



July 21, 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: Brightcom is approved to be a certified Google MCM (Multi Customer Management) partner.

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, this is to inform the shareholders through the Exchanges that Brightcom is approved to be a certified Google MCM (Multi Customer Management) partner.

Since last year, Google has worked with selected partners to replace their SPM with a new program - Multiple Customer Management (MCM). Brightcom has been chosen as one of the partners. With MCM, Google defines the authorization level of Parent publisher and Child publisher - creating effective and more transparent relationships.

Brightcom will continue to be a gateway for growing publishers across the globe to access Google Ad Exchange (the largest ad exchange in the market). Every MCM partner has to go through an evaluation process, which helps Google make the decision. On a high level, they look at the three essential criteria viz; Quality, Viewability & Performance which are explained below in brief –

– Quality:

Google tracks and pays attention to the partner's inventory quality. The publisher that the partner brings in matters here. Thanks to our domain quality team, we meet those criteria with flying colours.

– Viewability:

Google ensures that the partner delivers viewable impressions to the users - which in turn benefits the advertisers.

– Performance:

Google checks the volume of ad impressions and revenue. A partner should grow sustainably and offer more volume of highly viewable impressions to Google's exchange.





This is for your information only.

Thanking you,

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama

Company Secretary & Compliance Officer

ACS - 39254

