



November 13, 2021

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: Outcome of the Board Meeting - Unaudited Financial Results for the quarter and half year ended September 30, 2021.

With reference to the Notice issued on November 02, 2021 we would like to inform you that the Board of Directors of the Company at their meeting held on November 13, 2021 have *inter-alia* approved the Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2021. In terms of the above, we are enclosing herewith the following:

1. Unaudited financial results of the Company and Unaudited Consolidated financial results of the Company for the quarter and half year ended September 30, 2021 under Ind AS, which have been approved and taken on record at a meeting of the Board of Directors of the Company held today.
2. Limited Review Report pursuant to Regulation 33 of the SEBI (LODR) Regulations, 2015, for Unaudited Financial Results (Consolidated & Standalone) for the quarter and half year ended September 30, 2021.

The Board Meeting commenced at 02:00 P.M. and concluded at 06:20 P.M.

Request you to take the same on record and oblige.

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: A/a



BRIGHTCOM GROUP LIMITED (NSE & BSE - BCG)

Regd. Office: Floor: 5, Fairfield by Marriott, Road No: 2, Nanakramguda, Gachibowli, Hyderabad – 500032, India.
CIN:L64203TG1999PLC030996

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Statement of Unaudited Standalone & Consolidated Financial Results for the Quarter and Half Year Ended 30th September 2021


All amounts in Indian Rupees Lakhs, except share data

Sl.No.	Particulars	Standalone						Consolidated					
		Quarter ended			Half Year ended			Quarter ended			Half Year ended		
		30-Sep-2021 (Unaudited)	30-Jun-2021 (Unaudited)	30-Sep-2020 (Unaudited)	30-Sep-2021 (Unaudited)	30-Sep-2020 (Unaudited)	31-Mar-2021 (audited)	30-Sep-2021 (Unaudited)	30-Jun-2021 (Unaudited)	30-Sep-2020 (Unaudited)	30-Sep-2021 (Unaudited)	30-Sep-2020 (Unaudited)	31-Mar-2021 (audited)
	(Refer Notes below)												
1	a) Income from operations	8,990.96	8,898.46	8,250.14	17,889.42	19,860.71	36,598.06	1,10,377.87	65,404.69	63,833.76	1,75,782.56	1,27,788.60	2,85,579.82
	b) Other income	8.03	(94.70)	142.10	(86.67)	140.72	2,094.20	7.89	(93.19)	132.70	(85.30)	131.88	2,081.86
	Total Income	8,998.99	8,803.76	8,392.24	17,802.75	20,001.43	38,692.26	1,10,385.76	65,311.50	63,966.46	1,75,697.26	1,27,920.48	2,87,661.68
2	Expenses												
	a) Cost of sales/services	7,181.08	6,808.00	6,710.04	13,989.08	15,765.44	29,929.08	62,295.47	36,444.61	35,554.99	98,740.08	71,716.91	1,60,683.89
	b) Changes in inventories of finished goods, work-in-progress and stock-in-trade												
	c) Employee benefits expense	946.86	965.25	742.74	1,912.11	1,982.63	3,859.31	6,543.42	3,975.15	4,071.12	10,518.57	8,060.58	16,573.62
	d) Depreciation and amortization expense	4.79	4.85	5.94	9.64	11.96	23.15	5,982.55	5,766.42	5,529.13	11,748.97	10,643.02	22,609.24
	e) Finance costs	6.33	3.86	168.52	10.19	330.72	9.54	6.33	3.86	168.80	10.19	331.12	10.61
	f) Other expenses	823.76	774.30	716.83	1,598.06	1,780.34	3,652.98	6,596.97	4,494.23	4,488.10	11,091.20	9,120.41	21,783.82
	Total expenses	8,962.82	8,556.26	8,344.07	17,519.08	19,871.09	37,474.06	81,424.74	50,684.27	49,812.14	1,32,109.01	99,872.04	2,21,661.18
3	Profit/(loss) before exceptional items (1-2)	36.17	247.50	48.17	283.67	130.34	1,218.20	28,961.02	14,627.23	14,154.32	43,588.25	28,048.44	66,000.50
4	Exceptional items	-	-	-	-	-	-	-	-	-	-	-	-
5	Profit/(loss) before tax (3+4)	36.17	247.50	48.17	283.67	130.34	1,218.20	28,961.02	14,627.23	14,154.32	43,588.25	28,048.44	66,000.50
6	Tax Expenses												
	a) Current Tax	12.07	82.63	16.08	94.70	43.51	406.68	7,761.65	4,033.19	3,858.83	11,794.84	7,620.27	17,754.19
	b) Deferred tax	4.24	52.94	14.46	57.18	20.49	(10.80)	(15.29)	39.13	(4.65)	23.84	(9.86)	(54.49)
	Total Tax Expenses	16.31	135.57	30.54	151.88	64.00	395.88	7,746.36	4,072.32	3,854.18	11,818.68	7,610.41	17,699.70
7	Net profit/(loss) after tax (5-6)	19.86	111.93	17.63	131.79	66.34	822.32	21,214.66	10,554.91	10,300.14	31,769.57	20,438.03	48,300.80
8	Other comprehensive income/(loss) (net of tax)	(6.17)	63.33	(165.25)	57.16	(147.52)	(160.07)	(381.35)	3,872.70	(6,777.54)	3,491.35	(6,267.65)	(7,872.25)
9	Total comprehensive income for the period(7+8)	13.69	175.26	(147.62)	188.95	(81.18)	662.25	20,833.31	14,427.61	3,522.60	35,260.92	14,170.38	40,428.55
10	Paid-up equity share capital (Face Value of Rs.2/-each)	20,832.66	10,153.03	10,153.03	20,832.66	10,153.03	10,153.03	20,832.66	10,153.03	10,153.03	20,832.66	10,153.03	10,153.03
11	Reserves excluding Revaluation Reserves as per balance sheet of previous accounting year						51,476.27						3,15,807.85
12	Earnings per share (Face value of Rs.2/-each) (not annualized)												
	a) Basic (in Rs.)	0.002	0.022	0.003	0.013	0.01	0.16	2.04	2.08	2.03	3.05	4.03	9.51
	b) Diluted (in Rs.)	0.002	0.019	0.003	0.013	0.01	0.16	2.03	1.75	2.03	3.04	4.03	9.51

Notes:

- The above results have been reviewed and recommended by the Audit Committee and approved by the Board of Directors of the Company at its meeting held on 13th November 2021.
- The above interim financial results have been prepared from the Interim financial statements, which are prepared in accordance with Ind AS notified under the companies (Indian accounting standards) rules, 2015.
- The Company has issued 33,18,45,000 Warrants under Preferential allotment to 54 proposed allottees on 15th April 2021 at Rs.7.70/- per warrant upon receipt of 25% of the allotment monies, out of which 32,56,55,000 warrants have been converted into Equity Shares upon receipt of 100% allotment monies and 61,90,000 warrants are still pending for conversion.
- The Company has completed the issue and allotment of 20,83,26,625 Equity Shares towards Bonus Issue (1:4) as on September 01, 2021.
- The Company operates in two segments i.e, Digital Marketing and Software Development.
- The figures for the previous period/year have been regrouped/reclassified, wherever necessary.

For Brightcom Group Limited



M. Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515



Place : HYDERABAD
Date : November 13, 2021

Statement of Assets & Liabilities

(Rs. In Lakhs)

Sl.No.	Particulars	Standalone		Consolidated	
		As at	As at	As at	As at
		30-Sep-21	31-Mar-21	30-Sep-21	31-Mar-21
		(Unaudited)	(Audited)	(Unaudited)	(Audited)
	ASSETS				
1	Non-current assets				
	Property, plant and equipment	57.72	67.10	4,102.12	1,923.11
	Capital work in Progress	-	-	8,028.71	17,530.88
	Investment property	21.95	21.95	21.95	21.95
	Goodwill on consolidation	-	-	-	-
	Other intangible assets	0.26	0.52	91,867.54	69,966.39
	Intangible assets under development	-	-	7,113.77	14,657.33
	Financial assets	-	-	-	-
	- Investments	50,888.68	50,888.68	35,930.93	35,563.21
	- Loans	10.37	19.91	9,847.28	9,756.15
	- Other financial assets	164.45	164.45	1,637.63	1,450.19
	Deferred tax assets (net)	155.66	212.84	340.73	419.37
	Non-current tax assets (net)	57.17	52.04	57.17	52.04
	Other non-current assets	-	-	3,028.12	3,169.50
	Total non-current assets	51,356.26	51,427.49	1,61,975.95	1,54,510.12
2	Current assets				
	Financial assets				
	- Trade receivables	18,712.30	18,266.39	1,41,182.66	1,11,912.99
	- Cash and cash equivalents	31.65	19.80	22,787.91	12,646.22
	- Other bank balances	5.56	5.57	5.56	5.57
	- Loans	27,347.92	11,519.99	79,311.05	72,893.42
	- Other financial assets	61.78	57.36	61.78	57.36
	Other current assets	4,159.68	2,600.62	19,495.91	17,052.21
	Total current assets	50,318.89	32,469.73	2,62,844.87	2,14,567.77
	Total assets	1,01,675.15	83,897.22	4,24,820.82	3,69,077.89
	EQUITY AND LIABILITIES				
	Equity				
	Equity share capital	20,832.66	10,153.03	20,832.66	10,153.03
	Other equity	66,061.02	51,476.27	3,65,464.59	3,15,807.85
	Total equity	86,893.68	61,629.30	3,86,297.25	3,25,960.88
	LIABILITIES				
1	Non-current liabilities				
	Financial liabilities				
	- Borrowings	9,788.54	9,688.36	-	-
	Other Long - Term liabilities	-	-	-	-
	Deferred tax liabilities (net)	-	-	1,003.19	271.20
	Provisions	468.80	445.51	277.39	974.36
	Total non-current liabilities	10,257.34	10,133.87	1,280.58	1,245.56
2	Current liabilities				
	Financial liabilities				
	- Borrowings	-	-	-	-
	- Trade payables	2,909.43	2,848.08	11,967.78	11,656.39
	- Other financial liabilities	159.85	171.04	159.85	171.04
	Other current liabilities	210.87	7,974.02	19,173.77	22,778.92
	Provisions	1,243.98	1,140.91	5,941.61	7,265.10
	Total current liabilities	4,524.13	12,134.05	37,243.01	41,871.45
	Total equity and liabilities	1,01,675.15	83,897.22	4,24,820.82	3,69,077.89

For Brightcom Group Limited



M. Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515



Brightcom Group Limited

(Rs. In lakhs)

Statement of Cash flows(unaudited)

	Particulars	Standalone		Consolidated	
		Half-year ended Sep 30,		Half-year ended Sep 30,	
		2021	2020	2021	2020
A.	Cash Flow from Operating Activities				
	Profit Before Tax	283.66	130.34	43,588.26	28,048.44
	Adjustment for :	-	-	-	-
	Add:Depreciation and amortisation expense	9.65	11.96	11,748.96	10,643.02
	Interest Expense	-	-	-	-
	Allowance for doubtful trade receivables	(146.37)	39.25	(152.62)	21.07
	Forex Gain/Loss	-	-	-	-
	Baddebts-written off	-	-	-	-
	Operating Profit before Working Capital Changes	146.94	181.55	55,184.60	38,712.53
	Adjustment for Working Capital Changes:	-	-	-	-
	Increase/(Decrease) in Short term Borrowings	-	-	-	-
	Increase/(Decrease) in Trade Payables	61.35	(751.13)	311.39	(316.47)
	Increase/(Decrease) in other Current Liabilities	(7,763.15)	110.34	(3,511.99)	(218.54)
	Increase/(Decrease) in Others financial liabilities	(11.19)	41.25	(11.19)	41.25
	Increase/(Decrease) in Short-Term Provisions	113.19	41.70	(1,519.75)	(7.52)
	Decrease/(Increase) in Trade Receivables	(299.53)	482.11	(29,117.05)	(1,846.27)
	Decrease/(Increase) in Short-Term Loans and Advances	(15,827.93)	(1,526.38)	(6,415.53)	(6,929.75)
	(Increase)/Decrease in Other Financial Assets	(4.42)	-	(4.42)	-
	(Increase)/Decrease in other Current Assets	(1,559.06)	(1,348.52)	(2,445.78)	(1,116.49)
	Cash Flow from Operating Activities	(25,143.80)	(2,769.08)	12,470.27	28,318.74
	Less: Taxes paid	10.13	-	11,598.57	8,247.48
	Net Cash Flow from Operating Activities(A)	(25,153.93)	(2,769.08)	871.70	20,071.26
B	Cash Flow from Investing Activities				
	Assets Written off	-	-	-	-
	Purchase/(Increase) of Fixed Assets	-	(2.15)	(2,618.76)	(412.85)
	Investment in Subsidiary /Joint Venture	-	-	-	-
	(Increase)/Decrease in Non-Current Investments	-	-	-	(2,163.79)
	(Increase)/Decrease in Capital Work in Progress	-	-	(7,113.77)	(6,688.34)
	(Increase)/Decrease in Intangibles under development	-	-	(8,028.71)	(8,731.04)
	Net cash flow from investing activities(B)	-	(2.15)	(17,761.24)	(17,996.02)
C.	Cash Flows from Financing Activities				
	Interest Paid	-	-	-	-
	Increase/(Decrease) in Long Term Loans	-	-	-	-
	Increase /(Decrease) in Foreign Currency Fluctuation Reserve	156.12	(361.96)	1,917.18	(4,508.23)
	Increase/(Decrease) in share capital	6,513.10	628.00	6,513.10	628.00
	Increase/(Decrease) in Capital reserve	18,562.34	2,512.00	18,562.34	2,512.00
	Increase/(Decrease) in long term provision	24.51	20.48	28.83	104.56
	(Increase)/Decrease in Deferred tax Asset(Net)	-	2.46	54.79	26.77
	Increase/(Decrease) in Deferred tax Liabilities(Net)	-	-	6.18	(9.28)
	(Increase)/Decrease in Long term loans and advances	9.54	0.75	-	211.37
	(Increase)/Decrease in Non current Other Financial Assets	-	-	(187.44)	204.61
	(Increase)/Decrease in Other Non - Current tax Assets(Net)	(99.82)	(27.08)	(5.12)	16.44
	(Increase)/Decrease in Other Non - Current Assets	-	-	141.38	(108.23)
	Net cash flow from financing activities C	25,165.79	2,774.65	27,031.24	(921.99)
	Cash and cash equivalents at beginning of year	25.37	23.75	12,651.78	11,899.83
	Net change in cash (A+B+C)	11.84	3.42	10,141.69	1,153.25
	Cash and cash equivalents at period ended 30th september	37.21	27.17	22,793.47	13,053.08

For Brightcom Group Limited


M. Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515



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Regd. Office: Floor: 5, Fairfield by Marriott, Road No: 2, Nanakramguda, Gachibowli, Hyderabad – 500032, India.

CIN:L64203TG1999PLC030996

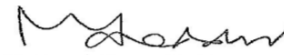
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REPORTING OF SEGMENT WISE REVENUE, RESULTS , SEGMENT ASSETS & SEGMENT LIABILITIES(CONSOLIDATED)

All amounts in Indian Rupees Lakhs

Sl.No.	Particulars	Consolidated					
		Quarter Ended			Half Year Ended		Year Ended
		30-Sep-2021 (Unaudited)	30-Jun-2021 (Unaudited)	30-Sep-2020 (Unaudited)	30-Sep-2021 (Unaudited)	30-Sep-2020 (Unaudited)	31-Mar-2021 (audited)
1	Segment Revenue						
	(a) Digital Marketing Segment	1,01,498.80	56,607.46	55,727.27	1,58,106.26	1,08,192.77	2,49,484.18
	(b) Software Development Segment	8,879.07	8,797.23	8,106.49	17,676.30	19,595.83	36,095.64
	Total Sales/ Income from Operations	1,10,377.87	65,404.69	63,833.76	1,75,782.56	1,27,788.60	2,85,579.82
	Less: Inter Segment Revenue						
	Net Sales/ Income from Operations	1,10,377.87	65,404.69	63,833.76	1,75,782.56	1,27,788.60	2,85,579.82
2	Segment Results - Profit (+) / Loss (-) before tax and interest						
	(a) Digital Marketing Segment	28,927.14	14,279.11	14,137.99	43,206.25	27,977.67	64,843.25
	(b) Software Development Segment	40.21	351.98	185.13	392.19	401.89	1,167.86
	Total	28,967.35	14,631.09	14,323.12	43,598.44	28,379.56	66,011.11
	Less: Interest	6.33	3.86	168.80	10.19	331.12	10.61
	Total Profit (+) / Loss (-) before tax	28,961.02	14,627.23	14,154.32	43,588.25	28,048.44	66,000.50
3	Segment Assets						
	(a) Digital Marketing Segment	3,93,334.72	3,54,456.57	3,13,533.97	3,93,334.72	3,13,533.97	3,40,445.34
	(b) Software Development Segment	31,486.10	31,377.70	29,646.20	31,486.10	29,646.20	28,632.55
	Total segment assets	4,24,820.82	3,85,834.27	3,43,180.17	4,24,820.82	3,43,180.17	3,69,077.89
	Segment liabilities						
	(a) Digital Marketing Segment	26,910.18	26,997.94	26,792.51	26,910.18	26,792.51	27,741.06
	(b) Software Development Segment	11,613.41	11,567.06	16,431.15	11,613.41	16,431.15	15,375.96
	Total segment liabilities	38,523.59	38,565.00	43,223.66	38,523.59	43,223.66	43,117.02

For Brightcom Group Limited



M. Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515



Place : HYDERABAD
Date : November 13, 2021



P C N & ASSOCIATES

CHARTERED ACCOUNTANTS

Plot No. 12, "N Heights"

Ground Floor, Software Layout Unit

Cyberabad, Hyderabad - 500 081.

Tel. : (91-40) 2311 9499

E-mail : pcnassociates@yahoo.com

Independent Auditor's Review Report on the Quarterly Unaudited Ind AS Consolidated Financial Results of the Company pursuant to the Regulation 33 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015, as amended

To

The Board of Directors

Brightcom Group Limited

We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of **Brightcom Group Limited** (the "Holding Company") and its subsidiaries (the "Holding Company" and its subsidiaries together referred to as "the Group"), for the quarter and half year ended 30th September, 2021 ("the Statement"), being submitted by the "Holding Company" pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

This Statement, which is the responsibility of the Holding Company's Management and approved by the Holding Company'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, as amended, read with relevant rules issued there under and other accounting principles generally accepted in India. 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 (ICAI). This standard requires that we plan and perform the review to obtain moderate assurance as to whether "the Statement" is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. 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.





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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.

"The Statement includes the results of the following entities:

- a. Ybrant Media Acquisition Inc
- b. Online Media Solutions Limited
- c. International Expressions Inc
- d. Dream AD SA Panama
- e. Ybrant Digital Servicos De Publicidade Ltd
- f. LGS Global FZE
- g. Ybrant Digital (Brasil) Limited
- h. Frontier Data Management Inc
- i. Dream AD SA Argentina
- j. Dyomo Corporation
- k. Get Media Mexico Socidadanonima De Capital Variable, Mexico

- l. Dream AD SA Chile
- m. Dream AD SA Uruguay
- n. Max Interactive Pty Ltd

- o. LIL Projects Private Limited
- p. YReach Media Private Limited

Attention is invited to the following observations:

- a) The Company has converted 32,56,55,000 share warrants into share capital during the quarter which were allotted at Rs. 7.7 / - per share.
- b) The company has allotted 20,83,26,625 bonus shares during the quarter on the basis of for every four existing shares one bonus shares has been allotted.

Based on our review conducted and procedures performed as stated above and based on the considerations of the review reports of other auditors referred to in paragraph 6 below, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.





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The accompanying Statement includes unaudited interim financial results and other unaudited financial information in respect of 14 subsidiaries, whose interim financial results and other financial information reflect total revenues of Rs. 1,02,424.74 Lakhs, total net profit after tax of Rs.21,201.50 Lakhs and comprehensive income of Rs. (375.33) Lakhs for the quarter ended 30th September,2021 as considered in the quarterly Statement. These unaudited interim financial results and other unaudited financial information have been approved and furnished to us by the Management and our conclusion on the Statement, in so far as it relates to the affairs of those are based solely on such unaudited interim financial results and other unaudited financial information submitted by the management in this regard.

Our conclusion on the Statement in respect of matters stated above is not modified with respect to our reliance on the financial results certified by the Management.

For P C N & Associates

Chartered Accountants

Firm's Registration No: 016016S



K Gopala Krishna

Partner

Membership No. 203605

UDIN: 21203605AAAAP11468



Place: Hyderabad

Date: 13/11/2021



P C N & ASSOCIATES

CHARTERED ACCOUNTANTS

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Independent Auditor's Review Report on the Quarterly Unaudited Ind AS Standalone Financial Results of the Company pursuant to the Regulation 33 of the SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015, as amended

To
The Board of Directors
Brightcom Group Limited

We have reviewed the accompanying Statement of Unaudited Standalone Financial Results of **Brightcom Group Limited** ("the Company") for the quarter and half year ended 30th September 2021 ("the Statement"), being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended read with SEBI Circular No. CIR/CFD/CMD1/44/2019 dated March 29, 2019.

The preparation of "the Statement", which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standard 34 ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.

We have conducted our review 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 Statement is free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.





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Attention is invited to the following observations:

- a) The Company has converted 32,56,55,000 share warrants into share capital during the quarter which were allotted at Rs. 7.70 / - per share.
- b) The company has allotted 20,83,26,625 bonus shares during the quarter on the basis of for every four existing shares one bonus shares has been allotted.

Based on our review conducted, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

For P C N & Associates
Chartered Accountants
Firm's Registration No: 016016S



K Gopala Krishna
Partner

M.No. 203605

UDIN: 21203605AAAAPH4683



Place: Hyderabad

Date: 13/11/2021



BRIGHTCOM GROUP LIMITED

Management Discussion and Analysis:

*The company reported a strong quarter, with consolidated revenues rising 72.91% YOY and PAT rising 105.96% YOY.

*The company's Return on Equity(ROE), on an annualized basis, has reached 16.45% approximately. We are focused on improving this key ratio substantially.

*The company's consolidated tax rate across all geographies in this quarter was 27.06%.

The main drivers of revenue were:

*Increased usage of digital media and digital channels to conduct commerce across the world, post the pandemic.

*Higher online sales led to much better eCPMs (effective Cost per Impression) for digital marketers.

*Filtering technologies across the industry have reached a steady-state, cutting down the spurious traffic. This has contributed to the improvement of eCPMs as well.

*Increased size of the Brightcom network (approx 60 billion impressions a month).

*On the demand side, the company now has direct relationships with over 200 Ad Agencies across the world. The company is focusing assiduously on increasing this metric over the coming periods.

*Upgrades to our tech tools such as Compass and Brightcom brought about considerable improvements in operating efficiencies.

*Brightcom Media, the brand operating under our Israeli subsidiary OMS (Online Media Solutions), has been the epicentre of improvement in traffic management, contributing hugely to improving the company's profitability. (EY is the statutory auditor of OMS). (This entity contributes over 40% of our overall business)





Outlook:

* The Outlook for the Adtech business has improved dramatically in the past 12 months or so, and continues to remain very strong for the next period.

*Our principle of 'Leading through Technology and Winning through People' is more relevant to our outlook now more than ever before.

*We will continue to develop our platforms and technologies to address critical challenges in the AdTech industry.

*Based on the revenues and profits growth, the company is targeting a Free Cash Flow (FCF) of about Rs 250 crores by the end of March 2022. And looking at an additional 250 crores by the end of June 2022.

Our focus is singularly on creating significant shareholder value, by constantly improving Free Cash generation, and increasing Return on Equity (RoE).

We remain deeply committed to the highest & improving standards of governance, accounting and transparency in our operations, for the benefit of all stakeholders.

for BRIGHTCOM GROUP LIMITED

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

