



July 08, 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: Press Release

Please take note of the attached Press Release with title "BRIGHTCOM GROUP TO ACQUIRE A LEADING DIGITAL MARKETING SERVICES COMPANY" which is going to be published.

This is for your information only.

Thanking you,

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama
Company Secretary & Compliance Officer
ACS - 39254

Encl.: A/a





BRIGHTCOM GROUP TO ACQUIRE A LEADING DIGITAL MARKETING SERVICES COMPANY

Hyderabad, July 8, 2021

Brightcom Group (NSE: BCG | BSE: 532368), the global Internet brand, has signed a Letter of Intent to acquire a Digital Marketing Services company based out of India with 1100 employees and premium clients such as Netflix, Disney, Bitly, Hulu and The New York Times. The details regarding the name of the target company have been kept confidential in light of the confidentiality clause of the LOI. A definitive agreement will follow after the completion of the customary business, legal and financial due diligence.

The Target company partners with clients for their product strategy, product development and operational support needs. The company does display, video and mobile advertising for ad agencies and publishers. The company works closely with creative agencies, media buying firms and analytics suites to deliver results for top brands. They operate out of India, US and Europe. Their presence in the US and Europe helps them to be in touch with the latest developments in the advertising space in mature markets.

Strategies around audience-based measurement and tracking are quickly picking which allows them to lend expertise to ad firms that are still in discovery mode and figuring out how these new approaches apply to their campaigns. It is a niche partner to large ad agencies that are looking to fulfill the digital component of their overall budget. The company works on both retainer as well as services model, and actively participates in reaching out to clients for business.

While the mass media budgets are shrinking, every brand is willing to look the digital way for ads that can be measured for its effectiveness. Blindly buying slots on television and print with a 'spray and pray' strategy has witnessed a setback; and, display, video and mobile advertising, where consumers are spending more time on and can be tracked effectively have thrived in this economic climate.

MEDIA CONTACT

Ajay Ponna

040 67449910

ajay.ponna@brightcomgroup.com

ABOUT BRIGHTCOM GROUP

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to: direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks.

Brightcom Media, enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 70 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Yahoo! and Twitter. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia.

Brightcom Group's renowned global presence, including in the US, Israel, Latin America ME, Western Europe and Asia Pacific regions, positions us at the forefront of the digital landscape, enabling us to support partners in their efforts to leverage and benefit from current global trends.

Brightcom Group ranks at 400 among Fortune 500 India companies.

For more information please visit www.brightcomgroup.com

DISCLAIMER

This press release contains "forward-looking statements" – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "should" or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behaviour of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.