



Date: August 11, 2024

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

To
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.
NSE Symbol: BCG

Sub: Expansion into EMEA and APAC Markets

Dear Team and Valued Stakeholders,

We are excited to announce that Brightcom Group is embarking on a significant expansion of our operations into Europe, Middle-East and Africa (EMEA) and Asia-Pacific (APAC) markets. This strategic move is aligned with our vision to enhance our global footprint in the digital marketing and media industry, and it represents a crucial step in our journey toward becoming a leading player on the world stage.

Overview of the Expansion

As part of our expansion strategy, we are setting up new entities, under the brand name of **Trenova Corporation**, in key locations within the EMEA and APAC, specifically in London and Hong Kong. These entities will serve as central hubs for our operations, allowing us to better serve our clients in these regions, tap into new market opportunities, and strengthen our competitive edge. By establishing a physical presence, we aim to foster closer relationships with our local partners, clients, and stakeholders.

Strategic Objectives

Our expansion into the EU and APAC markets is driven by several strategic objectives:

Market Penetration: To increase our market share in the rapidly growing digital marketing and media sectors in the EU and APAC.

Client Proximity: To provide enhanced, localised support to our existing and potential clients, ensuring that we meet their unique needs and preferences.





Innovation and Growth: To leverage the diverse and dynamic market environments in the EU and APAC for fostering innovation and driving business growth.

Brand Enhancement: To elevate Brightcom Group's brand presence and recognition on a global scale, positioning us as a preferred partner in the digital marketing and media industry.

Operational Focus

Trenova Corporation in London and Hong Kong will be staffed by highly skilled professionals. Our teams in these regions will be focused on delivering high-quality, innovative solutions that align with the local market dynamics and client expectations.

We will be investing in the following areas to ensure the success of our expansion:

Talent Acquisition and Development: Hiring top-tier talent and providing comprehensive training programs to ensure our teams are equipped with the latest industry knowledge and skills.

Technological Advancements: Implementing cutting-edge technologies and tools to enhance our service offerings and operational efficiency.

Partnerships and Collaborations: Building strong partnerships with local businesses, industry associations, and educational institutions to create a robust ecosystem for mutual growth and success.

Market Research and Analysis: Conducting in-depth market research to understand the unique characteristics and trends of the EU and APAC markets, enabling us to tailor our strategies and offerings accordingly.

Management Commitment

To ensure the success of our expansion, we are enhancing our management focus and attention on these new markets. A dedicated team, led by **Mr. Kallol Sen** (and aided by **Mr. Ravi Chandran** and **Dr. Shambavi Vedanta Murthy**), will oversee the operations in London and Hong Kong, providing strategic direction and ensuring alignment with our overall business goals. We are committed to maintaining the highest standards of quality, integrity, and customer satisfaction in all our endeavours.

Looking Ahead

This expansion marks a pivotal moment in Brightcom Group's growth story. We are confident that our strategic entry into the EMEA and APAC markets will unlock new opportunities and drive significant value for our clients, employees, and stakeholders. We are excited about the future and look forward to sharing more updates as we progress on this journey.





We thank you for your continued support and dedication to Brightcom Group.

Yours Truly,

For Brightcom Group Limited

Kallol Sen

Executive Director

DIN #00671018

