



August 11, 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: Appointment of Mr Shreedhar Reddy as New General Manager, Indian Operations

We are proud to announce the promotion of Shreedhar Reddy to General Manager of Indian Operations, reporting to the CEO. In this position, Shreedhar will work closely with the Executive Committee and the Board to pursue the goals set out in Brightcom's strategic plan.

Since 1998, Mr Reddy has been critical to the company's growth and success. From being a Software Engineer to becoming the Project Manager and his promotion to GM, he has demonstrated great passion for the brand, commitment to his colleagues, and drive to deliver excellence for our clients and stakeholders.

In his new role, Shreedhar shall be chartered with driving the future growth of the Indian Operations, while sustaining brand and client satisfaction. Shreedhar Reddy has been one of the early employees of Brightcom since its inception.

- A seasoned senior-level technology veteran who has witnessed the metamorphosis of Brightcom Group (from the days of USAGreetings to the present)
- He was the key to initiating many successful technology platforms for Brightcom - Pangea, One-Tag (now Compass), Zentyl, Flatmonk, amongst others.

We are delighted to make this announcement. Shreedhar has been a valued member of our team, helping to keep us focused on our clients. His lengthy tenure, proven industry knowledge, and experience will help us further expand our reach and create value for our clients.

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

Authorised Signatory

