



June 29, 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: FY2021 Result Analysis

We are herewith attaching a copy of FY2021 Results Analysis to be disseminated to the Shareholder community through the Exchanges.

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

FY2021 RESULT ANALYSIS



**CONSOLIDATED
BUSINESS GROWTH**

QUARTERLY GROWTH

	Q4 FY21	Q4 FY20	Growth
Revenue in Crores	718.35	633.11	11.34%
PAT in Crores	140.02	107.64	30.09%

YEARLY GROWTH

	FY21	FY20	Growth
Revenue in Crores	2855.71	2692.31	6.07%
PAT in Crores	483.00	440.1	9.74%

THE SEASONALITY – BY QUARTER

JANUARY TO MARCH QUARTER (Q4):

Starts slowly in January and starts to pick up slightly around Super Bowl and Valentine's Day. sometimes Easter happens in March,

APRIL THROUGH JUNE QUARTER (Q1):

Varies month to month. June is typically one of the higher months for RPMs, as the fiscal year is ending for many Ad agencies. But, the summer slump is real, so finding content opportunities to address summer content, such as vacations, activities for kids,

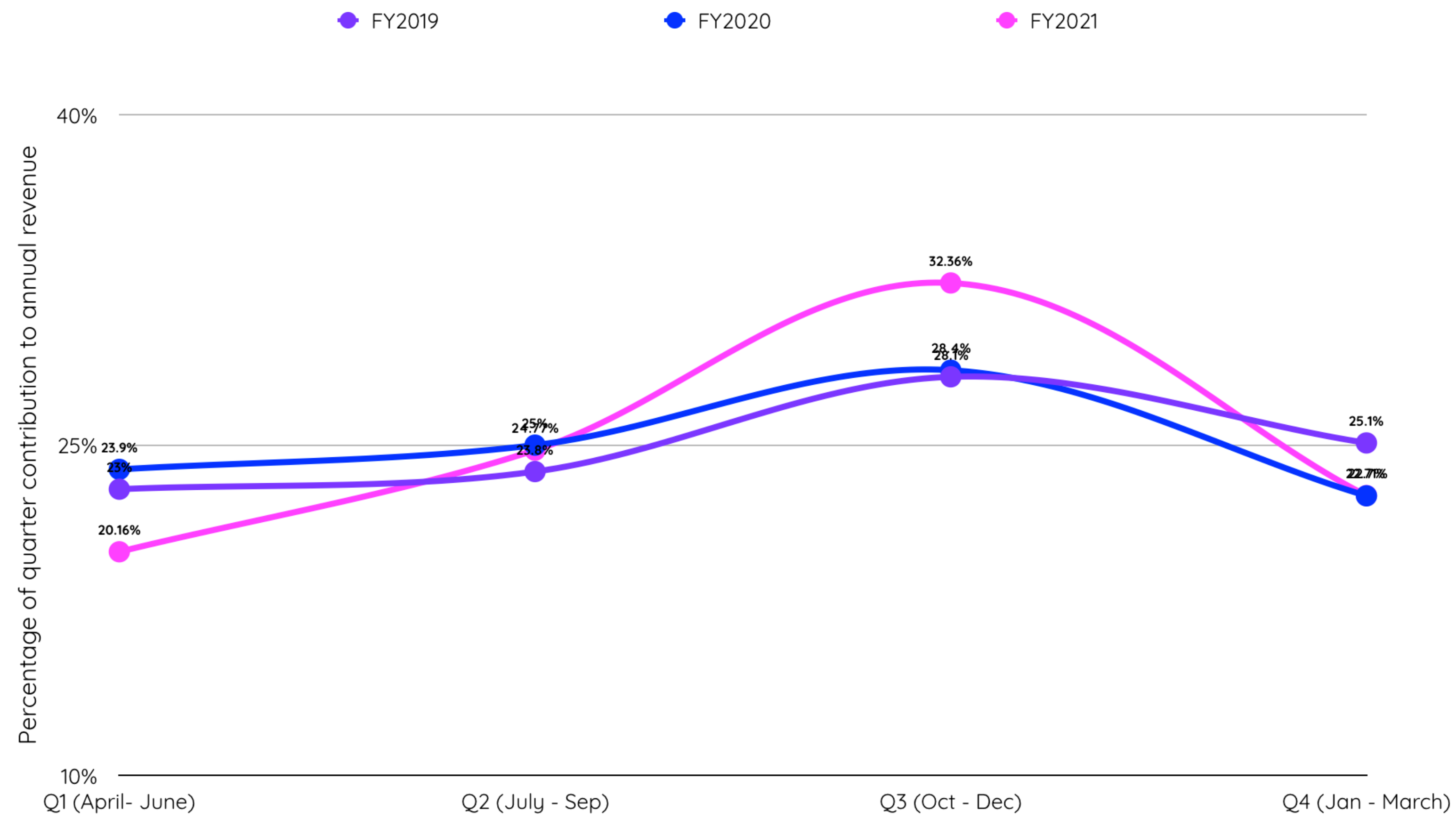
JULY TO SEPTEMBER QUARTER (Q2):

The summer slump continues through July, but steadily gains traction as we move into August and September. Back to School hits in August and advertiser spend begins to pick up. September picks up even more, as advertisers are preparing for holidays.

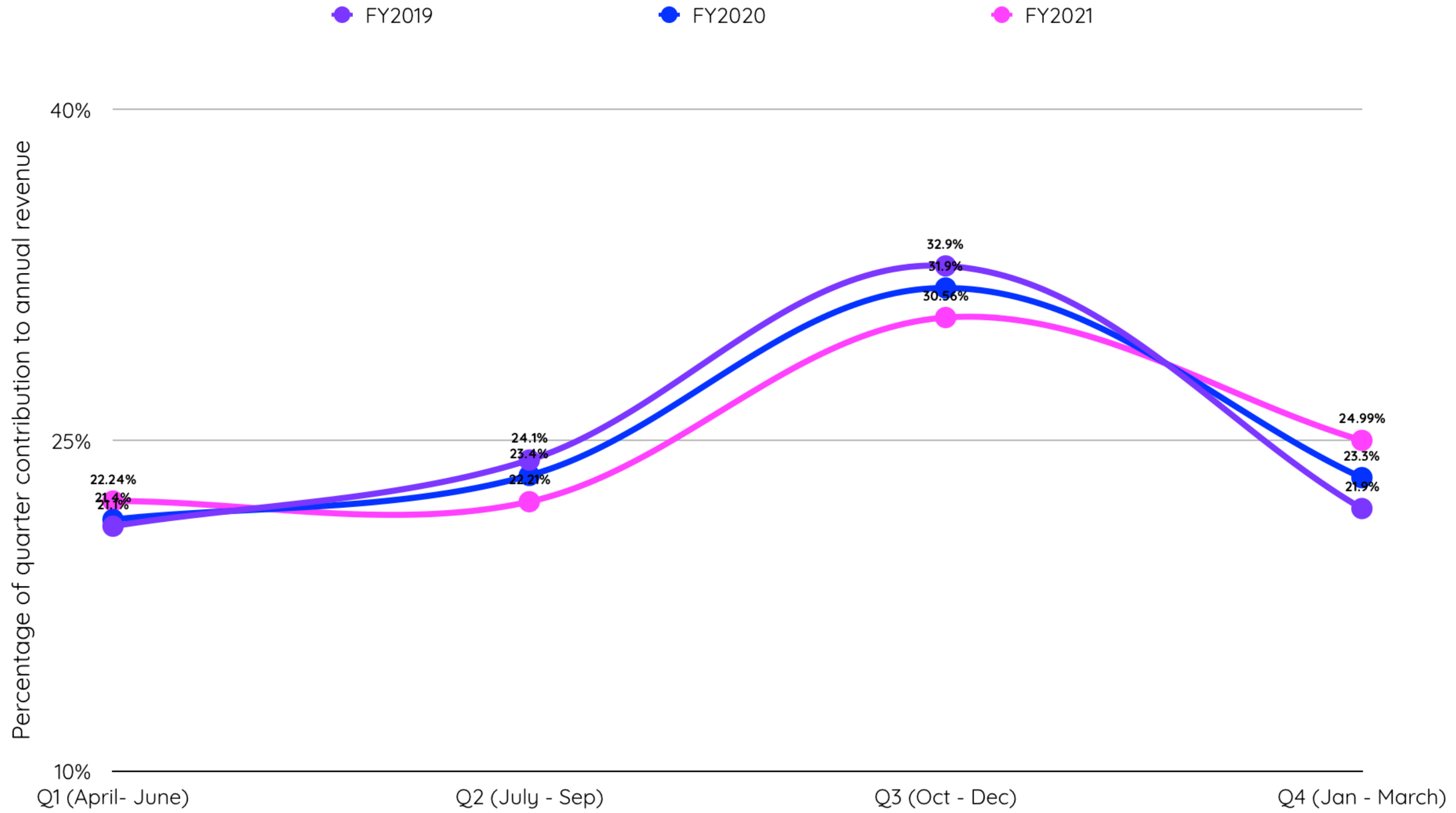
OCTOBER TO DECEMBER QUARTER (Q3):

There has been a significant jump in RPMs, as ad spend is at its highest due to all the shopping related events. All three months are filled with buying activity.

US MARKET TRENDLINES



BCG TRENDLINES



THANK YOU!

