

PESHWACHARYA JOINS BRIGHTCOM GROUP'S BOARD OF DIRECTORS

Senior CXO, with 29 yrs experience across FMCG, Retail, E-commerce, Hospitality and Education domains, comes on Board.

Hyderabad, September 15, 2020 — The Board of Directors of Brightcom Group (BSE: 532368 | NSE: BCG) today announced the appointment of Peshwa Acharya as an independent director of the firm, effective immediately. Mr Acharya's appointment expands the Board to six directors, four of whom are independent directors.

"Peshwa's broad experience across important industries will add a valuable perspective to our Board of Directors," said Suresh Reddy, Chairman and CEO. "We appreciate his willingness to serve as a director and look forward to benefitting from his judgment and counsel."

Peshwa brings Deep & Diverse Consumer Marketing expertise and P&L leadership experience, built over the last 29 years across FMCG, Retail, Telecom, Technology, E-commerce and Hospitality domains. This Marketing Maestro is an alumnus of IIM Calcutta & IIT Kharagpur and has worked in various cities in India and across Asia and Africa. He currently plays the role of Chief Marketing Officer (Responsible for Marketing, Revenue and Admissions) at the Ampersand Group.

Commenting on his association with Brightcom Group, Mr Acharya said: "Marketing is not just about advertising and communication but should integrate with digital technology. Hence a CMO's role will now be based on creating unique digital experiences, ideally aided by effective technology solutions".

Peshwa's corporate journey includes working at P&G, Reckitt, Pepsi, Dabur, Reliance Retail, Globacom (Africa) and Sterling Holidays (A Fairfax company). Some of the brands launched / Relaunched & built by him are Reliance Digital, Hutch, Ariel, Dettol, Promise, Harpic, Mortein, Babool, Apps Daily and Housing.com. Later in 2015, he was handpicked as the first CEO of IIT Bombay Research & Innovation Park (ASPIRE). He also founded entrepreneurial ventures: Think as Consumer (www.thinkasconsumer.com) and Leven Healthcare.

MEDIA CONTACT

Ajay Ponna 040 67449910
ajay.ponna@brightcomgroup.com

ABOUT BRIGHTCOM GROUP

BRIGHTCOM GROUP CONSOLIDATES AD-TECH , NEW MEDIA AND IOT BASED BUSINESSES ACROSS THE GLOBE, PRIMARILY IN THE DIGITAL ECO-SYSTEM.

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

DISCLAIMER

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 per-

formance, 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.