



Date: 19th December 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

**Sub: Status Update from the Company: Clarifying Business Position and Operational Progress**

**Dear Sir/Madam,**

Brightcom Group Limited would like to reassure shareholders and stakeholders that the Company's **core business fundamentals remain strong and firmly in place**, and that **FY2025–26 has commenced with a clear upswing in overall operations, financial discipline, and business momentum**.

While certain speculative and unverified narratives continue to circulate in informal forums, the Company believes it is more constructive to focus on **facts, performance, and execution progress**. Brightcom Group is witnessing **improving operating metrics across its core businesses**, supported by a sharper focus, tighter controls, and disciplined management actions.

**Operational and Financial Discipline**

- o **Digital Advertising Growth:**  
The Company continues to see healthy traction across **North America, APAC, and Europe**, with **6–8% growth** in key segments such as **video, Connected TV (CTV), and programmatic advertising**, reflecting the resilience and scalability of its core digital platforms.
- o **Business Momentum:**  
Early FY2026 performance is showing **strong signs of being in line with, and potentially exceeding, FY23 levels**, which was **the highest revenue year in the Company's history**, reinforcing confidence in the sustainability of the core business.
- o **Receivables and Collections:**  
Improved credit evaluation, tighter monitoring, and enhanced collection mechanisms have resulted in **stronger cash inflows and healthier working capital cycles**.
- o **Capital Management:**  
The structured **centralisation of subsidiary funds** has improved **liquidity visibility, capital efficiency, and internal capital allocation**, supporting more effective deployment of resources across the Group.
- o **Leadership Strengthening – CFO Appointment:**  
The Board is in advanced stages of appointing a **full-time Chief Financial Officer** to further strengthen **listed-company reporting standards, financial controls, audit processes, and regulatory compliance**. The appointment is expected to be completed **within the next 30 days**, subject to customary approvals.





o **Defence Division – Early Progress:**

Brightcom Group's Defence vertical remains at an **early but steady stage of development**, with current efforts focused on **capability building, regulatory alignment, partnerships, and opportunity evaluation**. The Company is approaching this segment with **measured execution and long-term strategic intent**.

o **Dailymotion Collaboration:**

The collaboration is progressing positively, with **early indicators showing strong engagement from advertisers and publishers**, positioning the Company well for the upcoming quarters.

o **Industry Engagement – CES 2026:**

As part of its continued engagement with the global digital ecosystem, Brightcom Group's team will be participating in **CES 2026 in Las Vegas (January 6–9, 2026)**. The Company looks forward to meeting new publishers, reconnecting with partners, and engaging in discussions around **programmatic innovation and publisher growth** shaping the year ahead.

**Shareholder Communication and Transparency**

Beginning this month, the Company will issue a **concise and structured monthly update** to shareholders outlining:

- o **Key actions taken** during the period;
- o **Progress against stated priorities and execution milestones**; and
- o **Material operational and business developments**, as applicable. The objective of this initiative is to ensure a **steady, predictable, and transparent flow of information**, strengthen shareholder engagement, and **avoid gaps in communication**, while remaining fully compliant with applicable disclosure norms.

All material developments are communicated transparently through statutory disclosures, and stakeholders are encouraged to rely exclusively on **official Company communications**.

The Company is confident that **continued operational discipline, leadership strengthening, and business momentum** will steadily reinforce trust and reflect the underlying strength of Brightcom Group's fundamentals.

This notification is done in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Thanking you,

For Brightcom Group Limited

Raghunath Allamsetty

Executive Director

DIN: 00060018

