



PISIPATI S.S. PRASAD JOINS BRIGHTCOM GROUP AS PRESIDENT - CORPORATE STRATEGY

Hyderabad, March 11, 2019: Brightcom Group (NSE: BCG | BSE: 532368), a global Internet brand for ad-tech, new media and IoT-based business, today announced that Pisipati S.S. Prasad was appointed as the President - Corporate Strategy of the company.

Prasad brings to the table a rich and varied experience of close to three decades in diverse businesses at Apollo Tyres Group. In his previous role as President and Director of Apollo Logisolutions Limited, he piloted the execution of the logistics business strategy of the group, including working on several joint ventures and expansions (organic and inorganic) across the globe.

Leading a team of over 2,000 employees, he has been responsible for the creation of a business portfolio having a balanced mix of asset-heavy and asset-light businesses which include five (5) dry ports across India, over 1.5 million sq. ft of warehousing space and integrated logistics solutions for major conglomerates, specifically in automotive and steel sectors.

Prasad is the recipient of the Best CEO award in the logistics business across India. He holds a Master's degree in Industrial Engineering from IIT Kharagpur.

Prasad commented: "Brightcom Group has developed a unique business model combining deep industry expertise with premier analytical capabilities. I am very excited about the opportunity to develop our corporate strategy and continue delivering outstanding outcomes for our stakeholders."

"Prasad is a highly-respected professional in the business world, known for specializing in growing companies into market leaders, and I am thrilled to welcome him to the Brightcom group's executive team," said Suresh Reddy, Chairman and CEO.

brightcom group limited (Formerly Lycos Internet Limited)





brightcom group

TEL : +91 (40) 67449910

EFAQ : +91 (22) 66459677

Media Contact:

Aishwarya Allamsetty

040 67449910

aishwarya@brightcomgroup.com

About the Company:

Brightcom Group consolidates ad-tech, new media and IoT based businesses across the globe, primarily in the digital ecosystem.

Brightcom Media, enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Its clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Yahoo! and Twitter. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia.

Brightcom Group's 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).

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.

For more information, please visit: www.brightcomgroup.com

brightcom group limited (Formerly Lycos Internet Limited)

FLOOR : 5, HOLIDAY INN EXPRESS & SUITES, ROAD NO : 2, NANAKRAMGUDA, GACHIBOWLI, HYDERABAD - 500032, TELANGANA, INDIA

EMAIL : IR@BRIGHTCOMGROUP.COM

WEB : WWW.BRIGHTCOMGROUP.COM

CIN : L64203TG1999PLC030996





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This press release contains "forward-looking statements" - that is, statements related to future, not past, events. In this context, forward- looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "should" or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behaviour of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward- looking statements.

