



Date: 30th Aug 2025

To
The Manager,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051.

To
The Corporate Relations Department,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001.

Dear Sir/Madam,

Sub: Submission of Investor's Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Investor's Presentation of the Company for your kind information and record.

The said Investor Presentation is also being made available on the Company's website at [Company Website Link].

We request you to kindly take the above information on record and oblige.

Thanking you,

Yours faithfully,

For **Brightcom Group Limited**

Raghunath Allamsetty
Executive Director
DIN 00060018

Encl: **Investor's Presentation**





brightcom
group

INVESTOR PRESENTATION

Dual Engines of Growth – AdTech & Defence AI
BUILDING VALUE SINCE 1998



August 2025

Global Opportunity: Digital Marketing



**2025 Market
Size: \$650 Billion**

**2030 Projection:
\$1.1 Trillion
(CAGR 12%)**

**Drivers: AI/ML, CTV &
Video, eCommerce,
Privacy-First Future**

Global Opportunity: Defence AI

- 2023 Market Size: \$10 Billion
- 2030 Projection: \$25–30 Billion (CAGR: 20–22%)
- Segments: UAVs, Swarm Drones, Battlefield Intelligence, Cybersecurity
- India's Defence Budget 2025: \$75 Billion+ (Top 3 globally)
- Inspired by Atmanirbhar Bharat



Brightcom Legacy & Growth Story



- Founded in 1998 with a vision to build scalable internet/technology business.
- Early success with USAGreetings, an online greetings platform laid the foundation for global expansion.
- Later launched Ybrant Digital — to offer end-to-end digital marketing solutions.
- By mid-2000s, Ybrant had become a bridge between advertisers, agencies, and publishers worldwide.

Growth: 2006 to 2012

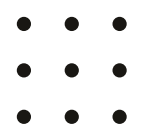
- Executed 10+ major acquisitions including OMS (Israel), DreamAd (Argentina), AdDynamix (US), MediosOne (LATAM), Max Interactive (Australia) funded via \$100 million fund raise through PE firms.
- These acquisitions added new geographies, clients, and capabilities, propelling Brightcom into the global league.
- Successfully integrated diverse cultures and systems → one of Brightcom's defining strengths.
- Grew from <\$10M backend revenue in 2006 → \$100M group by 2010





Growth: 2012–2025

- From there, expanded product stack with SSP, DSP, DMP, programmatic RTB, fraud detection, mobile & video platforms.
- Today, offices in 25+ countries, operations integrated across US, LATAM, Israel, EU, APAC with deep global partnerships with agencies, advertisers and publishers.
- Survived and grew through global dot-com bust (2000s), financial crises (2008), pandemic-era volatility, and regulatory challenges.
- Adapted and emerged stronger every time — proof of Brightcom's grit and reinvention.



Shareholder Depth

- 6,50,000+ Shareholders → One of the most widely held in digital India
- Retail + Global Institutional funds
- Recognized for strong retail shareholder engagement, with bodies like BGSHA.
- Demonstrates liquidity, visibility, governance responsibility



Global Presence & Clients



Offices in 25+ countries
(US, Israel, EU, LATAM,
APAC)



**Publishers: Google, Meta,
YouTube, TikTok, Taboola**



**Working with large
businesses in over 50
countries:**

**Amazon, Visa, Samsung,
Coca-Cola, Microsoft**



**Agencies: Ogilvy, Havas,
Zenith, Mediacom**

Financial Momentum

Q1 FY26 (Jun 2025)

Revenue: ₹1,456 Cr (+23% YoY)

PAT: ₹210.9 Cr (+32.6% YoY)

TTM EPS: ₹3.77 (+7.7% QoQ)

Annual Revenue (₹ Cr)

FY25: 5,147

FY24: 4,662

FY23: 7,397

FY22: 5,020



Business Strengths

Full AdTech stack: SSP + DSP + DMP + RTB

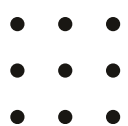
AI-driven optimisation
(Web, Mobile, Video, CTV)

5B+ impressions/day scale

Strengthened governance & cost
dependence



Fortune 500 client trust



Brightcom Defence: Why Now




brightcom
defence

 Global Shift Toward AI-Driven Defence

 Brightcom's Tech DNA → from smart market place decisions to Aerospace Intelligence

 India's push for Atmanirbhar Bharat

 Global Defence AI market to grow from \$10B (2023) → \$25–30B (2030)

Brightcom Defence: Focus Areas

Swarm Drones

AI Battlefield Intelligence

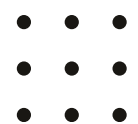


Real-time Aerial Cybersecurity

Mission Simulations



Dual-use civil/military applications





Leadership Bench Strength

Brightcom's leadership combines vision, global strategy, governance, compliance, innovation and execution:

Suresh Reddy (CMD): Visionary Founder, Organic Growth, M&A Architect

Raghunath Allamsetty (ED):
Execution Excellence & Governance

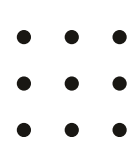
Brad Cohen (CSO): Global Strategist
& Serial Entrepreneur

Kallol Sen (International Divisions):
AI & Emerging Tech Strategist

Gal Peleg (GM OMS): Finance & Execution
excellence

Shreedhar Reddy (GM Tech/Ops):
Technology & Operations Backbone

Vidyashankar Ramakrishnan (COS2CMD):
Attention to Details & Multi-Domain Expertise



Management Team



Suresh Kumar Reddy (CMD & CEO)

- Founder of Brightcom Group (1998) and architect of the company's rise into a global AdTech powerhouse.
- 25+ years of experience in online marketing, advertising, and technology-driven businesses.
- Successfully consummated and integrated 10+ global acquisitions (OMS, DreamAd, MediosOne, AdDynamix, Max Interactive, etc.), expanding Brightcom's footprint across LATAM, Europe, APAC, and the US.
- Built cross-country, cross-cultural operations with 25+ offices worldwide and a client base including Amazon, Visa, Samsung, Coca-Cola, Microsoft, and 250+ agencies.
- Education: B.Tech, Mechanical Engineering (IIT Kharagpur); M.S., Engineering (Iowa State University, USA).
- Early Career: Roles at Caterpillar, Chrysler, PacBell (SBC), Charles Schwab.
- Ecosystem Leadership: President of TiE Hyderabad (2019); Board Member/Charter Member (2016–2019).
- **Architect of Brightcom's success & future growth trajectory.**

Management Team



Raghunath Allamsetty – Executive Director (ED)

- Executive Director, Brightcom Group (since 2024); ensures governance & operational stability.
- Founder of Ivana Foods Pvt Ltd (FMCG venture).
- Former VP, Intrepid Global Security Solutions (Asia-Pac operations).
- Ex-MD, Adaptec India — managed full P&L, coordinated with global teams for seamless product delivery.
- Education: B.E. (Osmania University); Executive Management Program, ISB.
- **Governance anchor with deep corporate & international operations experience.**



Brad Cohen - Chief Strategy Officer (CSO)

- 23+ years at Brightcom, leading M&A, strategy, and corporate development.
- Founder of Ingress Ventures (venture builder) and Ingress Renewables & Clara Biofuels (sustainability ventures).
- Co-founder & board member of Medcase (digital health) and director at Project Dynamo (rescue ops).
- Chairman of Intrepid Global Security Solutions (IGSS), focusing on petrochemical and nuclear security.
- Serial entrepreneur in tech, renewables, security, and media (ESpot TV, Edgecase.ai, ScoutOut Sports).
- **Global strategist bringing cross-sector innovation and M&A expertise.**

Management Team



Kallol Sen – Head of International Divisions

- Leader with 25+ years across Internet, Gaming, Education, and Media & Entertainment.
- Founder of CantorSpace Ventures (democratising the web) and Motes & Bots Technologies (AI, blockchain, IoT, cloud).
- Deep expertise in Generative AI applications; skilled at translating complex technology into actionable business solutions.
- Past leadership at Nimbus Communications (Exec Director, SVP) and founder of Artiskinky
- Motion Pictures (storytelling & media).
- Education: B.Tech (Computer Science, IIT Kharagpur); MBA (Strategy & Marketing, IIM Calcutta).
- **Innovation-focused leader shaping Brightcom's global growth with AI and emerging tech.**



**Gal Peleg – General Manager, OMS
(100% Subsidiary of Brightcom Group)**

- CPA with 15+ years' experience in financial management & global operations.
- Director of Finance → GM at OMS, leading its rise as #1 Scaling SSP (2025) with 1,169 new publishers in a single month.
- Specialist in cash flow, taxation, transfer pricing, SOX compliance, and risk management.
- Career includes CFO roles at Jinni Media and LifeWave.
- **Ensures Brightcom's subsidiary OMS scales with financial discipline & operational excellence.**

Management Team



Shreedhar Reddy – General Manager, Operations

- Seasoned senior technology leader with over two decades at Brightcom.
- One of the earliest employees (since 1998), he has witnessed and shaped the company's evolution from USAGreetings to Brightcom Group.
- Key architect behind Brightcom's core platforms, including Pangea, One-Tag (now Compass), Zentyl, and Flatmonk.
- Career path: Software Engineer → Project Manager → GM, Tech & Ops — a story of passion, loyalty, and delivery excellence.
- Holds an M.Sc. in Computer Science (Manipal University).
- **The technology backbone of Brightcom, driving platform innovation, scalability, and long-term operational success.**



Vidyashankar Ramakrishnan – Chief of Staff to CMD

- Proactive & dynamic professional with 22+ years' experience bridging technical, business, and managerial domains.
- Proven history of delivering strategic, operational, and financial outcomes across Telecom,
- Banking, Broking, Financial Services, Retail, and FMCG sectors.
- Former senior roles at Tata Teleservices, Reliance Communications, HDFC Life, with expertise in business strategy, planning, and project execution.
- Holds an MBA in Finance (ICFAI Business School, Mumbai).
- Now at the current role at Brightcom, ensuring seamless execution of CMD's vision, governance alignment and project delivery.
- **Trusted execution partner ensuring CMD's vision translates into measurable results.**

Board of Directors

Suresh Reddy – Chairman & Managing Director

Raghunath Allamsetty – Executive Director

Mr. P.V. Subba Rao – Independent Director

30+ yrs corporate governance & compliance; ex-Company Secretary, Aditya Spinners Ltd.

Ms. Deepika Daliya – Independent Director

Finance leader, ex-CEO Gridhari & Co.; growth strategist with strong compliance focus

Mr. Pleo Ganesan – Independent Director

Civil & Structural Engineer; infra execution leader across Railways & MES projects

Mr. Ali Akber Bakir Bhoy Mamuwala – Independent Director

40+ yrs as Managing Partner, Summit Engineering; business & engineering veteran

Mr. Shrikant Gehlot – Independent Director

EdTech strategist; proven record in sales, client development & growth execution



Board Committees

Audit Committee

Chaired by Mr P V Subba Rao

NRC Committe

Chaired by Mr Pleo Ganesan

Stakeholders Committee

Chaired by Mr P V Subba Rao

CSR Committee

Chaired by Mr Pleo Ganesan

Warrants & Share Allotment

Chaired by Mr Raghunath Allamsetty

Risk Committee

Chaired by Mr P V Subba Rao



Committees mostly chaired by Independent Directors with appropriate domain expertise.

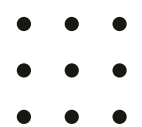
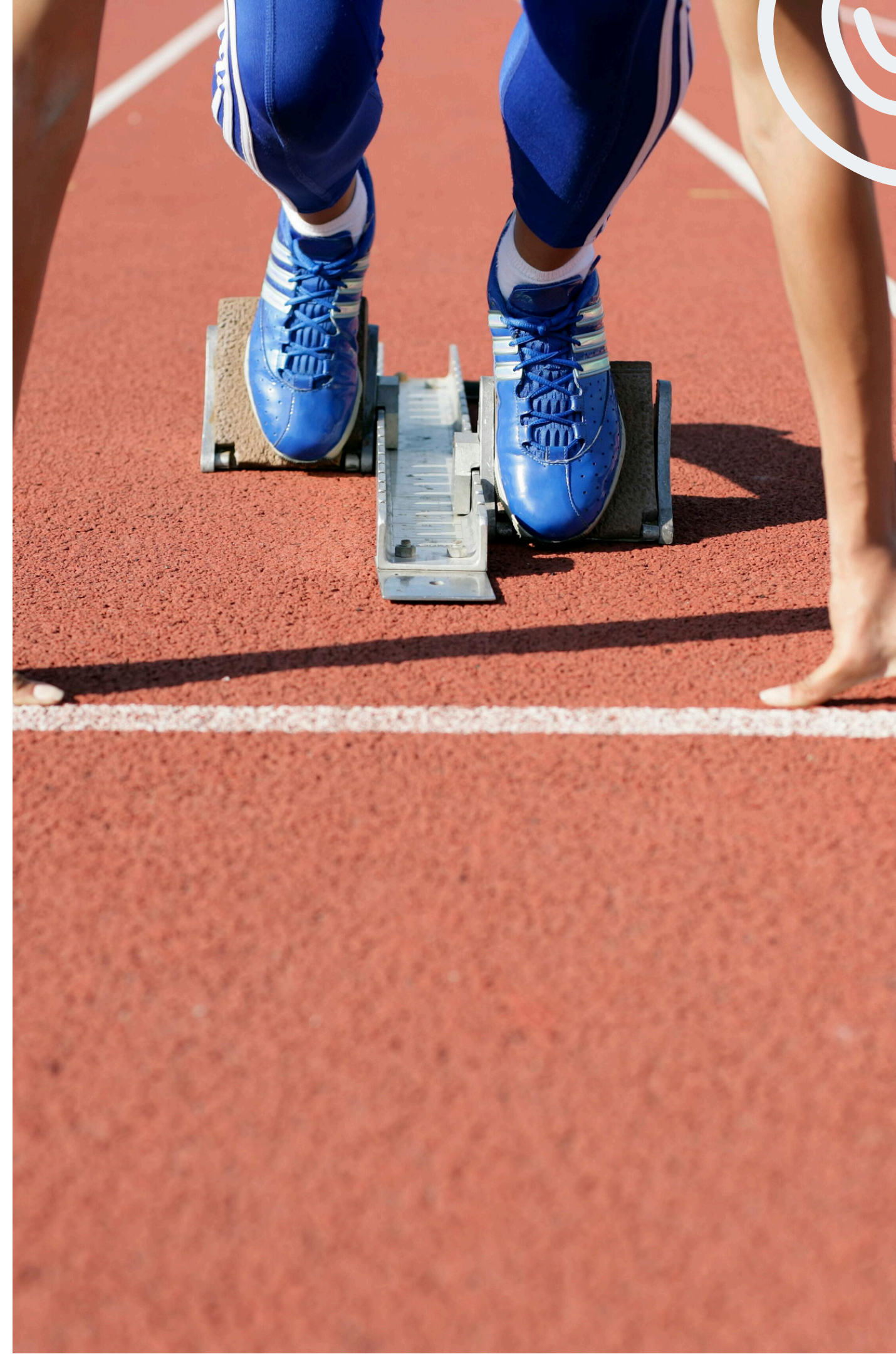
Why Brightcom Now

Dual engines: AdTech + Defence AI

25-year track record of scaling & acquisitions

Depth of leadership & governance

Advantage of timing with respect to value



Market Validation & Recognition



Strong Pixalate Seller Trust rankings:
#6 China | #10 Spain | #14 Ireland & Japan |
#15 France | #17 Switzerland



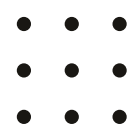
Databeat Report: OMS #1 Scaling SSP (2025):
1,169 new direct publisher connections in a
month



Hurun 500: Biggest Value Gainer (2021)



**Global partnerships with Fortune 500
agencies & clients**



Strategic Roadmap

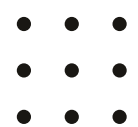
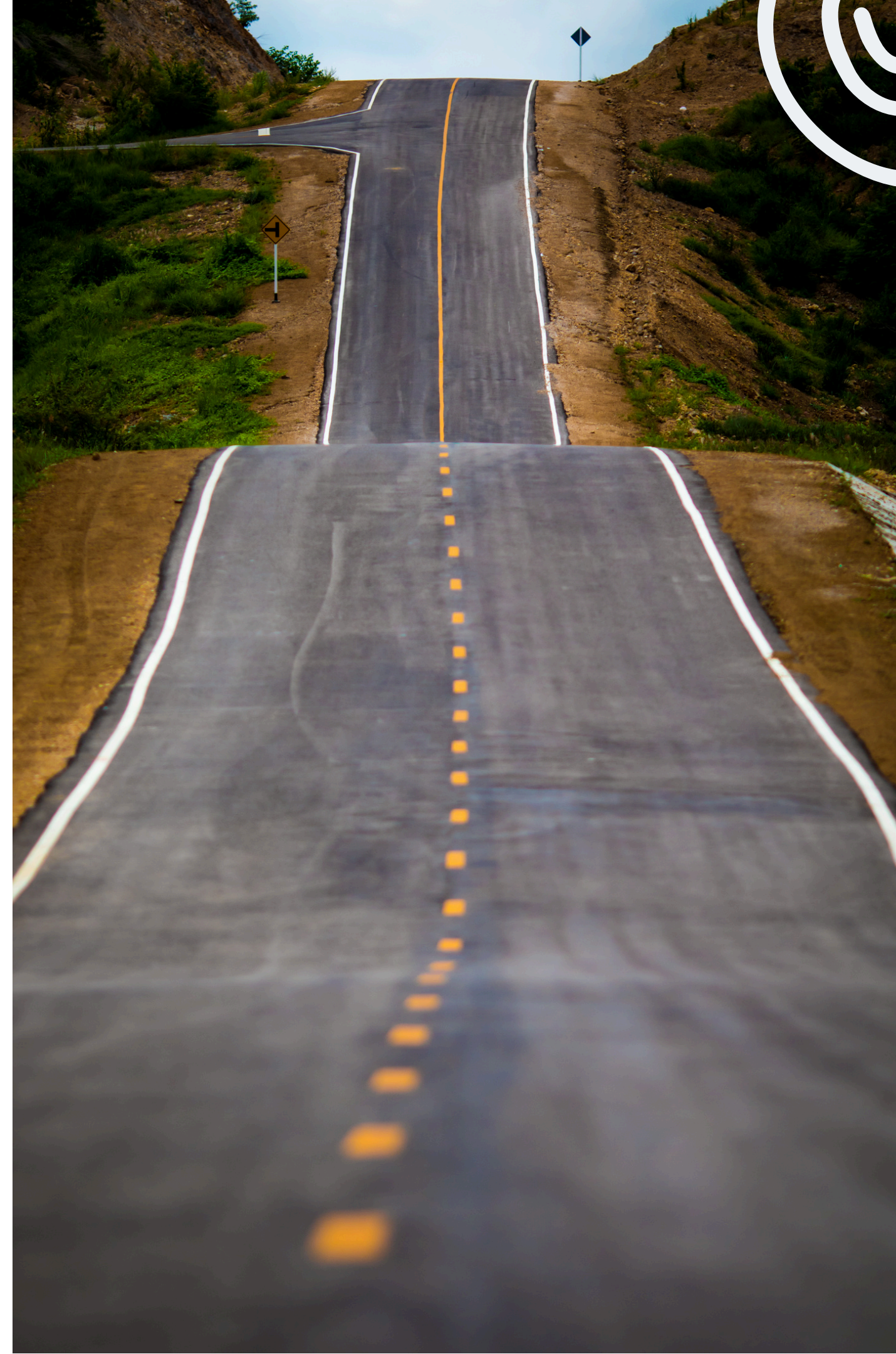
AdTech Growth: EMEA Markets & Privacy-first Advertising stack

Defence AI: Collaborate with Defence PSUs & Global OEMs

Financial Discipline: Sustain double-digit top-line growth with margin improvements

Governance: Stakeholder engagement via transparent reporting & disclosures

Vision: To become one of India's top Defence AI players with global relevance & to be Recognized Global AdTech Leader.



Closing Message



Brightcom has navigated 25 years of digital evolution.

Today, it stands at the intersection of AdTech scale + Defence AI innovation.

**Foundation is strong.
Momentum is real.**

**The future is bigger
than just advertising.**





Thank you!

