



# brightcom group

Investor Presentation 2018

## DISCLAIMER

Certain Statements in this release reflecting our future growth prospects are forward – looking statements which involve a number of risks and uncertainties that could cause result to differ materially from those in such forwarding looking statements. The risks and uncertainties relating to these statements include but are not limited to risks and uncertainties with respect to fluctuation in earnings, our ability to manage growth, intense competition in online advertising including these factors which may affect our cost advantage, cost of resources and introduction of regulations that might impact the prospects, our ability to successfully complete the planned projects, general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.

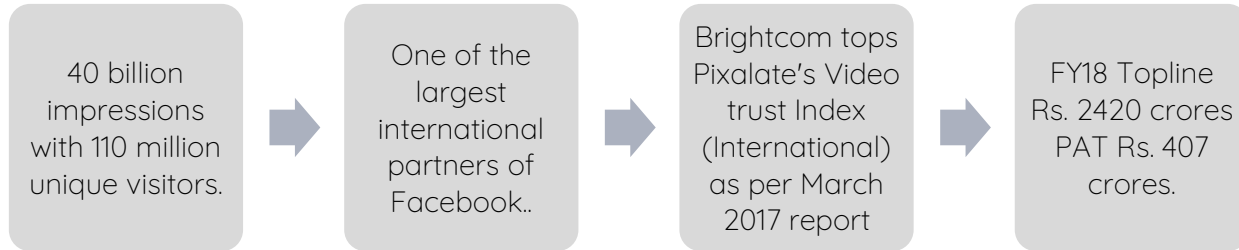
## ABOUT US

Brightcom Group consolidates Ad-tech, New Media and IoT based businesses across the globe, primarily in the digital eco-system.

Brightcom group's renowned global presence, including in the US, Israel, Latin America ME, Western Europe and Asia Pacific regions, positions us at the forefront of the digital landscape, enabling us to support partners in their efforts to leverage and benefit from current global trends.

Brightcom Media, enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month.

# SNAPSHOT



# AGENCIES



# ADVERTISERS



# OUR SERVICES



video



mobile



display



software



exclusive media



ad tech



social



connected tv

# FINANCIALS

Particulars	In Crores	
	12 Months ended 31st March, 2018	12 Months ended 31st March, 2017
Total Income	2,420.28	2,452.00
Expenses		
Cost of sales/services	1,366.32	1,376.48
Finance cost	14.79	15.24
Other Expenses	448.81	441.26
Total expenses	1,829.93	1,832.98
Profit before tax	590.34	619.01
Total Tax Expenses	183.34	189.76
Net profit after tax	407.00	429.24
EPS	8.55	9.01

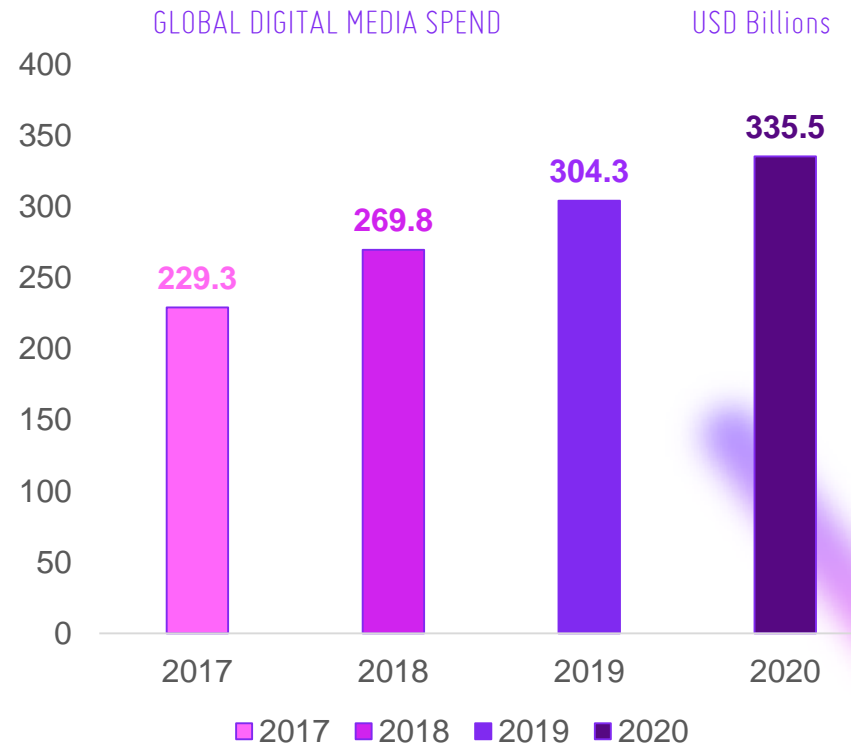
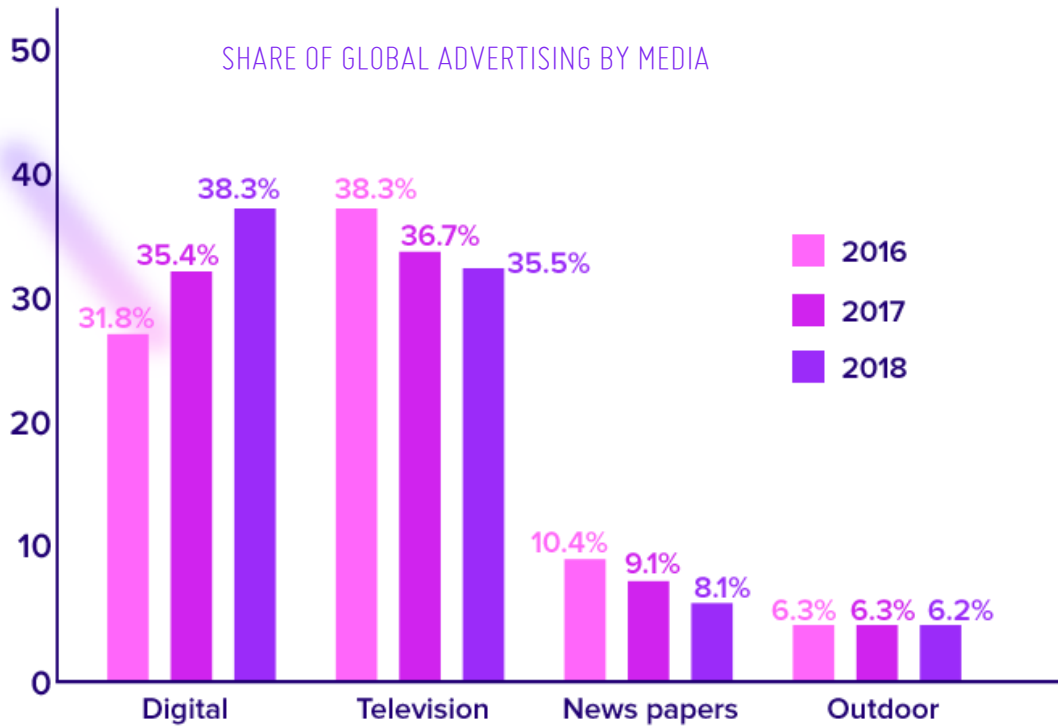
# FINANCIALS

Utilization of EBITDA during the year 2017-18	Amount In Rs in Crs
EBITDA	713.29
Product Development	
Media	96.21
Network advertisers	80.10
Capital (Work in progress)	124.99
Working Capital	190.10
Tax	181.44
Fixed assets	11.67
Bank payments	19.92
Increase in bank balance	8.86

Revenue Segment	In Rs in Crs	
	Digital Revenue	Software Revenue
FY2018	1,967.8	453.0
FY2017	1,996.9	454.3
FY2016	1,818.9	436.9

Digital Revenue Geography wise	
USA	49.04%
UK	2.90%
Europe	23.76%
Asia Pacific	4.61%
Australia	2.01%
Latin America	13.73%
RoW	3.95%

# INDUSTRY







## DIVISIONS

Brightcom media - enables businesses, agencies, and online publishers worldwide, serving 40 billion impressions every month.

VoloMP - VoloMP is a bulk email platform that provides clients with scalable mass mailing solutions with features including reporting, tracking and list maintenance.

Dyomo - offers Business Solutions to meet the Enterprise IT needs.

Consumer Products - Brightcom consumer products division is focused on IoT. Our LIFE product is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the “Internet of Things” (IoT).



## PLATF O R M S

Compass (OneTag) - Compass is the big data/CouchBase based scalable tag management and revenue optimization tool for our publishers.

Pangea - Special tool to manage Facebook and other social campaigns at the next level of granularity.

Business Intelligence - We completed our first BI integration platform for its Display and Video divisions using cutting edge technology and end-to-end solution on Google eco system.

Yield optimization platform (Waterfall) - A new- generation platform that open the doors to premium marketplaces (including tier 1 & tier 2 worldwide publishers).

Programmatic video buying - We engaged with platforms like BrightRoll, AdapTV, LiveRail, Tremor Media amongst others to actively participate in online video advertising revolution.

# SOME OF OUR PUBLISHERS



philly.com



publir

eBaum's  
WORLD

lastminute.com

Vayama

TENNIS



COX MEDIA  
GROUP

AP



Little Things.com

skyscanner

萬維讀者  
Creaders.net

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# SOME OF OUR ADVERTISERS



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# TOP MANAGEMENT

SURESH REDDY  
Chairman and CEO

VIJAY KANCHARLA  
Chief Innovation Officer

JACOB NIZRI  
President

BRADLEY N COHEN  
Chief Strategy Officer

YANIV BEN ATIA  
Chief Technology Officer

SRINIVASA RAO YEPURI  
Chief Financial Officer

## BOARD OF DIRECTORS

### **Suresh Reddy**

#### **Chairman and CEO**

Suresh is the Chairman & CEO of Brightcom Group. An entrepreneur with a commitment to building high value businesses, Suresh is responsible for promoting the success of the group and its worldwide functions and sustainability. With over two decade of online marketing and advertising experience, he has a strong understanding of building effective cross-country and cross-cultural business operations. He directs and supervises the group's strategy and its implementation globally.

Prior to co-founding two successful companies USAGreetings and Ybrant Technologies, he worked in various roles across different industries in Fortune 500 companies, such as Caterpillar, Chrysler, SBC(PacBell) and Charles Schwab. Suresh holds an M. S. in Engineering from the Iowa State University and a B. Tech. in Mechanical Engineering from the Indian Institute of Technology, Kharagpur, India.

### **Vijay Kancharla**

#### **Chief Innovation Officer**

Vijay leads the innovations at Brightcom Group. He is responsible for the company's worldwide technology enhancements and innovations. Vijay has been at the forefront of the internet revolution and has vast experience in building innovative solutions for the online market.

Prior to co-founding USAGreetings and Ybrant Technologies, he worked with some of the Fortune 500 companies, such as Hewlett Packard and Pacific Bell.

Vijay holds an M. S. in Computer Science from the University of Louisville and a B. Tech. from the Jawaharlal Nehru Technological University, Hyderabad, India

## BOARD OF DIRECTORS

### **Raghunath Allamsetty**

#### **Independent Director**

Raghunath Allamsetty, is one of the veteran IT professionals in the country, who co-founded many US-based technology start-ups in India. Raghu is the co-founder of Platys Communications in India, which is one of the first Fab-less digital high speed ASIC (Chip) design house in Hyderabad that was acquired by Adaptec Inc., CA USA. Raghu is the Founder and Managing Director of Ivana Foods Pvt. Ltd., a Food Processing Technology company with the vision of being the world's first 100% natural, ready to consume, beverages and foods. His expertise extends into the areas of Management, Operations, R&D, Hardware Engineering, and Software Design & Development.

### **Dr. K. Jayalakshmi Kumari**

#### **Independent Director**

Dr. Jayalakshmi Kumari has a Ph.D. in social sciences, an M.A in Economics, M.A in Political Science, M.Phil. and M.Ed., with years of experience in teaching. With proven ability to constantly challenge and improve existing processes and systems, she has been participating and rendering voluntary services to many social organizations.

With a deep passion for teaching, Dr. Jayalakshmi brings in 15 years of experience from the educational sector having worked for leading schools and colleges in Hyderabad. Presently,

Dr. Jayalakshmi is also an Independent director in the listed company M/s Cambridge Technology Enterprises Ltd., Hyderabad.

## BOARD OF DIRECTORS

### **Dr. Surabhi Sinha**

#### **Independent Director**

With a PhD in Mathematics from the Indian Institute of Technology, Kharagpur, and several academic publications to her credit, Dr. Surabhi Sinha started off as a Research Assistant at the Council for Scientific & Industrial Research, India, way back in 1992. She served as Project Associate in the Department of Mathematics – IIT, Kharagpur for around 7 years. Later, she moved on in 2005 to serve as a Faculty in Hyderabad Central University for 2 years.

Dr. Surabhi has published several academic papers in the field of Fuzzy Programming, Multi-level Non-linear Systems, Linear Programming Approaches, and Integer Solutions via Goal Programming.

Dr. Surabhi also holds an M.SC in Mathematics from IIT – Kharagpur, B.SC (Honors) in Mathematics from IIT-Kharagpur, and a Diploma in Information Technology from the National Institute of Information Technology, Delhi. To note, she received a gold Medal for excelling in the course work.





THANK YOU