



brightcom  
group

**Investor Presentation**  
State of Business and Future Plans

August 2024



# OVERVIEW

State of Business

Brief History of Brightcom Group / Timeline

Areas of Business / Growth Opportunities

Introduction to Trenova and New Subsidiaries

AdTech Market





# STATE OF BUSINESS

## Existing Business

Revive the current business and get back on the growth path. Some key areas of focus are:

Programmatic Advertising  
Digital Audio and Podcast

## New Geographies

Start new divisions specifically targetting APAC and European Union to embolden geographies and interconnected buying/selling.



## AI / ML and Quantum Computing

The company will continue to watch and work its way into the AI and Quantum Computing markets through development of cutting-edge technologies.

## Status of Compliance Issues

In the process of declaring pending quarterly results from FY23-24 and FY24-25 and complying with other outstanding. Need to conduct the AGM for FY23-24  
Post the above activities: Apply for revocation of suspension of trading with Exchanges NSE and BSE.





# BRIEF HISTORY OF BRIGHTCOM GROUP

Founded in 1998 as an e-greetings provider.

Technology Intermediary by providing tech support, tools and services.

One-stop solution provider for end-to-end digital marketing needs of its clients.

Over time, Brightcom has progressively established itself as a key player in the marketing intermediary sector.

Today, Brightcom is one of the few handful of players who cater to the requirements of AdTech Industry both from Demand side and from Supply side.

As part of its efforts to increase the presence in EMEA and APAC, Brightcom had entered into a Collaboration Agreement with LoopMe which has a great presence in APAC Region. This powerful alliance is set to revolutionize our interactions within the digital ecosystem, home to over 2 billion monthly active users globally. Brightcom and LoopMe's synergistic efforts are geared towards amplifying engagement and enhancing the global footprint.





# BOARD OF DIRECTORS



- **RAGHUNATH ALLAMSETTY**  
EXECUTIVE DIRECTOR

- **RAM SHARMA**  
INDEPENDENT DIRECTOR

- **DR CHANDRIKA SETHU SHARMA**  
INDEPENDENT/ WOMAN DIRECTOR

- **SATYANARAYANA YADAVALLY**  
INDEPENDENT DIRECTOR



# Q2 FY2023-24 FINANCIAL HIGHLIGHTS



01

## Topline Growth

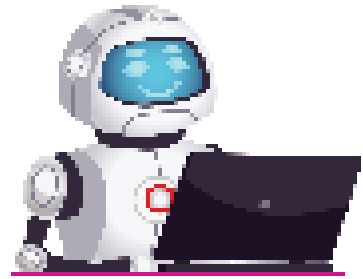
Consolidated revenue of Rs 1814 crores compared to Rs 1683 crores in the same quarter of the previous year, reflecting a growth of 7.8 %.

02

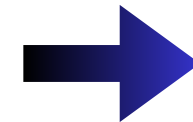
## Bottomline Growth

Consolidated PAT stood at Rs 352 crores , compared to Rs 321 crores in Q2 of last year, growth of 9.7 %.

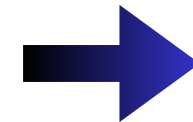
# BRIGHTCOM TIMELINE



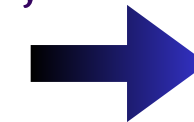
In 1998, the company started as USA Greetings.com in USA and was renamed to YbrantTechnologies in 2000.



In 2004 changed name to Ybrant Digital and started offering tools and services to digital Ad networks.



Acquired email marketing platform, VoloMP in 2005.



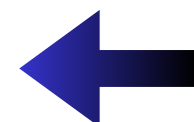
In 2006 acquired MediosOne in US for \$ 4.5 million, thereby entering into the front-end digital marketing space.



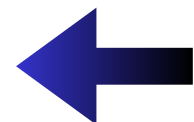
Raised \$ 30 million from Sansar Capital. Acquired AdDynamix in US for \$ 10 million in 2007.



In 2008 acquired Online Media Solutions in Israel giving a foothold in European digital markets.



In 2009 raised \$ 20 million from Everest Capital. Acquired Dream ad group based in Latin America. Also, acquired Max Interactive based in Australia.



In 2010 raised \$ 18 million from Oak India and Batterymarch. Acquired LYCOS from Daum Communications.

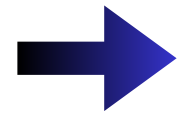




# BRIGHTCOM TIMELINE

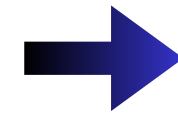


In 2011 Ybrant Digital and LGS Global proposed to merge. Facebook chooses Ybrant Digital as an official marketing partner.

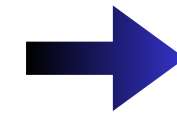


In 2014 changed name to Lycos Internet Limited.

Lycos TV adds Cool New Content to its Entertainment Channel.



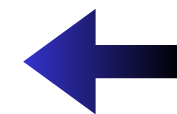
LYCOS Gets Listed on the National Stock Exchange of India. Announces Lycos Life Division in 2015.



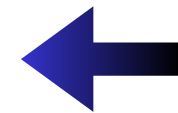
In 2016 Lycos Life Fitness band launched. Ranked #4 in Video Seller Trust Index. Chosen as Top Alternative Ad Network in MonetizeMore's 2016 roundup. Compass platform nominated as finalist for Best AdTech tool at Synopsis Model D Awards 2016. LYCOS Life band features in '10 best fitness bands in India - 2016'.



In 2017, listed as #1 in the world by Pixelate's Video Trust Index (International). Launched Israeli Ad-Tech Map Ranked #345 in Business World Real 500 List.



Lycos Internet Limited renamed to Brightcom Group Limited in 2018.



Featured among Fortune India 500 for the year 2019. Expanded offerings in Artificial Intelligence and Machine Learning.

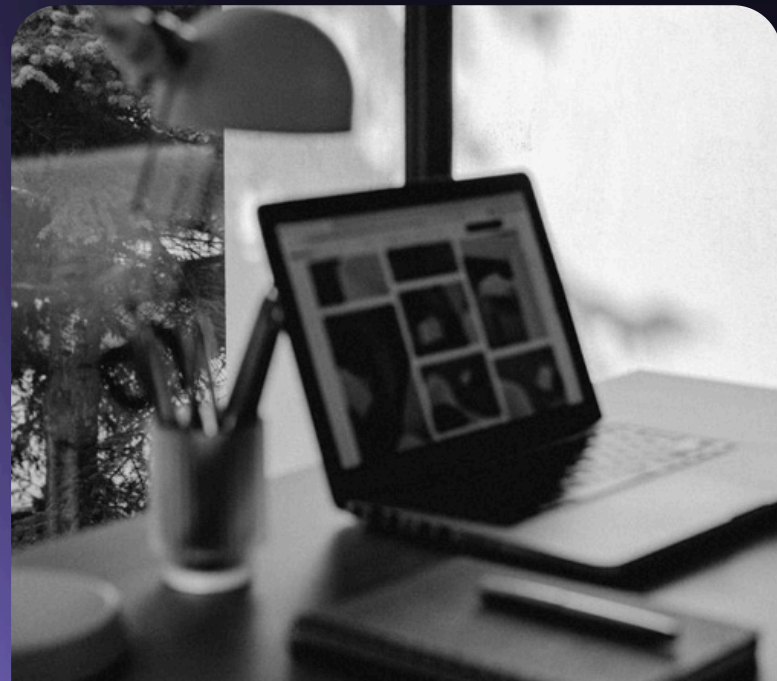


Recognized as the "Biggest Value Gainer" across India by Burgundy Private Hurun India 500 List, 2021 and included in MSCI (Morgan Stanley Capital International) Included in S&P BSE 500 Ranked # 235 in NSE 500.





# AREAS OF BUSINESS



01

## Current Offerings

The current product offerings include Ad campaigns in Video, Banners, Email, Search, Social and Mobile marketing.

02

## Premium / Arbitrage

The process of monetizing Ad traffic targeting very specific demographics with high buying power. This is the most profitable vertical.

03

## New Geographies

Exploring options to bolster operations: APAC and EMEA markets.

# CLIENTS AND PARTNERS



Advertise for Some of the Leading Global Brands





# CLIENTS AND PARTNERS



Over 200 Ad Agency Relationships Worldwide



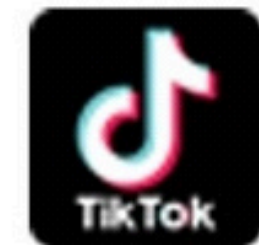
SAATCHI & SAATCHI



# CLIENTS AND PARTNERS



Delivering Ads to About 50,000 Publishers Through These Channels





# SERVICES BY DIVISION

## Subsidiary

ONLINE MEDIA SOLUTIONS  
DYOMO CORPORATION  
DREAMAD GROUP  
INTERNATIONAL EXPRESSIONS  
FRONTIER DATA MANAGEMENT  
MAX INTERACTIVE PTY LIMITED  
DREAMAD GROUP  
YBRANT BRAZIL

## Brands used by Subsidiary

ORIDIAN  
  
DREAMAD  
  
MEDIOSONE  
  
MAX INTERACTIVE

## Products used by Subsidiary

ONETAG, PANGEA, BRIGHTCOM  
  
ONETAG, PANGEA  
VOLOMP  
ONETAG, PANGEA, COREG, PROXYTOOL  
ONETAG, PANGEA  
  
ONETAG, PANGEA



# GLOBAL FOOTPRINT





# GROWTH OPPORTUNITIES



01

## DOOH /Audio OTT/ Data Monetization

DOOH, Audio, OTT, Podcast. Sensor and Data monetization and Physical Web from a monetization standpoint.

02

## AI / ML and Quantum Computing

Build analytical / predictive models using AI / ML and Quantum computing offering higher speeds and solving complex problems.

# INTRODUCING TRENOVA - NEW SUBSIDIARY OF BRIGHTCOM



- TRENOVA is 100% subsidiary of Brightcom Group.
- Initially consolidating into two entities based in London and Hong Kong.
- Will be led by Mr Kallol Sen and his team of directors.
- The core objective is to consolidate and embolden our market position in EMEA and APAC.



# INTRODUCING TRENOVA - BRAND IDENTITY



'T' Symbolizing power and importance. **TRENOVA** meaning the blend of the 'relevant' + 'new'.

The sturdy vertical stem and the upward tilt like a flame denote a strong force of expression towards growth.

# INTRODUCING TRENOVA - BRAND IDENTITY



**ORANGE:** The color of optimism, happiness, enthusiasm and youthful connections. It is also considered a spiritual color.

**WHITE:** The perfection, the good, honesty, cleanliness, the beginning, the new, neutrality, and exactitude.

**FONT:** Newsgoth BT - Bold and contemporary with a modern, humanist and neutral feel.



# TRENOVA- VISION & MISSION



## VISION

To be the preferred global leader in Technology Innovation and Brand Acceleration.

## MISSION

To expand our global presence in the digital marketing and media industry, leveraging our technological expertise to become a prominent leader on the world stage.

# TRENOVA - LEADERSHIP



**KALLOL SEN**  
DIRECTOR

**DR. SHAMBAVI VENDANTAM MURTHY**  
ADDITIONAL DIRECTOR

**RAVI CHANDRAN**  
ADDITIONAL DIRECTOR





# EXPANSION THROUGH NEW SUBSIDIARIES

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

## Market Penetration

Increase our market share in the rapidly growing digital marketing and media sectors in the EMEA and APAC.

## Client Proximity

Provide enhanced, localised support to our existing and potential clients, ensuring that we meet their unique needs and preferences.

## Innovation and Growth

Leverage the diverse and dynamic market environments in the EMEA and APAC for fostering innovation and driving business growth.

## Brand Enhancement

Elevate our brand presence & recognition on a global scale, positioning us as a preferred partner in the digital marketing and media industry.



**\$ 740.3 billion  
(Estimate for 2024)  
Digital Advertising  
industry.**

**Programmatic advertising  
becomes the preferred  
method for buying and  
selling video and display  
ads.**

**ADTECH MARKET**



# ADTECH MARKET

## Three distinctive operators of the Industry

### Advertisers

Companies/ad agencies associated with brands, who spend money for marketing and branding their products and services.

### Publishers

Companies which attract traffic due to the content provided by them, for desktops, mobile phones, IPTV, and podcasts among others.

### Intermediaries

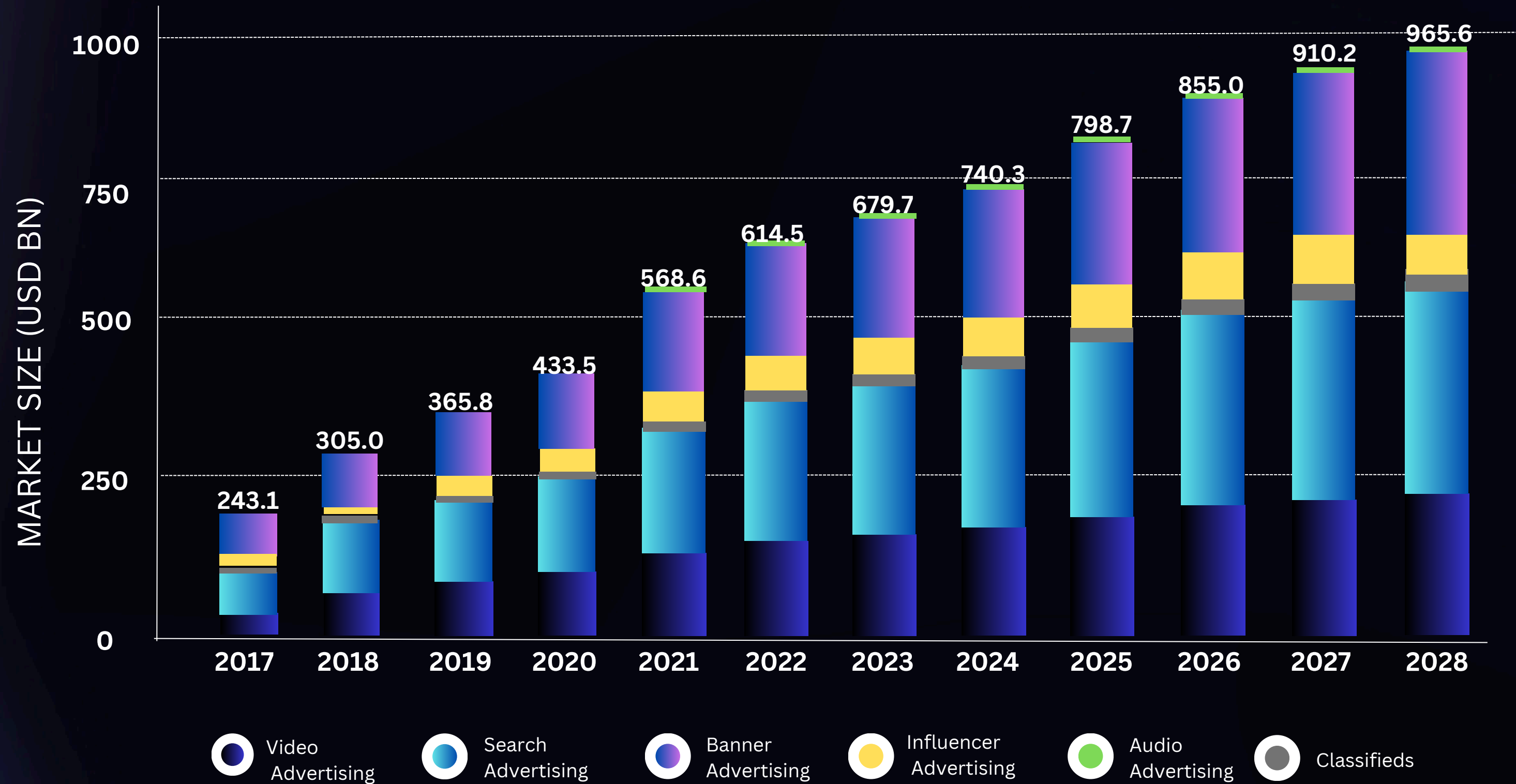
Companies that connect advertisers and publishers, through their creative marketing campaigns and technology for delivering, monitoring and optimizing the ads.

Intermediaries can be further classified into two types: (i) marketing and (ii) technology intermediaries.





# ADTECH MARKET SIZE





# SOME OF THE INSTITUTIONS THAT PARTICIPATED IN BCG

1. VANGUARD EMERGING MARKETS STOCK INDEX FUND, A SERIES OF VANGUARD INTERNATIONAL EQUITY INDEX FUNDS
2. VANGUARD TOTAL INTERNATIONAL STOCK INDEX FUND
3. VANGUARD FIDUCIARY TRUST COMPANY INSTITUTIONAL TOTAL INTERNATIONAL STOCK MARKET INDEX TRUST II
4. GOVERNMENT PENSION FUND GLOBAL
5. ISHARES CORE EMERGING MARKETS MAURITIUS CO
6. VANGUARD FTSE ALL-WORLD EX-US SMALL-CAP INDEXFUND
7. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX NON-LENDABLE FUND
8. ISHARES CORE MSCI EM IMI UCITS ETF
9. ISHARES CORE MSCI EMERGING MARKETS ETF
10. ACCURATE MARK INVEST PVT LTD
11. WISDOMTREE INDIA INVESTMENT PORTFOLIO, INC.
12. CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM
13. STATE STREET GLOBAL SMALL CAP EQUITY EX-U.S. INDEX NON-LENDING SERIES FUND
14. COLLEGE RETIREMENT EQUITIES FUND - STOCK ACCOUNT
15. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND
16. INTEGRATED CORE STRATEGIES ASIA PTE LTD
17. STATE STREET EMERGING MARKETS SMALL CAP ACTIVE NON-LENDING QIB COMMON TRUST FUND
18. TIAA-CREF QUANT INTERNATIONAL SMALL-CAP EQUITY FUND
19. NORTHERN TRUST COLLECTIVE EMERGING MARKETS SMALL CAP INDEX FUND- NON LENDING
20. KOTAK MAHINDRA TRUSTEESHIP SERVICES LIMITED
21. SPDR PORTFOLIO EMERGING MARKETS ETF
22. ISHARES INDIA SC MAURITIUS COMPANY
23. EMQQ THE EMERGING MARKETS INTERNET & ECOMMERCE ETF
24. UNIVERSAL-INVESTMENT-GESELLSCHAFT MBH ON BEHALF OF BAYVK A3-FONDS
25. VANGUARD FIDUCIARY TRUST COMPANY INSTITUTIONAL TOTAL INTERNATIONAL STOCK MARKET INDEX TRUST
26. DIMENSIONAL EMERGING MARKETS CORE EQUITY 2 ETF OF DIMENSIONAL ETF TRUST
27. SPDR S&P EMERGING MARKETS SMALL CAP ETF
28. ST. JAMES'S PLACE BALANCED MANAGED UNIT TRUST MANAGED BY GRANTHAM, MAYO, VAN OTTERLOO & CO. LLC
29. EMERGING MARKETS CORE EQUITY PORTFOLIO (THE PORTFOLIO) OF DFA INVESTMENT DIMENSIONS GROUP INC. (DFAIDG)
30. NIPPON LIFE INDIA TRUSTEE LTD-A/C NIPPON INDIA NIFTY SMALL CAP 250 INDEX FUND
31. GMO IMPLEMENTATION FUND A SERIES OF GMO TRUST
32. VANGUARD TOTAL WORLD STOCK INDEX FUND
33. ISHARES MSCI INDIA SMALL-CAP ETF
34. VINCENT JOY VAZ
35. MOTILAL OSWAL NIFTY SMALLCAP 250 INDEX FUND
36. PUBLIC EMPLOYEES RETIREMENT ASSOCIATION OF COLORADO
37. SOCIETE GENERALE - ODI
38. FIDELITY SALEM STREET TRUST FIDELITY TOTAL INTERNATIONAL INDEX FUND
39. ISHARES MSCI EMERGING MARKETS SMALL-CAP ETF
40. ARTICO SICAV - ARTICO SUSTAINABLE EMERGING MARKETS
41. STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX SECURITIES LENDING FUND
42. ISHARES MSCI EM SMALL CAP UCITS ETF
43. EMQQ EMERGING MARKETS INTERNET & ECOMMERCE UCITS ETF
44. CITY OF NEW YORK GROUP TRUST
45. AMERICAN CENTURY ETF TRUST-AVANTIS EMERGING MARKETS EQUITY ETF
46. SPDR S AND P EMERGING ASIA PACIFIC ETF
47. PUBLIC EMPLOYEES RETIREMENT SYSTEM OF OHIO
48. NBIMC LOW VOLATILITY EMERGING MARKETS EQUITY FUND
49. STATE STREET GLOBAL ALL CAP EQUITY EX-US INDEX PORTFOLIO
50. STATE STREET MSCI EMERGING MARKETS SMALL CAP INDEX NON-LENDING COMMON TRUST FUND
51. EMERGING MARKETS SMALL CAPITALIZATION EQUITY INDEX FUND B
52. STICHTING DEPOSITARY APG EMERGING MARKETS EQUITY POOL
53. THE REGENTS OF THE UNIVERSITY OF CALIFORNIA - STATE STREET GLOBAL ADVISORS
54. CLIVIA INVESTMENTS LIMITED
55. INTERNATIONAL MONETARY FUND
56. VANGUARD ESG INTERNATIONAL STOCK ETF
57. GMO BENCHMARK - FREE FUND, A SERIES OF GMO TRUST
58. EMPLOYEES RETIREMENT SYSTEM OF TEXAS - SELF MANAGED PORTFOLIO



# CONCLUSION



01

The company is steadily gaining momentum and positioning itself for greater success through strategic compliance and innovative growth initiatives.

02

A steadfast dedication to our clients, vendors, employees, shareholders, and all company stakeholders.

03

Strengthen our brand as a leading global technology player by leveraging our existing platform and international presence.



**LEADING THROUGH TECHNOLOGY  
WINNING THROUGH PEOPLE**



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## **Contact Us**

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THANK YOU!