



October 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: A Presentation on "Our Offerings - Overview"

With respect to the subject cited above, we would like to share a presentation titled "Our Offerings - Overview"

This update to the Shareholders is issued in compliance with Regulation 30 of SEBI (LODR) Regulations, 2015.

This is for your information only.

Thanking you.

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama
Company Secretary & Compliance Officer
ACS - 39254





brightcom
group

Our Offerings
- Overview

Delivering Digital Media Globally - Since 22 Years

24

Offices
Worldwide

500+

Campaigns

4+
Billion

Impressions
Served

60
Million+

Audience
Reached

200
Million+

Actions &
Engagements

7

PLATFORMS



Facebook Ads



Instagram Ads



brightcom
Compass'™



Google Ads



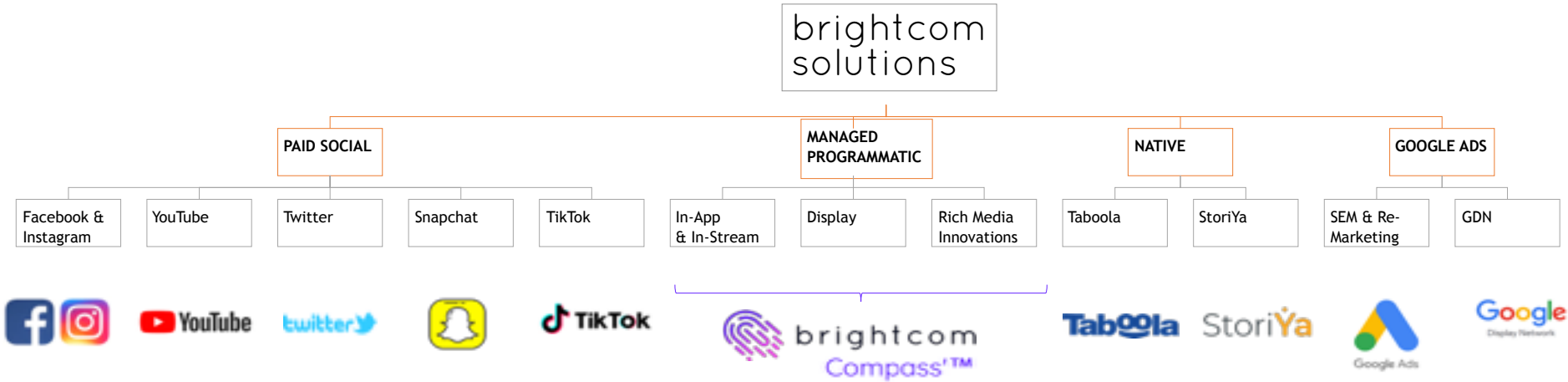
TikTok



Iconic Brands - we work with



Our Solutions Overview



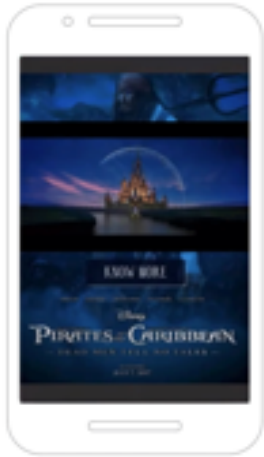
MARKETING DATA ATTRIBUTION, DATA INTEGRATION & AUTOMATION SERVICES



Mobile Rich Media - Innovations

200+ Ready To Deploy Interactive Ad Formats
For Video, Display & Native

100% FREE



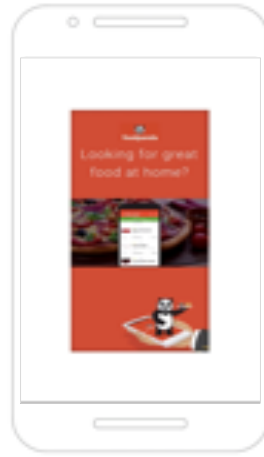
VIDEO WALL



SCRATCH TO
REVEAL



CAROUSEL



VIDEO CUBE



GIFTBOX



GLUESTICK



Inhouse Experts for all Google Solutions



Keywords Search
Campaigns



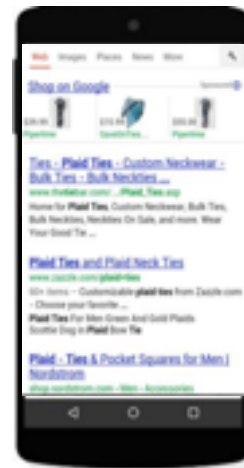
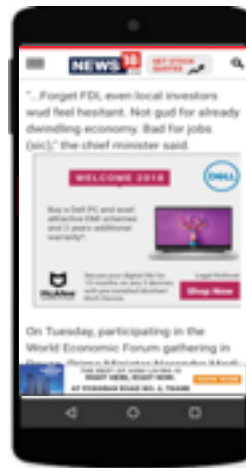
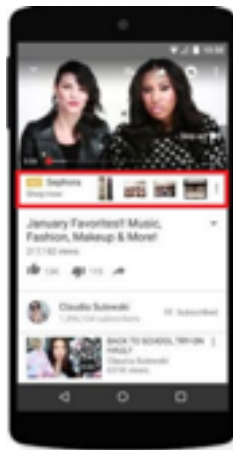
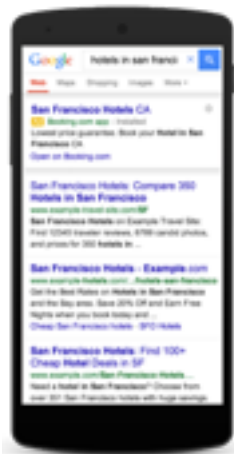
In-Stream Video
Campaigns



Display Network
Banner Campaigns



Google Shopping
Campaigns

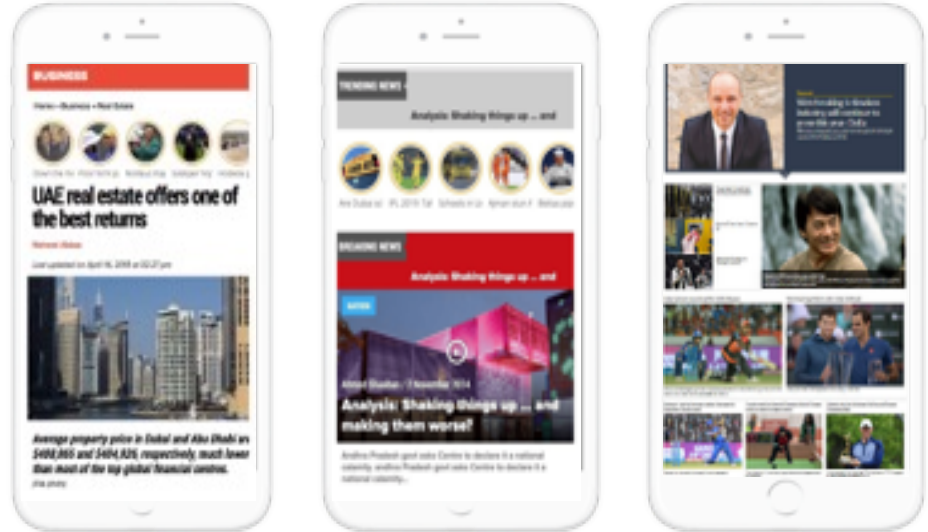


Social Media Impact



StoriYa

Engagement Solutions for Brands & Publishers



- 100% Above the Fold inventory
- Enhanced User Experience
- Story-style content in video/text/photos
- Superior Technology & Personalization
- Best in-class Content Recommendation

60 Billion+

IMPRESSIO
NS

100 Million+

UNIQUE
USERS

5000+

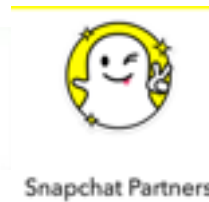
WEBSITES

25+

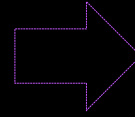
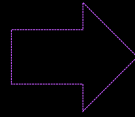
CONTENT
CATEGORIES

Our Partners

CERTIFIED TEAMS WITH THE BEST IN BUSINESS



ALL EXPERTS UNDER ONE ROOF



BRIEF – SCOPE & RESEARCH

Audience Insights
Category Insights
Goals & Objectives
Customer Journeys

DIRECTION - PLANNING & STRATEGY

Media Strategy
Creative Planning & Recommendation
Media Planning
Execution Calendar

EXECUTION – OPTIMISE & REPORT

Campaign Management
Performance Optimization
Campaign Reporting
End Campaign Analysis



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THANK YOU!