August 31, 2022

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 Group to set up a new division focusing on "Quantum Computing."

Brightcom Group has decided to enter the "Quantum Computing "domain. As a first step, it would set up a dedicated lab in San Francisco Bay Area, California, with a team of Quantum Technology experts across the Globe. The objective is to advance Quantum computing technologies for AdTech and other digital marketing requirements of the company.

Quantum Computing has an immediate use case in many of our domains: Search marketing, social networks, constructing quick persona & profiles, Ad tracking, Web analytics, campaign simulations and such. Quantum computing can reduce the time and resources required for the global ad-tech industry by manifold. With technological advances in hardware and software, we believe Quantum Computing is at the cusp of an explosion. Thus, it is an appropriate time for the investment to create future growth engines for the group. It represents the next frontier for technological innovation for Brightcom Group.

This new division, BRIGHTCOM QUANTUM, will be led by our President of Group Strategy, Mr Peshwa Acharya, an IIT Engineering graduate.

Peshwa brings leadership experience, built over the last 29 years across FMCG, Retail, Telecom, Technology, Ecommerce and Hospitality domains. He is an alumnus of IIM Calcutta & IIT Kharagpur and has worked in various cities in India and across Asia and Africa. Peshwa's corporate journey includes working at P&G, Reckitt, Pepsi, Dabur, Reliance Retail, Globacom (Africa) and Sterling Holidays (A Fairfax company). Later in 2015, he was handpicked as the first CEO of IIT Bombay Research & Innovation Park (ASPIRE).

Quantum Computing: A brief background

The origins of quantum computing date back to 1981, the same year IBM released its first personal computer.

Quantum computing is based on the fact that quantum-mechanical phenomena, such as chemical reactions and the flow of electrons through semiconductors, are best simulated with machines based on quantum mechanical rules. Also, compared to ordinary computers, quantum computers have the potential to do calculations much, much faster. Standard computers store data and perform computations using bits with only two states, either one or zero. On the other hand, a quantum computer uses qubits, which can be one and zero, simultaneously until they are measured, at which time their states become known. Therefore, the total number of states doubles with each added qubit. One qubit is two possible states; two is four possible states, three is eight, and so forth, which leads to an asymptotic increase in the states it can represent.

In the future, more robust, powerful versions of quantum computers, which exploit the properties of matter at subatomic scales to significantly improve processing power, could revolutionize computing, encrypt data, and investigate some of the most mysterious aspects of nature.

We believe that the super combination of Quantum computing & Artificial Intelligence would leapfrog and disrupt existing methods, businesses and tech domains.

This announcement is made in compliance with Regulation 30 of SEBI (LODR) Regulations, 2015.

Request you to take the same on record and oblige.

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

Authorised Signatory