April 19, 2022

BSE Limited
P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam / Sir,

Sub: Brightcom Group - Company Presentation

This is in reference to the subject cited above, we are enclosing herewith a copy of presentation of the Company proposed to be made there at, to the analysts and investor community.

The same is also being made available on the website of the Company at www.brightcomgroup.com.

This information is filed under Regulation 30 of SEBI (LODR) Regulations, 2015.

Request you to take the same on record and oblige.

Thanking you.

Yours faithfully,

for BRIGHTCOM GROUP LIMITED

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

brightcom group

Company Presentation

Executive Summary

Brightcom Group, formerly named Lycos Internet Limited, is a global AdTech and software development company headquartered in Hyderabad, India, engaged in providing technical solutions to the digital advertisement, marketing and information management sectors through tech, new media, and the internet of things (IOT) based businesses.



TTM revenues and PAT of **Rs.4,478 crores** and **Rs.829 crores** respectively.



Market capitalization over **Rs.15,000 crores** with zero debt

Brightcom Overview

Brightcom is a leading global provider of comprehensive online or digital marketing services to a variety of end user clients, including, but not limited to, direct marketers, brand advertisers and marketing agencies, offering unparalleled access to billions of Internet consumers on their vast network of name-brand publishers across the world.

Brightcom has twenty five operating AdTech units which provide services that harness the complexity, interactivity and dynamic nature of the internet with the objective of delivering AdTech solutions and the most successful advertising campaigns for its clients.

Publisher strength has swelled to **47,000 publishers**, nearly five times in the past two years.



The company has a team of **1700 professionals** located across the globe, capable of performing & delivering amazing results, with an ability to add more clients & tackle large projects

Comprehensive AdTech online marketing services through a global network of **25 office locations** worldwide.

Over **70 billion impressions** per month, serving direct marketers, brand advertisers, & marketing agencies across the globe.

Brightcom achieves this by selling targeted and measurable online advertising campaigns and programs for advertisers and advertising agency clients, generating client leads, online sales and increased brand recognition on their behalf with online consumers globally.

Business Overview

Serving some biggest brands worldwide:

Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever.

Working with over 200 Ad agencies worldwide like:

Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi & Satchi, TBWA, ZenithOptimedia.



Experienced & Committed Management Team



Suresh Reddy

Chairman and CEO

An entrepreneur with a commitment to building high value businesses. Responsible for the overall growth of the business. M. S. in Engineering from the Iowa State University and a B. Tech. in Mechanical Engineering from the Indian Institute of Technology, Kharagpur, India.



Vijay Kancharla

Chief Innovation Officer

He is responsible for the company's worldwide technology enhancements and innovations.
M. S. in Computer Science from the University of Louisville and a B. Tech. from the Jawaharlal Nehru Technological University, Hyderabad, India.



Bradley Cohen

President & CSO

He is responsible for defining and driving the strategic initiatives at Brightcom Group. He has founded and managed more than ten successful ventures and has a deep understanding of the global Internet marketplace. Brad received a BA from the University of Missouri in Marketing & Political Science.



Peshwa Acharya

President

He is responsible for the Corporate Strategy & Communications. An industry veteran, He has a vast experience of around 29 years across FMCG, Retail, Telecom, E-Commerce, Hospitality and Education domains. An alumnus of IIT Kharagpur and IIM Calcutta.



Jacob Nizri

President

Directs the core divisions of Brightcom - lead the business activities, market definition, and Operations for services and product lines. Mr. Nizri holds two Bachelor degrees in Management & Information Technologies and Computer Education.



Satish Cheeti

President & Division Chief - Brightcom Audio

He Leads the Digital Audio Business. The co-founder & COO of the data sciences and ML division of Cyient Limited. At PricewaterhouseCoopers - he was advising various Fortune 50 companies' CEOs on strategy & operations Satish holds MBA & Engineering degree from the University of Michigan & Texas A&M University



Krishna Sudun

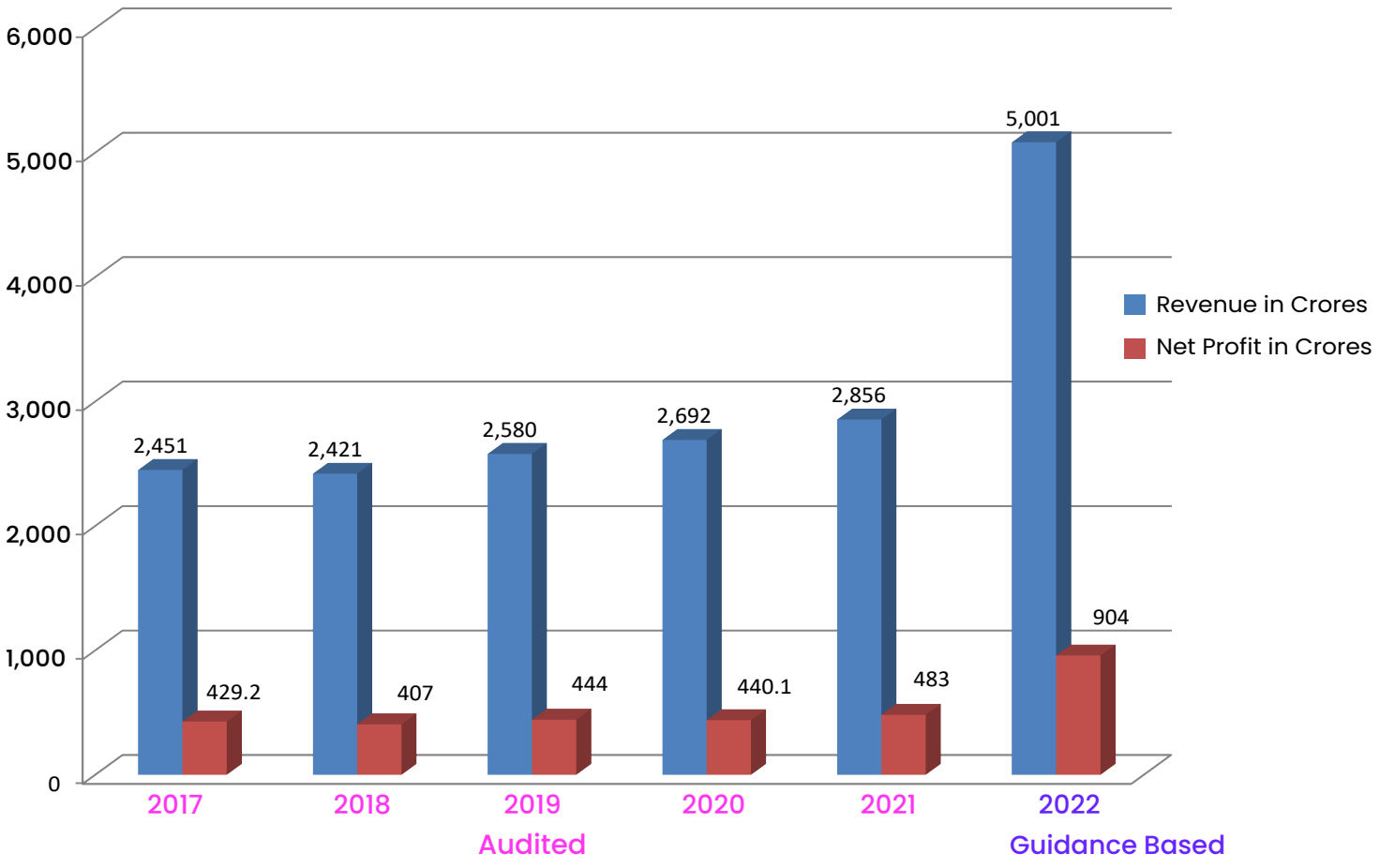
General Manager, Indian Operations

Krishna heads the Indian Operations of Brightcom Group's advertising & media division.
A seasoned professional with years of industry experience in aggressively growing Internet businesses.
Krishna holds a Bachelor's Degree in Engineering from the Jawaharlal Nehru Technological University.

Brightcom Financial Overview

(INR, Rs. Crores)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	TTM	Guidance
12 Mon. Ending	31-03-2017	31-03-2018	31-03-2019	31-03-2020	31-03-2021		FY 22
Revenue	**2,451**	**2,421**	**2,580**	**2,692**	**2,856**	**4,478**	**4982 - 5084**
Growth %, YoY	*8.7*	*-1.2*	*6.6*	*4.3*	*6.1*	*63.7*	
Operating Profit	**729**	**714**	**759**	**789**	**865**	**1,349**	
Margin %	30%	29%	29%	29%	30%	30.1%	
EBITDA	**730**	**713.3**	**756.8**	**803**	**886.2**	**1,368**	**1528 - 1623**
Margin %	*29.8*	*29.5*	*29.4*	*29.3*	*30.3*	*30.5%*	
PAT	**619**	**590**	**609**	**617**	**660**	**829**	**869 - 960**
Margin %	*31*	*31*	*27*	*29*	*27*	*18.5%*	
Net Income	**429.2**	**407**	**444**	**440.1**	**483**	**829**	
Margin %	*17.5*	*16.8*	*17.2*	*16.3*	*16.9*	*18.5%*	
EPS	**7.21**	**6.84**	**7.46**	**7.39**	**7.61**	**9.48**	**8.36 - 9.24**
Total Debt/EV						**0.0x**	
EV/Sales						**6.0x**	
EV/EBITDA						**19.5x**	

Historic Perspective



Quarter 3, FY2022 – Overall Update

The company reported a strong quarter, with Consolidated **Revenues rising 130.08% YOY** and **PAT rising 167.99% YOY**. For the quarter - Consolidated **Revenues were Rs 2021 Crores & PAT was 371 Crores**.

Notably, also **EBITDA rose to 126.84% YOY** achieved on the back of better cost management & better yields.

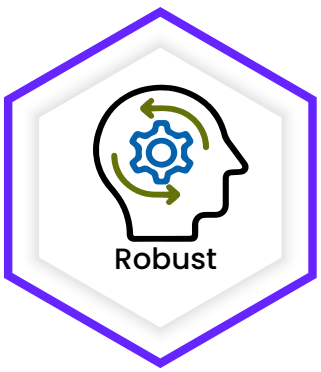
- 14 new newspaper relationships for our local news platform 'Blocal' exchange. As consumers are wanting to go hyperlocal in their media consumption.
- The target FCF for FY22 remains at Rs 250 cr, and as stated in earlier communication, is slated to reach Rs 500 cr by June quarter, 2022. Improving Free Cash generation is a key financial target for management.
- Improved eCPMs due to better spurious traffic filters have increased the budgets towards online advertising, and clients thus have higher proclivity toward digital marketing spends.
- Newer phenomenon like Metaverse and augmented reality are acting as Force multipliers to an already snowballing trend in favor of AdTech.



Brightcom Video Player, our brand new product, gaining tremendous traction in the market.

Our network traffic touched **90 Billion** impressions/month for the December 21. This is the highest monthly digital traffic till date.





The outlook for our sector remains extremely **robust**, with massive shift from traditional to digital advertising, accentuated by the pandemic.

Company's **Return on Equity (ROE)**, on an annualized basis has reached **21.74%** approximately. The entire management team is focused on improving this key ratio substantially.



Industry Growth

More & more people are spending a lot of time online & on digital platforms. The AdTech industry is witnessing massive growth because of an accelerating shift to online media consumption, propelled by the Covid pandemic and offline to online buying. The tailwinds are powerful, which indicate a complete change in consumer behaviour rather than a short-term spike.

Digital Advertising is currently a **$500 Billion industry**, dominated by Google and Facebook and critical players such as US-based The Trade Desk, China-based Mobvista, and Japan-based CyberAgent.



AdTech – Tools and Services

Quest is to constantly support Marketers to use sophisticated AdTech, to smartly target specific audiences across the Internet, mobile telephone networks and other forms of communication media. The company invests significantly in product development to stay ahead of the curve & continue to grow.

The Core AdTech Platform is leveraged with AI/ ML Analytics-based Ad delivery technologies, tracking of traffic, and tracking of revenues across various layers. The company is powerful in both SSP (Sell Side Platform), working with all notable publishers & DSP (demand-side platform), where it works with Ad agencies & direct advertisers.

A recent acquisition, **Mediamint**, strengthens the backend and allows the company to offer related services. All global teams will have the support of Mediamint to use for the overall benefit of the Group. This large and talented digital & tech team brings great value and cost arbitrage to the group

We are making progress in the Audio Advertising M&A opportunity, which will add significantly to our capabilities and the financials in the coming quarters.



The Core AdTech Platforms

“Compass” and "Brightcom”

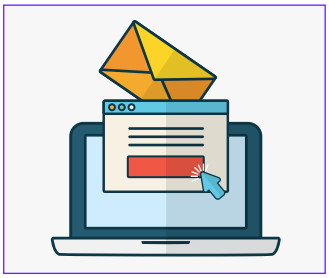
the technological brains - a proprietary technology, designed and developed with a main objective of offering an end-to-end solution.

- Efficient in-house video and display Ads - constantly evolving and dynamic platform
- Demographics, interests, & habits of the people viewing & interacting with your ads
- Easy Tag integration & maximum yield over video & display, both mobile & desktop
- Real-Time Bidding, Header Bidding & Advanced Hybrid Solutions
- Filtering Technology is for removing the BOT based traffic.

B-local is a local news audience exchange

- Unique monetization tools for relevant publishers
- Providing advertisers with direct access to its customer base
- Advanced AI platform at its heart
- Offers advertisers an alternative Programmatic Ads
- Re-incorporating brands into a community
- Increase CTR & Conversion Rates
- Brand Trust by advertising on Local News Sites
- Premium inventory, simple integrations and high viewability rates

VoloMp



- VoloMP is high-performance emails delivery platform
- Provides control & flexibility with regard to Email campaigns - Scheduling & Reporting
- Enabling to target customers better, save time and money setting up campaigns
- Collect & measure detailed customer response data
- Customizable to suit your mailing strategy
- Easy data list management and keep your IPs healthy

Audienciad Programmatic Advertising made simple.

- Video, Display and Mobile on a single platform. All SSPs and exchanges merged into a single solution.
- Ad Exchanges connected to the platform
- 92 percent coverage in LATAM
- 91 percent coverage in US Hispanics
- Connection with all SSPs, real-time purchase, purchasing capacity
- Evaluation of results in real time
- Real-time reporting, and the ability to learn from each campaign to improve results with full transparency.

The acquisition enhances M&A strategy by having a more robust back end to improve future targets' operating efficiencies and expedite other synergy realization efforts. Thus offers the potential for strong organic growth in Media Mint's backend services business. Stand-alone Financials of Media Mint for FY22 are trending towards an annualized Adjusted EBITDA of Rs 67 crores and revenues of about Rs 187 crores. Will be immediately and meaningfully accretive to the overall earnings.

Acquired Company Vuchi Media (Brand: Media Mint) is In Ad Operations, Creative Production, Technical Support, Data Analytics, Customer Experience, Billing Operations, and DevOps. It has Premium clients like Netflix, Disney, Expedia, Bitly, Hulu, The New York Times, etc. The company has a team of 1500+ professionals located in India.

They do display, video and mobile advertising for ad agencies and publishers. Works closely with creative agencies, media buying firms and analytics suites to deliver results for top brands. It is renowned for its data and metrics-driven performance and continuous improvement approach to deliver EPIC results.



Strengthening the Team

Brightcom has increased the management bandwidth recently. It has brought in two senior leaders at the CXO level: Peshwa Acharya and Satish Cheeti.

- Peshwa Acharya, an accomplished senior management professional and business leader with over 25 years of work experience, has joined to spearhead the Company's Corporate strategy & Communications
- Satish Cheeti has joined as President and Division Chief for the new division: Brightcom Audio, to help with the organic and inorganic growth initiatives there.

The recent acquisition of Media Mint has provided a large talent pool of professionals, especially to handle the complete range of backend development & customer support for a broader range of services.



Accolades and Capital Markets Development

BCG was recognized as the "Biggest Value Gainer" across India by Burgundy Private Hurun India 500 List, 2021.



Bonus announcement of (2 : 3) for the investors in January 2022.

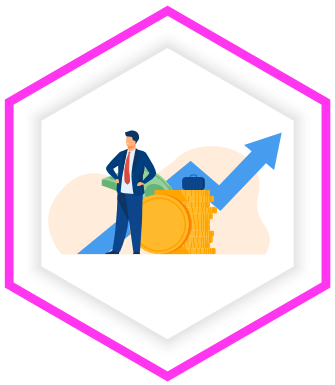
Acquisition of Mediamint at around 8 times EBITA.



Looking to acquire a high margin audio advertising company in the USA.



Addition of industry leading talents at executive level to lead future growth initiatives.



More than 4-fold increase to over 2 Lakh+ shareholders.

MSCI (Morgan Stanley Capital International).

S&P BSE 500

235 Rank in NSE 500

Investors

Foreign Portfolio Investment (FPI)
LGOF GLOBAL OPPORTUNITIES LIMITED
NAVIGATOR EMERGING MARKET FUND
CALYPSO GLOBAL INVESTMENT FUND
CITRUS GLOBAL ARBITRAGE FUND
CONNECOR INVESTMENT ENTERPRISE LTD

Institutional Investors
VANGUARD EMERGING MARKETS STOCK INDEX FUND, A SERIES OF VANGUARD INTERNATIONAL EQUITY INDEX FUNDS
CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM (CALPERS)
GMO IMPLEMENTATION FUND A SERIES OF GMO TRUST
GMO BENCHMARK - FREE FUND, A SERIES OF GMO TRUST
GMO FUNDS PLC
STATE STREET EMERGING MARKETS SMALL CAP ACTIVE NON-LENDING QIB COMMON TRUST FUND
COPTHALL MAURITIUS INVESTMENT LIMITED
SPDR MSCI EMERGING MARKETS SMALL CAP UCITS ETF
AMERICAN CENTURY ETF TRUST - AVANTIS EMERGING MARKETS EQUITY FUND
WISDOMTREE INDIA INVESTMENT PORTFOLIO, INC.
MERCER INVESTMENT FUND 1
CLIVIA INVESTMENTS LIMITED
SANTANDER PREMIUM FUND PACIFIC BASIN EX JAPAN EQUITIES
DELA EQUITY FUND 5
INTERNATIONAL MONETARY FUND (IMF)
GOVERNMENT PENSION FUND GLOBAL
COLLEGE RETIREMENT EQUITIES FUND
PUBLIC EMPLOYEES RETIREMENT ASSOCIATION OF COLORADO
FLORIDA RETIREMENT SYSTEM
EMPLOYEES RETIREMENT SYSTEM OF TEXAS
VIRGINIA RETIREMENT SYSTEM MANAGED BY ACADIAN ASSET MANAGEMENT
ACADIAN EMERGING MARKETS EQUITY UCITS
ACADIAN EMERGING MARKETS EQUITY UCITS II
EMERGING MARKETS CORE EQUITY PORTFOLIO OF DFA INVESTMENT DIMENSIONS GROUP INC. (DFAIDG)
ISHARES CORE EMERGING MARKETS MAURITIUS CO
ACCURATE MARK INVEST PVT LTD
SPDR PORTFOLIO EMERGING MARKETS ETF
TIAA-CREF QUANT INTERNATIONAL SMALL-CAP EQUITY FUND
NORTHERN TRUST COLLECTIVE EMERGING MARKETS SMALL CAP INDEX FUND-NON LENDING
UNIVERSAL-INVESTMENT-GESELLSCHAFT MBH ON BEHALF OF BAYVK A3-FONDS
ST. JAMES'S PLACE BALANCED MANAGED UNIT TRUST MANAGED BY GRANTHAM, MAYO, VAN OTTERLOO & CO. LLC
STICHTING DEPOSITARY APG EMERGING MARKETS EQUITY POOL
MARSHALL WACE INVESTMENT STRATEGIES - MARKET NEUTRAL TOPS FUND
DEVASAN INVESTMENTS PVT LTD
SHAASTA INVESTMENTS AND INITIATIVES PRIVATE LIMITED

Investors

Institutional Investors
CALIFORNIA STATE TEACHERS RETIREMENT SYSTEM - AQR CAPITAL MANAGEMENT, LLC 1
FLORIDA RETIREMENT SYSTEM - AQR CAPITAL MANAGEMENT, LLC
ICICI PRUDENTIAL SMALLCAP INDEX FUND
ISHARES CORE MSCI EM IMI UCITS ETF
ISHARES IV PUBLIC LIMITED COMPANY- ISHARES MSCI EM IMI ESG SCREENED UCITS ETF
ISHARES MSCI EM SMALL CAP UCITS ETF
KOTAK MAHINDRA TRUSTEE CO LTD A/C KOTAK NIFTY ALPHA 50 ETF
MOTILAL OSWAL NIFTY 500 FUND
MOTILAL OSWAL NIFTY SMALLCAP 250 INDEX FUND
NIPPON LIFE INDIA TRUSTEE LTD-AJC NIPPON INDIA NIFTY SMALL CAP 250 INDEX FUND
PUBLIC EMPLOYEES RETIREMENT SYSTEM OF OHIO
QSUPER MANAGED BY STATE STREET GLOBAL ADVISORS, AUSTRALIALIMITED - SUQP
SPDR S AND P EMERGING ASIA PACIFIC ETF
SPDR S&P EMERGING MARKETS SMALL CAP ETF
STATE STREET GLOBAL ADVISORS LUXEMBOURG SICAV
STATE STREET EMERGING MARKETS SMALL CAP ESG SCREENED EQUITY FUND
STATE STREET GLOBAL ALL CAP EQUITY EX-US INDEX PORTFOLIO
STATE STREET GLOBAL SMALL CAP EQUITY EX-U.S. INDEX NON-LENDING SERIES FUND
STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX NON LENDING COMMON TRUST FUND
VANGUARD FTSE ALL-WORLD EX-US SMALL-CAP INDEXFUND
VANGUARD INVESTMENTS FUNDS ICVC-VANGUARD FTSE GLOBAL
VANGUARD TOTAL INTERNATIONAL STOCK INDEX FUND
VINCENTJOY VAZ

Future Technologies

Brightcom's Future Technologies division focuses heavily on artificial intelligence (AI) & machine learning (ML), leveraging its deep connections with universities and industry experts for its customers

Working with Fortune 1,000 companies in the field of retail, agriculture, medicine, security, and industry 4.0

Through machine learning and artificial intelligence services, Brightcom is uniquely positioned to create groundbreaking applications at an unparalleled speed, affordability, with higher accuracy and precision.

IOT continues to be an area of development under this division.
As AR/VR - metaverses pick momentum, we are actively developing AdTech Solutions around them.



Brightcom in News

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Companies

Spurt in digital media consumption helps Brightcom Group double its Q2 revenues

Our Bureau | Hyderabad, November 15 | Updated On: Nov 15, 2021



The firm reported a revenue of ₹1,104 crore in the quarter

Brightcom Group, an adtech solutions and services company major, has registered a net profit of ₹212.15 crore in the second quarter ended September 30, 2021, as against ₹103 crore in the comparable quarter last year, showing a growth of 106 per cent. The firm reported revenue of ₹1,104 crore in the quarter as against ₹639 crore, showing a growth of 73 per cent.

www.thehindubusinessline.com

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Home » Top News » Brightcom Group stock zooms 5% on plans to foray into Digital Audio medium



Brightcom Group has announced it is all set to foray into US$ 4.2 Bn Digital Audio medium. Digital Audio is the

www.indiainfoline.com

Business Standard

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Brightcom Group hits the roof after announcing acquisition of MediaMint

Capital Market
Last Updated at December 8, 2021 11:04 IST

Brightcom Group was locked in an upper circuit of 5% at Rs 145.50 after the company entered into a definitive agreement to acquire 100% of Vuchi Media, operated under the brand name of MediaMint.

Founded in 2010, MediaMint is an end-to-end digital consulting and digital operations provider specialising in Ad Operations, Campaign Management, Creative Services, Data Analytics, Platform Support, Dev Ops, and more. MediaMint employs over 1300 employees, servicing reputed international clients such as Pinterest, New York Times, Netflix, Cox Automotive and Expedia

MediaMint's annualized adjusted EBITDA is expected to be approximately Rs 67 crore. MediaMint's Revenue for the FY22 March ending is expected to be Rs 187 crore. The company has been growing revenue and margins at a CAGR of over 40% over the past 3 years.

www.business-standard.com

BusinessLine

Companies

Brightcom Group registers 168 pc growth in net profit; declares 2:3 bonus shares

Our Bureau | Hyderabad, January 26 | Updated On: Jan 26, 2022



Revenues grow 130 per cent at ₹2,021 crore

Brightcom Group registered 168 per cent growth in consolidated net profit at ₹371 crore for the quarter ended December 31, 2021, against ₹139 crore in the same period last year.

The company's board declared a 2:3 bonus shares to reward its shareholders. The move will not only improve liquidity but also help unlock value of the company.

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CNBC TV18

Way beyond a multi-bagger? Brightcom Group shares gallop 7000% in 3 years

Ajay Vaishnav · 18-01-2022

Like | Comments | 3

Shares of this company have fulfilled what every investor dreams of: minting money! Brightcom Group shares have soared over 2,700 percent in the past one year and have skyrocketed over 7,000 percent in the past three years.



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This multibagger stock zoomed over 2800% in one year! Is it worth buying?

An amount of Rs 1 lakh invested in this multibagger stock a year ago would have turned into Rs 29 lakh today.



Shares of Brightcom Group Limited have managed to deliver a dreamy return to its investors in the last one year. The scrip jumped to Rs 189 on January 19, 2022, from Rs 6.49 on January 19, 2021.

This means, an amount of Rs 1 lakh invested in this multibagger stock a year ago would have turned into Rs 29 lakh today. Along with generating over 2800 per cent return in the last one year, the stock has zoomed over 7000 per cent in the last three years.

www.businesstoday.in