722.70					
	(b) Software Development Segment	35,762.88	9,46,733.30	8,78,288.99	9,46,733.30			
	Total segment assets	10,24,192.43	33,280.63	34,614.35	33,280.63			
		10,24,252.45	9,80,013.93	9,12,903.34	9,80,013.93			
	Segment liabilities							
(10.10)	(a) Digital Marketing Segment	1,18,742.91	07 947 62	100.000				
	(b) Software Development Segment	15,718.64	97,847.62 13,240.99	1,03,123.31	97,847.62			
	Total segment liabilities	1,34,461.55	1,11,088.61	14,618.57	13,240.99			
			-,,000.01	1,17,741.88	1,11,088.61			

Place: HYDERABAD
Date: August 14, 2025

Hyderabad Hyderabad Hyderabad

FOR BRIGHTCOM GROUP LIMITED

Raghunath A Executive Director DIN:00060018



Independent Auditors standalone unaudited Limited Review Report for the quarter ended 30-06-2025 results of the company pursuant to Regulation 33 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, (as amended) and AAS 32 & 33 of ICAI, Audit and Accounting Standards.

To
The Board of Directors,
Brightcom Group Limited,
Hyderabad.

Sir,

## Introduction

We have reviewed the accompanying statement of unaudited financial results of M/s. Brightcom Group Limited for the quarter ended 30-06-2025. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

## Scope of Review

We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion. We report that the financial reporting of the Foreign Branches could not be verified since the books of account, all mormation and records were not made available during the review.

## Opinion

Based on our review conducted on the information provided by the Management, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

## Report on Legal and Other Regulatory Requirements

We also report that we have not traced the numbers of shares as well as the percentage of shareholding in respect of the aggregate amount of public shareholding and the number of shares as well as the percentage of shares pledged/encumbered and non-encumbered in respect of the aggregate amount of promoters and promoter group shareholding in terms of Clause 35 of the Listing Agreement and the particulars relating to investor complaints, for want of information from the e-voting agency and share register and transfer agent and providing such information to us for verification.

SEBI passed a final order, WTM/AN/CFID/CFID\_4/31187/2024-25 dated February 6, 2025 with regards to "Impairment of assets" case. A writ petition was filed by the company challenging the SEBI order which imposed penalties under various provisions of the SEBI Act and the Securities Contracts (Regulation) Act. The High Court, upon perusal of the material on record, observed that there is no substantive evidence to justify the quantum of penalty imposed. Consequently, the Hon'ble Court has directed an interim suspension of the recovery of the penalty and the remaining provisions of the order dated 06.02.2025 are pending adjudication. SEBI had passed a different interim order on 22nd August, 2023, and take passed confirmatory order on 28th Feb, 2024 on certain other matters.

This confirmatory order has been appealed by the company in SAT through appeal number 474 of 2024. The same is pending in SAT.We are not able to express an opinion on above issues covered, due to its pendency.

The legal process to impair the investment of Rs. 16,886.81 lakhs in Vuchi Media Private Limited and cancellation of allotment of 1,40,70,000/- equity shares to the said company, consequent to cancellation and revocation of the said agreement and the same is pending.

### Conclusion

In view of the above pending Legal and Other Regulatory Requirements and the observations made in the report we are not able to express a comprehensive, conclusive opinion.

For P R Chandra & Co Chartered Accountants

FRN 018985S

For BR Chandra & Co. Chartered Accountants

2 ASP Ravichandra

(P Randra)

Chartered Accountant

M.No.230754

UDIN: 25230754BMKUKR4881

Place: Hyderabad

Date: 14-08-2025



Independent Auditor's Review Report On consolidated unaudited quarter ending 30-06-2025 financial results of the Company Pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

To
The Board of Directors,
Brightcom Group Limited,
Hyderabad.

Sir.

- 1. We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of Brightcom Group Limited ("the Parent") and its subsidiaries (the Parent and its subsidiaries together referred to as "the Group"), for the quarter ended 30-06-2025 based on information submitted by the Management of Parent, pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.
- 2. This Statement, which is the responsibility of the Parent's Management and approved by the Parent's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India.
- 3. Our responsibility is to express a conclusion on the Statement based on our review. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. We have not conducted any audit procedures on the said financial statements and have solely relied on the information submitted by the Management of Parent.

- 4. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.
- 5. We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.
- 6. The Statement includes the results of the following entities:
- a). Ybrant Media Acquisition Inc, USA
- b). International Expressions Inc, USA
- c). Frontier Date Management Inc, USA
- d). Dyomo Corporation, USA
- e). Online Media Solutions Limited, Israel
- f). Dream AD SA, Panama
- g). Ybrant Digital Services De Publicidade Ltd, Brazil
- h). LGS Global FZE, UAE
- i). Ybrant Digital (Brasil) Limited, Singapore
- j). Dream AD SA, Argentina
- k). Get Media Mexico Socidadanonima DE Capital Variable, Mexico
- 1). Dream AD SA, Chile
- m). Dream AD SA, Uruguay
- n). Max Interactive Pty Ltd, Australia
- o). LIL Projects Private Limited, India
- p). YReach Media Private Limited, India
- 7. Based on our review conducted and procedures performed as stated in paragraph 3 and 4 above we report that the accounts and records of the subsidiaries are not made available for verification and the statements pertaining to the subsidiaries are provided by the management for consolidation. We did not review the interim financial statements /financial information/ financial results of foreign branches and subsidiaries included in the standalone unaudited/ audited interim financial statements/ financial information/ financial results of the entities included in the Group.

whose results reflect total revenues of Rs. 145,504 lakhs, total net profit / (loss) after tax of Rs.21,188lakhs and total comprehensive income/ loss of Rs.20,903 lakhs for the quarter ended 30-06-2025, as considered in the respective standalone unaudited/ audited interim financial statements/ financial information/ financial results of the entities included in the Group. The reviewed interim financial statements/ financial information / financial results of these branches and subsidiaries by the branch auditors and other auditors have not been furnished to us and we did not review these interim financial statements / financial information / financial results, our conclusion in so far as it relates to the amounts and disclosures included in respect of these branches and subsidiaries, is based solely on the report of Management. Our conclusion on the Statement is not modified in respect of the above matters.

8. SEBI passed a final order, WTM/AN/CFID/CFID\_4/31187/2024-25 dated February 6, 2025 with regards to "Impairment of assets" case. A writ petition was filed by the company challenging the SEBI order which imposed penalties under various provisions of the SEBI Act and the Securities Contracts (Regulation) Act. The High Court, upon perusal of the material on record, observed that there is no substantive evidence to justify the quantum of penalty imposed. Consequently, the Hon'ble Court has directed an interim suspension of the recovery of the penalty and the remaining provisions of the order dated 06.02.2025 are pending adjudication.

SEBI had passed a different interim order on 22nd August, 2023, and later passed confirmatory order on 28th Feb, 2024 on certain other matters. This confirmatory order has been appealed by the company in SAT through appeal number 474 of 2024. The same is pending in SAT.

We are not able to express an opinion on the issues covered above, due to its pendency.

9. The legal process to impair the investment of Rs. 16,886.81 lakhs in Vuchi Media Private Limited and cancellation of allotment of 1,40,70,000/- equity shares to the said company, consequent to cancellation and revocation of the said agreement and the same is pending.

In view of the above pending Legal and Other Regulatory Requirements and the observations made in the report we are not able to express a comprehensive, conclusive opinion.

For PR Chandra & Co

Chartered Accountants

FRN 018985

For PR

Partner

M.No. 230754 P.Ravi Chandra)

Chartered Accountant

M.No.230754

UDIN: 25230754BMKUKQ7784

Place: Hyderabad

Date:14-08-2025



## BRIGHTCOM GROUP

INTRODUCING THE NEW
KID ON THE BLOCK



### Innovation-driven growth and expansion

FOUNDED IN 1998, BUILT GLOBAL PRESENCE IN DIGITAL COMMUNICATION AND ADVERTISING

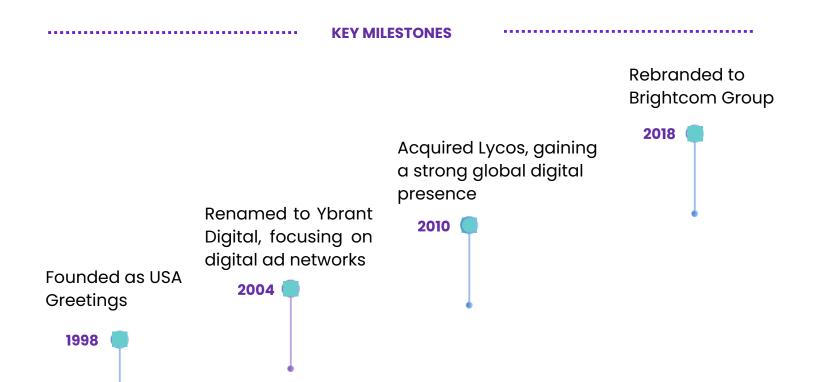
- TRANSITIONED FROM BACK-END TECH PROVIDER TO A FULL-STACK DIGITAL MARKETING FIRM EXECUTED 10+ ACQUISITIONS
- ACROSS DISPLAY, EMAIL, SEARCH & SOCIAL

- FOCUSED ON GAINING GLOBAL
   PRESENCE AND FULL-SERVICE
   CAPABILITIES
   SCALED FROM <\$10M BACKEND</li>
- IN 2006 TO \$100M DIGITAL MARKETING GROUP BY 2010

# THE LEGACY OF BRIGHTCOM

- FUNDED THROUGH STAGGERED
  PRIVATE EQUITY RAISES ACROSS
  SERIES A—D
  PE PLAYERS: SANSAR CAPITAL,
- PASSPORT CAPITAL, OAK
   INVESTMENTS, ICICI, ASIA PACIFIC
   CAPITAL

# THE LEGACY OF BRIGHTCOM



#### **ACQUISITIONS**

- MediosOne (US), AdDynamix (US), Online Media Solutions (Israel).
- Max Interactive (Australia), DreamAd (LATAM), and LYCOS (global).
- Strategic focus on AI/ML, digital advertising, and programmatic tech.



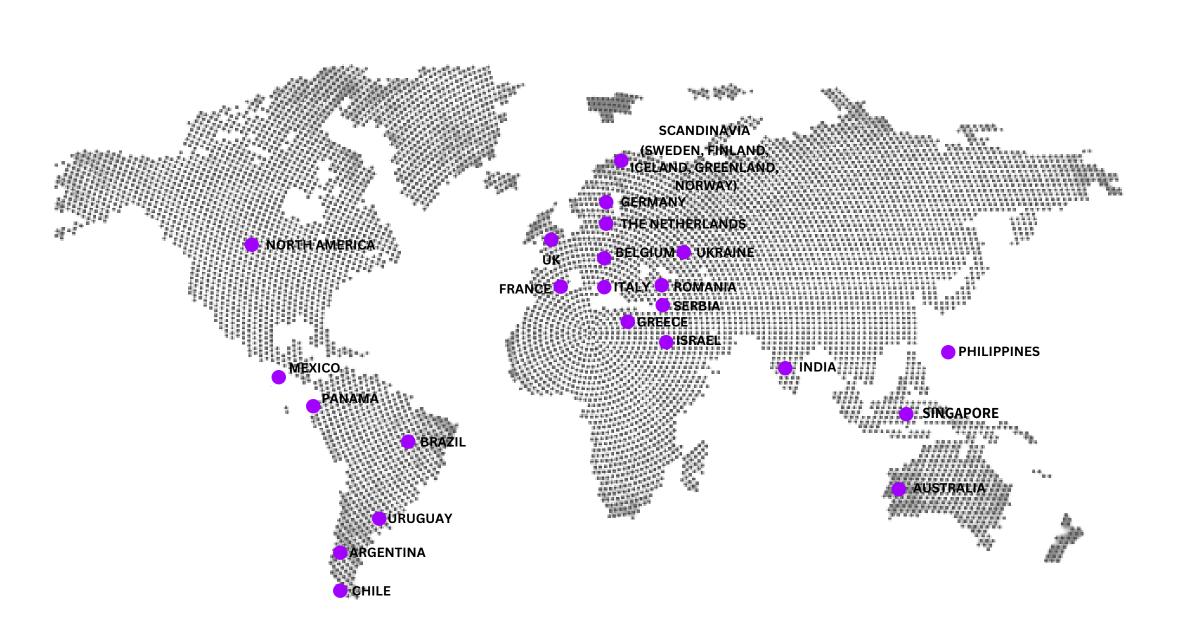
#### Founded: 1998 as USA Greetings, evolved into Brightcom Group. Global Footprint

- Offices in North America, Europe, APAC, and LATAM.
- Providing services to clients spanning over 50 countries.

**Key Markets:** USA, UK, Germany, Australia, Israel, and Brazil. **Strategic Collaborations:** Exist with various Technology and Geographic partners.

## **OUR GLOBAL FOOTPRINT**

#### **CLIENTS ACROSS 40+ COUNTRIES**





## Headquartered in India with active presence across 30+ countries

- Operational hubs in US, Israel, Europe, APAC, and LATAM via Argentina.
- Trusted by global brands: Amazon, Visa, Samsung, Coca-Cola, Microsoft



### Over 250 Ad Agency relationships across

- US, Europe, LATAM, and Asia including Ogilvy, Havas Media, Zenith Optimedia, Mediacom
- Publisher inventory includes: Google, Meta,
- YouTube, TikTok, Twitter, Taboola
- More than 3,000 publisher partners, enabling wide-scale programmatic reach

## **OUR CORE EXPERTISE**

DIGITAL ADVERTISING TECHNOLOGIES

DATA INTELLIGENCE AND ANALYTICS

AI/ML AT SCALE

REAL-TIME DECISION-MAKING ENGINES

## TRUSTED BY THE WORLD'S **LEADING BRANDS**













## **ACCOLADES RECEIVED**

2016

RANKED #4 IN VIDEO SELLER TRUST INDEX.

• CHOSEN AS TOPALTERNATIVE AD NETWORKINMONETIZEMORE'S 2016 ROUNDUP.

LYCOS LIFE BAND FEATURES IN '10 BEST FITNESS BANDS IN INDIA.

2017

LISTED AS #1 IN THE WORLD BY PIXELATE'S VIDEO TRUST INDEX (INTERNATIONAL).

RANKED #345 IN BUSINESS WORLD REAL 500 LIST.

2019

• FEATURED AMONG FORTUNE INDIA 500.

RECOGNIZED AS THE "BIGGEST VALUE GAINER" ACROSS INDIA BY BURGUNDY PRIVATE HURUN INDIA 500 LIST.

2021

• INCLUDED IN MSCI (MORGAN STANLEY CAPITAL INTERNATIONAL) INCLUDED IN S&P BSE 500.

RANKED # 235 IN NSE 500.

STRONG PERFORMANCE IN PIXALATE'S SELLER TRUST INDEX

2025

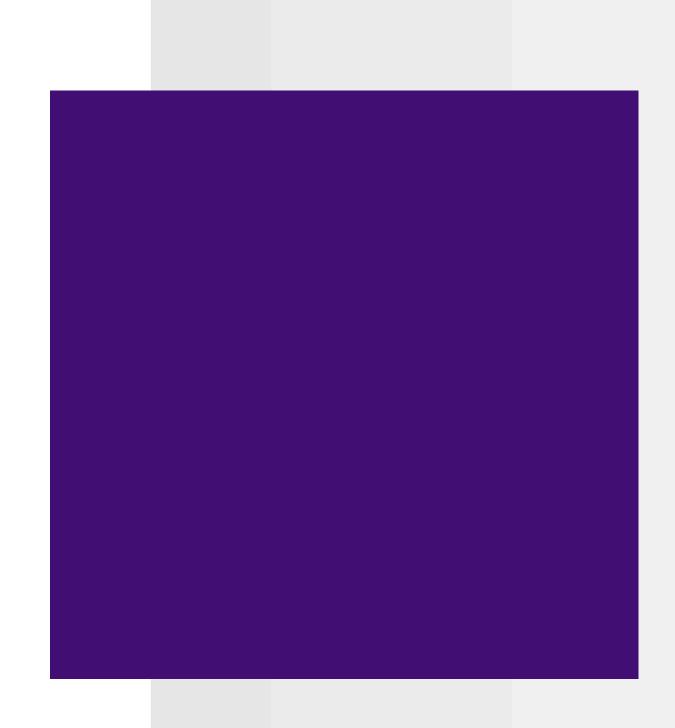
(MOBILE SSP CATEGORY) — RANKED IN CHINA, SPAIN, JAPAN, FRANCE, IRELAND, SWITZERLAND



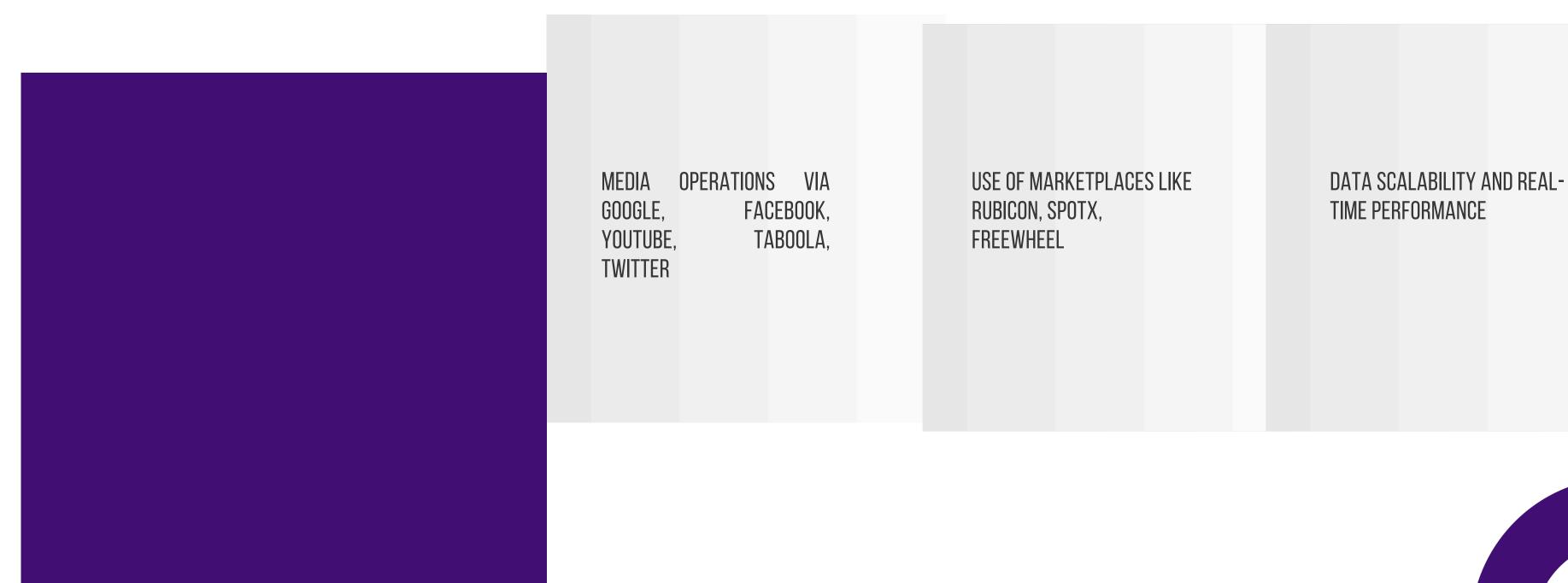
## CREDIBILITY & SCALE

#### **KEY DRIVERS OF GROWTH**

- AI/ML-DRIVEN TARGETING AND REAL-TIME PERSONALIZATION
- RISE OF CTV (CONNECTED TV), VIDEO ADVERTISING AND COMMERCE-LED AD PLATFORMS
- COOKIELESS, PRIVACY-FIRST ADVERTISING FRAMEWORK GAINING TRACTION
- ADVERTISERS SHIFTING BUDGETS FROM TRADITIONAL TO DATA-DRIVEN DIGITAL CAMPAIGNS.
- BRIGHTCOM IS WELL-POSITIONED WITH:
  - o GLOBAL REACH
  - END-TO-END PROGRAMMATIC STACK
  - DEEP PUBLISHER AND AGENCY ECOSYSTEM



# INFRASTRUCTURE, SCALE & REACH



## **INNOVATION DNA**



R&D FOCUS AND PROPRIETARY PLATFORMS

USE OF AI/ML IN DYNAMIC
ENVIRONMENTS
ABILITY TO HANDLE HIGH-VOLUME, HIGHSPEED DATA ACROSS GEOGRAPHIES



## BRIGHTCOM DEFENCE

A NEW CHAPTER IN STRATEGIC INNOVATION



## ADJACENCY TO DEFENCE NEEDS



1

REAL-TIME THREAT DETECTION
PARALLELS WITH AD FRAUD
DETECTION



2

PATTERN RECOGNITION FOR AI SURVEILLANCE



3

AUTONOMOUS DECISIONING
CAPABILITIES FOR DRONE SWARM
MANAGEMENT

## WHY DEFENCE, WHY NOW?

NATIONAL INTEREST AND SECURITY NEEDS EVOLVING RAPIDLY



INDIA'S SELF-RELIANCE
(ATMANIRBHAR BHARAT)
PUSH IN DEFENCE

DIGITIZATION OF
WARFARE: THE RISE OF
AI, DRONES, SWARM
TECH

## WHAT IS BRIGHTCOM DEFENCE?

#### **NEW DIVISION FOCUSED ON:**

SWARM DRONE
MANAGEMENT
AI-DRIVEN BATTLEFIELD
INTELLIGENCE

SURVEILLANCE AND REAL-TIME TRACKING SYSTEMS

CIVIL-MILITARY DUAL-USE TECH



# SYNERGIES WITH CORE BRIGHTCOM STRENGTHS



HIGH-PERFORMANCE COMPUTING

**DISTRIBUTED REAL-TIME ANALYTICS** 

**SCALABLE SOFTWARE SYSTEMS** 

DATA VISUALIZATION + COMMAND INTERFACES

## THE BRIGHTCOM DEFENCE TEAM

#### **NEW DIVISION FOCUSED ON:**

FOUNDING LEADERSHIP OF THE DIVISION

ENGINEERS, STRATEGISTS, FORMER FORCES TECH CONSULTANTS COLLABORATIONS IN PROGRESS WITH ACADEMIC AND TECH INSTITUTIONS



## STRATEGIC VISION



•SERVE INDIA'S EVOLVING DEFENCE NEEDS

• EXPORT-READY INNOVATIONS FOR ALLIED NATIONS

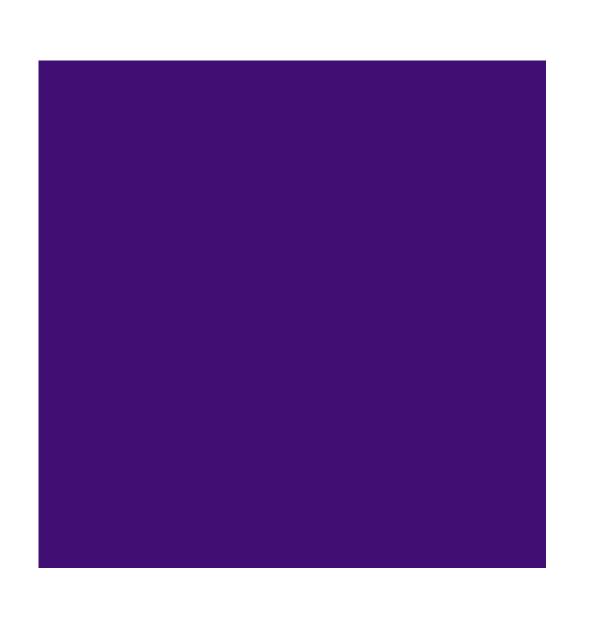
• FOCUS ON SOVEREIGNTY, AUTONOMY, AND TECHNOLOGICAL EXCELLENCE

## WHY WE ARE RIGHT FOR THIS



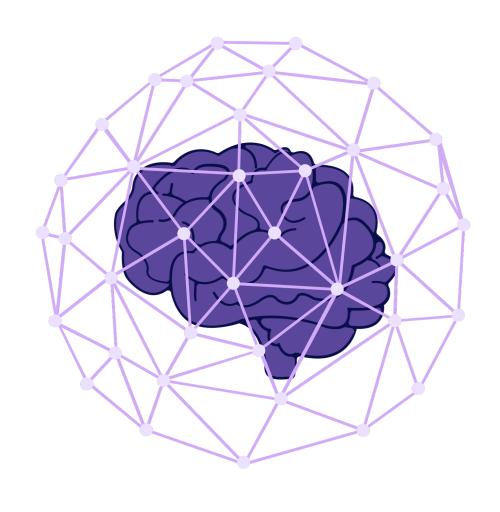
25 YEARS OF DIGITAL EXCELLENCE
TECH AT SCALE ACROSS REAL-TIME SYSTEMS
PROVEN EXECUTION IN DYNAMIC GLOBAL
ENVIRONMENTS

## THE ROAD AHEAD



CALL TO ACTION: COLLABORATE, INVEST, INNOVATE

## **VISION**



FROM THE WORLD OF CLICKS TO THE THEATRE OF OPERATIONS —

**BRIGHTCOM IS READY!** 

## LAUNCHING NEW DIVISION



## THANK YOU!

