



Ref: BCG/SE/2023/Aug-11

Date: August 18, 2023

To  
**BSE Limited**  
P. J. Towers, 25th Floor,  
Dalal Street, Mumbai - 400001.  
BSE Scrip Code: 532368

To  
**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051.  
NSE Symbol: BCG

**Sub: Investor Presentation on Q1 for Financial Year 2023-24**

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and in continuation of the intimation provided by the Company on August 16, 2023, regarding the Investor Call, please find below the links to the Investor Presentation on Financial Results for the quarter ended June 30, 2023. These presentations have been uploaded on the Company's website, and the same are appended to this letter.

Link to access the Investor Presentation:

<https://www.brightcomgroup.com/wp-content/uploads/2023/08/FY-2023-24-Q1.pdf>

Kindly make a note of the above information.

Thanking you,

Yours Truly,

**For Brightcom Group Limited**

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**Rajesh Vankadara**  
Company Secretary





brightcom  
group

Q1 FOR FINANCIAL YEAR 2023-24



LEADING THROUGH TECHNOLOGY  
WINNING THROUGH PEOPLE

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This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost overruns on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.



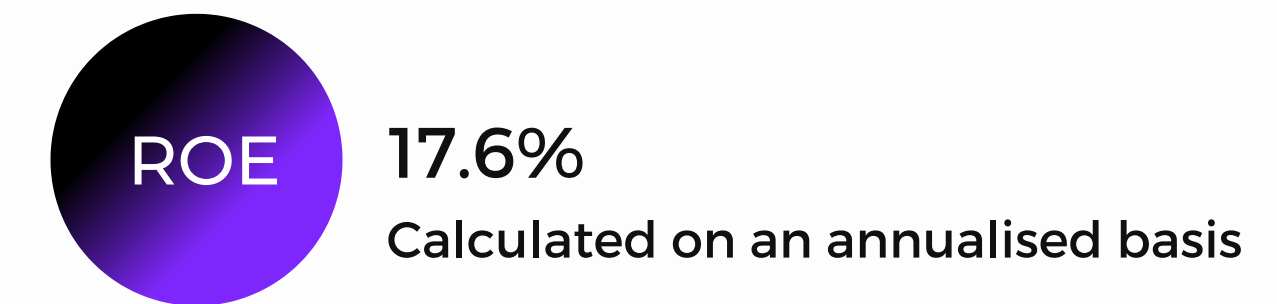
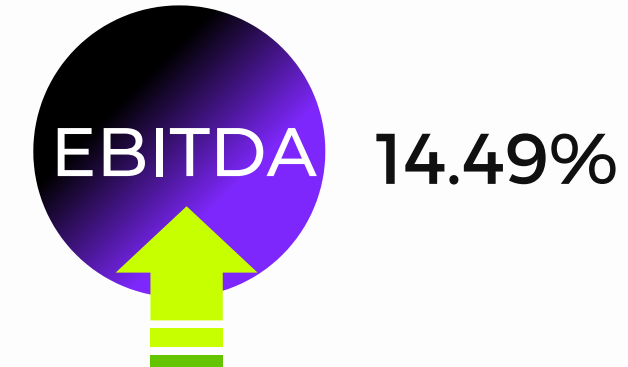
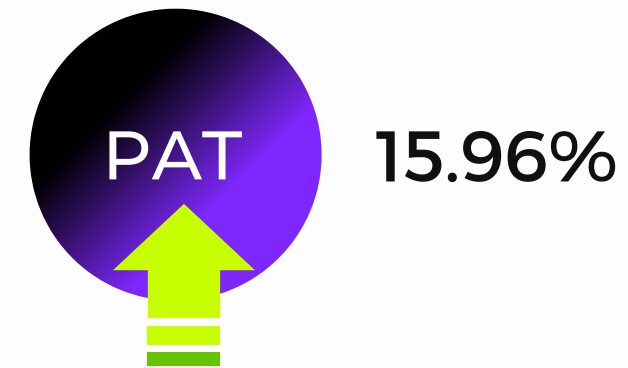
# BRIGHTCOM GROUP

- Global presence across 25 countries
- Strong business footprint in US, Europe, UK, Israel, and Australia
- Headquartered in Hyderabad, India
- Employee strength of 450+



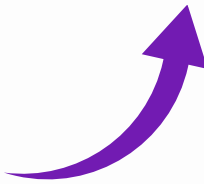
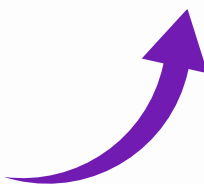

# FINANCIAL HIGHLIGHTS: Q1 2022-23 Vs 2023-24


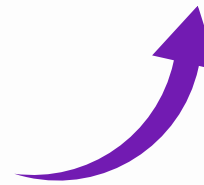
(IN RS CRORES)




- The company reported a strong quarter ended June 30, 2023 with consolidated revenues of Rs. 1690.32 crores and PAT of Rs. 321.47 crores for Q1 23-24.
- The EPS is 1.59 for Q1 2023-24 compared to 1.37 in Q1 2022-23, about 16% increase.

# KEY DRIVERS OF GROWTH

-  Building client reach across Geographies.
-  The introduction of new products such as 'Audio Ads'.
-  Adapting to new trends and embracing the ongoing changes in mix of Performance vs CPM Ads.

-  Successful partnership with 'LoopMe' (<https://loopme.com/>), putting Brightcom Group in a position to increase its reach and expertise in the field of digital advertising
-  Begun efforts to establish a significant office presence in key Asia Pacific hubs, such as Kuala Lumpur or Hong Kong, and to look for strategic partnerships with compatible associates in the region.



3 New Ad agencies  
12 new direct advertisers  
4 new newspaper relationships: for 'B-Local' exchange.

# BUSINESS UPDATE

- Etai Eitany and Roni Gelman to attend DMEXCO 2023.
- We are attending the DIGIDAY Publishing Summit in Miami this September with Ezequiel Moschovich, VP Business Development and Assaf Sassoon, Head of Sales.
- Introducing our newest senior additions, David Ben-Dov and Inbar Levy in Ad Operations in Israel.
- Ms. Neha Pamnani, a practising company secretary, was appointed as the Secretarial Auditor of the Company for the financial year 2022-23.
- Peshwa Acharya, President - Group Strategy and Narayana Raju, CFO to set the SLRP (strategic long-range planning) in motion.





# GLOBAL FOOTPRINT



(This map is just for graphical representation and is not indicative of the precise location of the offices)

# TEAM

**Suresh Reddy**

Chairman & CEO

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**Vijay Kancharla**

Chief Innovation Officer

**Bradley N Cohen**

Chief Strategy Officer

**Satish Cheeti**

President - Audio

**Narayana Raju**

Chief Financial Officer

**Peshwa Acharya**

President - Group Strategy

**Sreedhar Reddy**

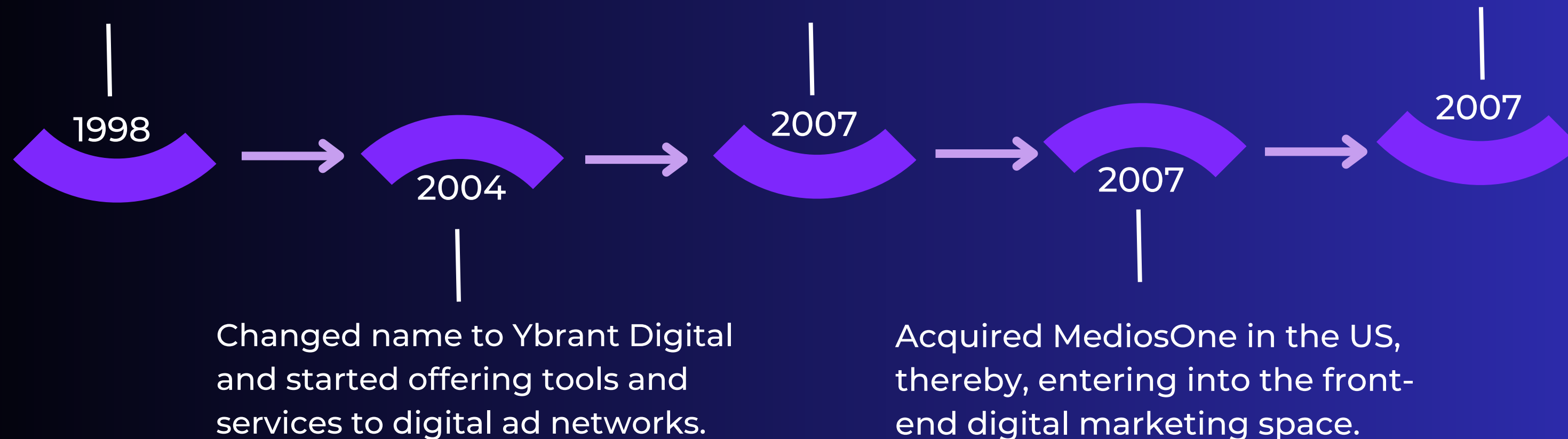
General Manager - India Operations

# TIMELINE

Started as USA Greetings in the US and renamed it to Ybrant Technologies in 2000.

Acquired email marketing platform, VoloMP.

Raised US\$ 30 million from a few PE firms. Acquired AdDynamix in the US.



# TIMELINE

Acquired Online Media Solutions in Israel with presence in 13 countries in Europe and South America.

2008



2008

Raised US\$ 20 mn from Everest Capital. Acquired Dream Ad, Argentina. Acquired Max Interactive based in Australia.

Raised US\$ 18 mn from Oak India and Batterymarch. Acquired LYCOS from Daum Communications.

2010

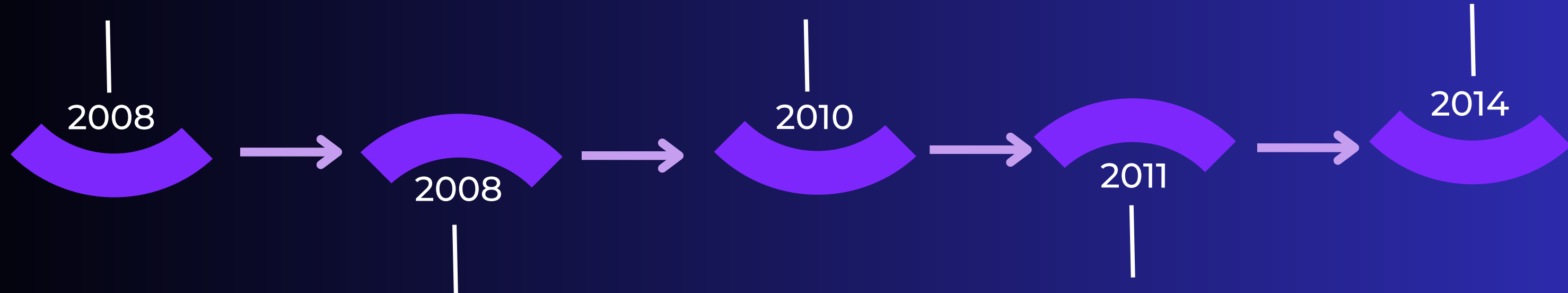


2011

Merger of Ybrant Digital and LGS Global. Facebook chooses Ybrant Digital as an official marketing API partner.

Changed name to Lycos Internet Limited. Lycos TV adds cool new content.

2014



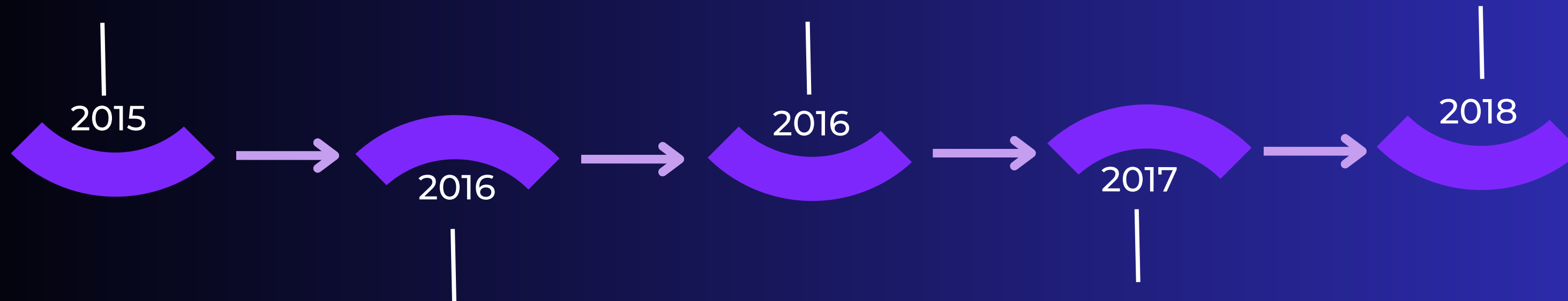


# TIMELINE

LYCOS Gets Listed on the National Stock Exchange of India.  
Announces Lycos LIFE Division.

COMPASS nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016. Lycos LIFE band features in '10 best fitness bands in India.

Changed name to Brightcom Group Limited.



Brightcom Programmatic Platform launched and Ranked #4 in Video Seller Trust Index. Chosen as Top Alternative Ad Network in MonetizeMore's 2016 roundup.

Was listed as #1 in the world by Pixelate's Video Trust Index (International).  
Launched Israeli Ad-Tech Map. Ranked #345 in Business World Real 500 List.

# TIMELINE

Featured among Fortune India 500 for the year 2019. Expanded offerings in Artificial Intelligence and Machine Learning.

2019



2021



2021



2022



2023

Included in S&P BSE 500. Ranked # 235 in NSE 500. Company became debt-free.

Brightcom's HyGrowth Model was introduced. Brightcom and Consumable, Inc., USA, signed a definitive agreement to form a joint venture to offer Audio Ad Solutions.

Recognized as the "Biggest Value Gainer" across India by Burgundy Private Hurun India 500 List, 2021. Included in MSCI (Morgan Stanley Capital International).

25th global office opened in Berlin which is a technology and innovation hub. Decision to invest on Quantum Computing Innovation Lab being set up in collaboration with Qulabz.

# SERVING SOME OF THE BIGGEST BRANDS WORLDWIDE

**P&G**

**Coca-Cola**

**TITAN**

**BRITISH AIRWAYS**

**SONY**

**ITC**  
ITC Limited

**ICICI Bank**

**Unilever**

**HYUNDAI**

**vodafone**

**LIC**  
भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

**MARUTI SUZUKI**

**M TV**

**Lenovo**

**SAMSUNG**

**STAR**

**QATAR**  
AIRWAYS القطرية

**airtel**

# WE WORK WITH SOME OF THE LEADING AD AGENCIES



**mediacom**



neo@Ogilvy

SAATCHI & SAATCHI

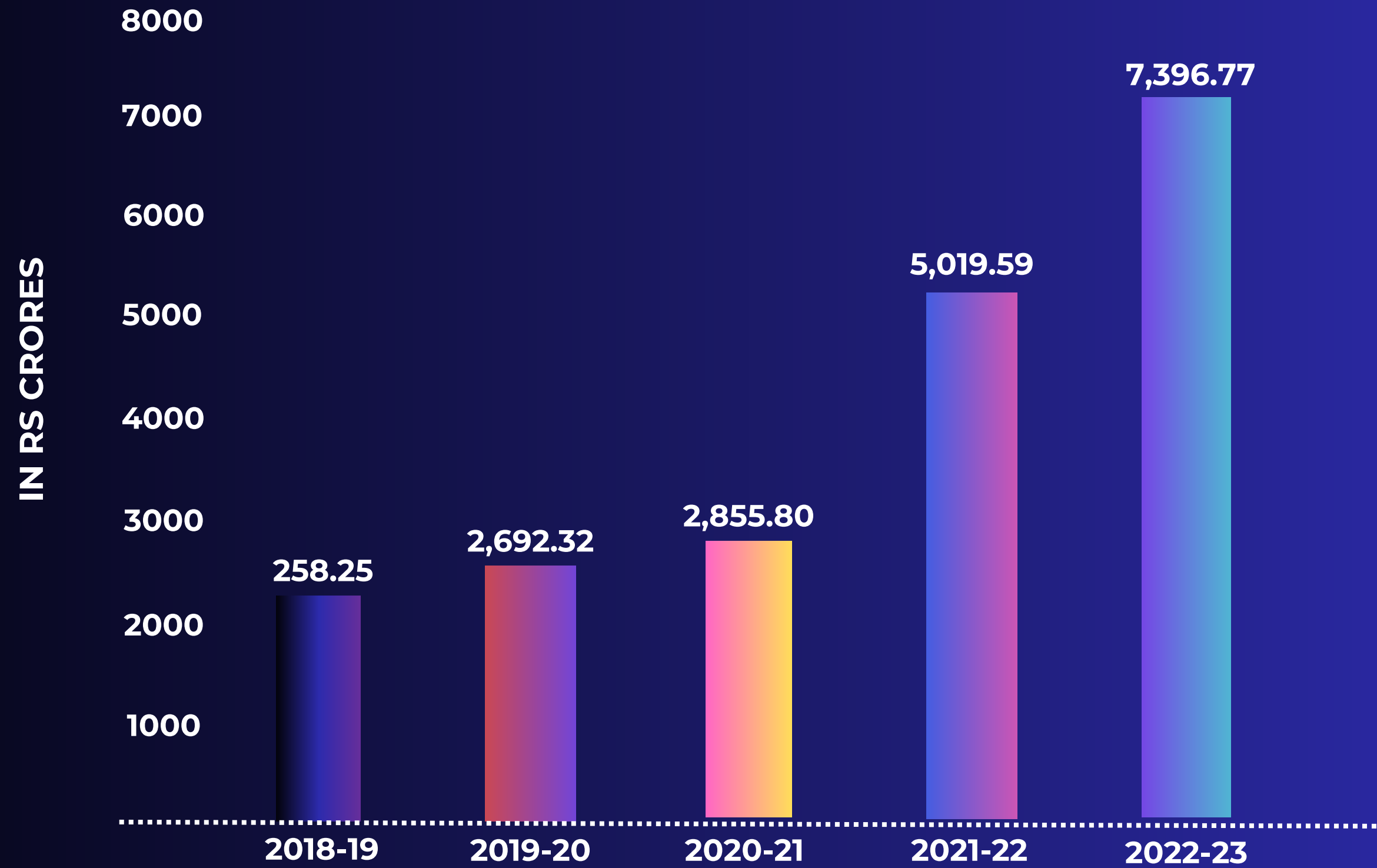
OgilvyOne  
worldwide

**MINDSHARE**



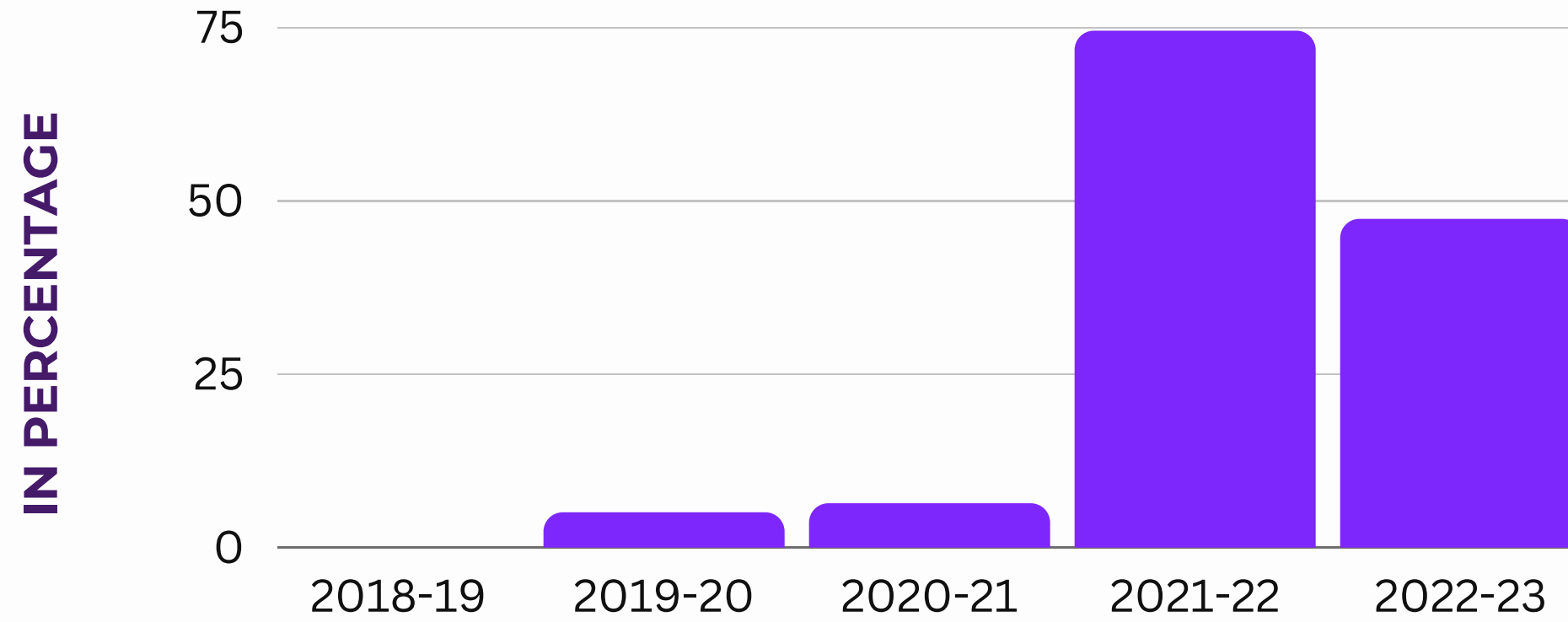


# YoY REVENUE GROWTH



# ANNUAL REVENUE GROWTH RATE

(IN PERCENTAGE)



**CAGR for 3 Years: 37.33%**

**CAGR for 5 Years: 23.45%**

# Q1 STANDALONE REVENUE



The revenue in our Standalone Business has gone up by Rs 64.5 Crores driven by Incremental Revenue from our new Audio Business in North America and also dividend from Global Subsidiaries.

# CONSOLIDATED REVENUES - ROBUST GROWTH

(YOY IN RS CRORES)

<b>Historical Income Statements (FY 2018-19 to 2022-23)</b>					
<b>Operating Information</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
Digital/Advertisement Revenue	₹ 2,132.07	₹ 2,233.86	₹ 2,494.84	₹ 4,657.13	₹ 6,967.57
Software Revenue	₹ 448.18	₹ 458.46	₹ 360.96	₹ 362.46	₹ 429.20
<b>Total</b>	₹ 2,580.25	₹ 2,692.32	₹ 2,855.80	₹ 5,019.59	₹ 7,396.77
Other Revenue	₹ -2.51	₹ 14.15	₹ 20.82	₹ -2.22	₹ -6.46
<b>Revenue</b>	<b>₹ 2,577.74</b>	<b>₹ 2,706.47</b>	<b>₹ 2,876.62</b>	<b>₹ 5,017.37</b>	<b>₹ 7,390.31</b>
Growth Rate - Consolidated Revenue	0.00	4.99	6.29	74.42	47.29
Cost of Sales/Services	₹ 1,454.30	₹ 1,522.26	₹ 1,606.84	₹ 2,914.11	₹ 4,344.80
<b>Gross Profit</b>	<b>₹ 1,123.44</b>	<b>₹ 1,184.21</b>	<b>₹ 1,269.78</b>	<b>₹ 2,103.26</b>	<b>₹ 3,045.51</b>
SG&A	₹ 379.77	₹ 373.05	₹ 383.68	₹ 598.91	₹ 879.84
Depreciation & Amortization	₹ 135.10	₹ 179.53	₹ 226.09	₹ 246.24	₹ 265.55
<b>EBIT</b>	<b>₹ 621.75</b>	<b>₹ 637.93</b>	<b>₹ 660.12</b>	<b>₹ 1,258.42</b>	<b>₹ 1,900.53</b>
Amortization	₹ -	₹ -	₹ -	₹ -	₹ -
<b>EBITA</b>	<b>₹ 621.75</b>	<b>₹ 637.93</b>	<b>₹ 660.12</b>	<b>₹ 1,258.42</b>	<b>₹ 1,900.53</b>
Depreciation	₹ 135.10	₹ 179.53	₹ 226.09	₹ 246.24	₹ 265.55
<b>EBIDTA</b>	<b>₹ 756.85</b>	<b>₹ 817.46</b>	<b>₹ 886.21</b>	<b>₹ 1,504.66</b>	<b>₹ 2,166.08</b>
EBIDTA Margin(%)	29.36%	30.20%	30.81%	29.99%	29.31%
EBIDTA Growth(%)	0.00	8.01	8.41	69.79	43.96
<b>Pre-Tax Income</b>	<b>₹ 607.98</b>	<b>₹ 631.63</b>	<b>₹ 660.01</b>	<b>₹ 1,258.11</b>	<b>₹ 1,900.12</b>
Income Taxes	₹ 164.58	₹ 177.04	₹ 177.00	₹ 345.90	₹ 529.13
Effective Tax Rate	26.47%	27.75%	26.81%	27.49%	27.84%
<b>Net Income</b>	<b>₹ 443.40</b>	<b>₹ 454.59</b>	<b>₹ 483.01</b>	<b>₹ 912.21</b>	<b>₹ 1,370.99</b>
Net Income Margin	17.74%	17.03%	16.79%	18.19%	18.56%



# CONSOLIDATED REVENUES - ROBUST GROWTH

(QoQ IN RS CRORES)

<b>Historical Quarterly Income Statements (FY 2019-20 to 2023-24)</b>					
<b>Operating Information</b>	<b>Q1 2019</b>	<b>Q1 2020</b>	<b>Q1 2021</b>	<b>Q1 2022</b>	<b>Q1 2023</b>
Digital/Advertisement Revenue	₹ 463.32	₹ 524.66	₹ 566.07	₹ 1,386.30	₹ 1,593.49
Software Revenue	₹ 111.67	₹ 114.89	₹ 87.97	₹ 94.30	₹ 96.83
Other Revenue	₹ 0.27	₹ -0.01	₹ -0.93	₹ -3.14	₹ 0.16
<b>Revenue</b>	<b>₹ 575.26</b>	<b>₹ 639.54</b>	<b>₹ 653.11</b>	<b>₹ 1,477.46</b>	<b>₹ 1,690.48</b>
Growth Rate - Consolidated Revenue	6.21	11.17	2.12	126.22	14.42
Cost of Sales/Services	₹ 314.66	₹ 361.62	₹ 364.45	₹ 841.45	₹ 961.21
<b>Gross Profit</b>	<b>₹ 260.60</b>	<b>₹ 277.92</b>	<b>₹ 288.66</b>	<b>₹ 636.01</b>	<b>₹ 729.27</b>
SG&A	₹ 76.51	₹ 87.84	₹ 84.73	₹ 183.50	₹ 211.19
Depreciation & Amortization	₹ 35.73	₹ 51.14	₹ 57.66	₹ 65.86	₹ 72.27
<b>EBIT</b>	<b>₹ 150.31</b>	<b>₹ 140.51</b>	<b>₹ 141.42</b>	<b>₹ 386.76</b>	<b>₹ 445.91</b>
Amortization	₹ -	₹ -	₹ -	₹ -	₹ -
<b>EBITA</b>	<b>₹ 150.31</b>	<b>₹ 140.51</b>	<b>₹ 141.42</b>	<b>₹ 386.76</b>	<b>₹ 445.91</b>
Depreciation	₹ 35.73	₹ 51.14	₹ 57.66	₹ 65.86	₹ 72.27
<b>EBIDTA</b>	<b>₹ 186.04</b>	<b>₹ 191.65</b>	<b>₹ 199.08</b>	<b>₹ 452.62</b>	<b>₹ 518.18</b>
EBIDTA Margin(%)	32.34%	29.97%	30.48%	30.64%	30.65%
EBIDTA Growth(%)	NA	3.01	3.88	127.36	14.48
<b>Pre-Tax Income</b>	<b>₹ 148.36</b>	<b>₹ 138.94</b>	<b>₹ 146.27</b>	<b>₹ 386.65</b>	<b>₹ 445.81</b>
Income Taxes	₹ 39.70	₹ 37.56	₹ 40.72	₹ 109.41	₹ 124.34
Effective Tax Rate	26.41%	26.73%	28.79%	28.29%	27.88%
<b>Net Income</b>	<b>₹ 108.66</b>	<b>₹ 101.38</b>	<b>₹ 105.55</b>	<b>₹ 277.24</b>	<b>₹ 321.47</b>
Net Income Margin	19.23%	16.10%	15.42%	18.77%	19.02%

# CONSOLIDATED SEGMENT-WISE GROWTH

(Q1 IN RS CRORES)



# Strategic Long Range Planning - Growth Drivers

01

## Quantum Computing & AI

At Brightcom, we are incorporating more of AI into our platforms towards an AI-enabled effective Ad Campaign Optimization.

02

## Vertical Integration

Brightcom Group might consider vertical integration by acquiring or partnering with companies in their industry supply chain. This can help in streamlining operations and reducing costs.

03

## Brand Building & Brand Recognition

BCG will continue to invest in brand-building efforts and strategic marketing campaigns to increase brand awareness and enhance the perception of the brand.

04

## Geographical Expansion

Brightcom Group will explore APAC expansion opportunities, exploring new markets with potential growth and limited competition, as the company already has plans for expansion.

# STRATEGIC FRAMEWORK

01

## APAC EXPANSION

- Eyeing local strategic partnerships.
- Begun efforts to establish a significant office presence in key Asia Pacific hubs, such as Kuala Lumpur or Hong Kong.
- By 2040, Asia will account for 50% of the global consumption growth offering a \$10 trillion opportunity.

02

## ADAPTING TO AI & ML

- Partnered with LoopMe.
- LoopMe is a technology company that uses artificial intelligence (AI) to improve brand advertising performance and outcomes.
- LoopMe was the first to apply AI to brand advertising and its intelligent marketplace, finding solutions to industry challenges.

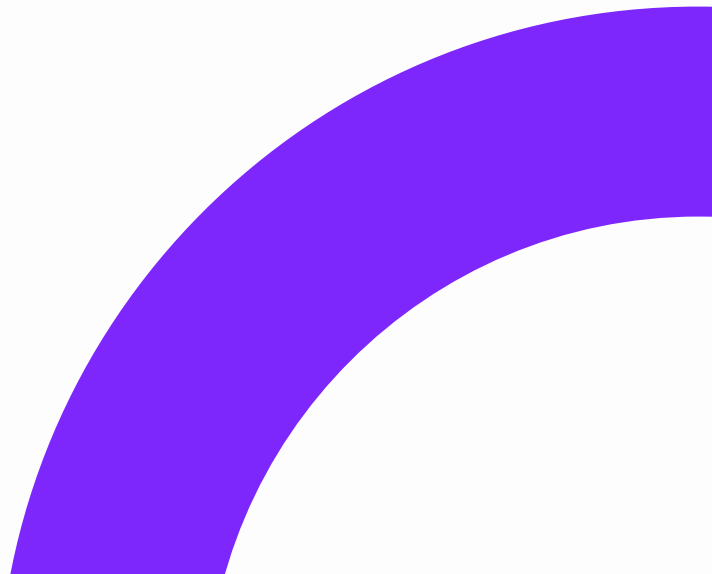
03

## IMPROVING CORPORATE GOVERNANCE

- Appoint an Investor Relationship Officer to handle shareholder grievances and streamline processes effectively.
- Ms Neha Pamnani, a practising company secretary, was appointed as the Secretarial Auditor of the Company for the financial year 2022-23.

# IMPORTANCE OF AI IN ADTECH

At Brightcom, we are incorporating more of AI into our platforms towards an AI-enabled effective Ad Campaign Optimization: AI algorithms optimize our digital advertising campaigns by analyzing data on user behavior, preferences, and engagement with ads. This helps us in delivering targeted ads to the right audience, optimizing ad spend, and increasing ad performance. Our AI-enabled AdTech Platforms enable:

- Better Audience Targeting and Segmentation
  - Real-time Bidding (RTB) Optimization
  - Predictive Analytics
  - Ad Creative Optimization
  - Ad Placement and Contextual Targeting
  - Fraud Detection and Prevention
  - Campaign Performance Analysis
  - Personalization and Dynamic Creative Optimization (DCO)
  - Budget Allocation and Optimization
  - Ad Attribution and Measurement
- 

# SHAREHOLDING

SHAREHOLDING PATTERN OF BRIGHTCOM GROUP LIMITED FOR QUARTER ENDED JUNE 30, 2023			
Sl. No.	Category of Shareholder(s)	No. of Shares	% of holding
1	Promoter (s) / Promoter Group	37,21,23,848	18.44
	<b>PUBLIC</b>		0.00
2	Mutual Funds	16,32,154	0.08
3	NBFCs Registered with RBI	41,500	0.00
4	Foreign Portfolio Investors Category I	10,77,71,065	5.34
5	Foreign Portfolio Investors Category II	7,13,42,266	3.53
6	Overseas Corporate Bodies	6,00,000	0.03
7	Corporate Bodies	5,19,62,946	2.57
8	Non Resident Indians (NRIs)	18,09,28,502	8.96
9	Trusts	2533	0.00
10	Key Managerial Personnel	3458	0.00
11	Resident Individuals	1,22,94,00,327	60.91
12	Clearing Members	27,13,274	0.13
	<b>GRAND TOTAL</b>	<b>2,01,85,21,873</b>	<b>100.00</b>
Note: for detailed Shareholding Pattern, please refer <a href="http://www.bseindia.com">www.bseindia.com</a> ; <a href="http://www.nseindia.com">www.nseindia.com</a>			

# MARKET LANDSCAPE

COMPANIES										
GLOBAL	DIGITAL MEDIA	INTERNET & SOCIAL	VIDEO ADS	AUDIO ADS	MEDIA & ENTERTAINMENT	MOBILE	ADVANCED MARKETING & SOFTWARE DEVELOPMENT	AI & DATA ANALYTICS	EMAIL MARKETING	E-COMMERCE
BRIGHTCOM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GOOGLE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FACEBOOK	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
AMAZON	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ADOBE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
THE TRADE DESK	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗
XANDR (PREVIOUSLY APPNEXUS)	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗
VERIZON MEDIA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CRITEO	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓
PUBMATIC	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗
LIVERAMP	✓	✓	✓	✗	✗	✓	✗	✓	✓	✗
OUTBRAIN	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗
TABoola	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
SIMPLIFI	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗
BASIS TECHNOLOGIES (PREVIOUSLY CENTRO)	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗
YIELDMO	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗
OPENX	✓	✓	✓	✗	✗	✓	✓	✓	✗	✗
MATOMY MEDIA	✓	✓	✓	✗	✗	✓	✓	✗	✓	✗
ADFORM	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
ADBOT	✓	✗	✓	✗	✗	✓	✗	✗	✗	✗
TRITON DIGITAL	✓	✗	✓	✓	✓	✓	✗	✗	✗	✗
METaverse MOD SQUAD	✓	✓	✗	✗	✓	✗	✗	✗	✗	✓
BIDMIND (PREVIOUSLY FIKSU)	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗
NEWSMAX MEDIA	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
INNOVID	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<b>INDIAN</b>										
APFLE	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
INMOBI	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
ADZ JUNCTION	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗
EMIAC Technologies	✗	✗	✗	✗	✗	✗	✓	✓	✗	✓
DIGVIGYAN	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗
GLOBALE MEDIA	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗
MCANVAS	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗
STREAMLYN	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗





**THANK YOU!**

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