



## Media Release – For Immediate Publication

November 7, 2021

Brightcom Group Ltd (BSE (BCG) | 532368 | NSE (INE425B01027), Leader in Digital Marketing Industry, has announced appointment of President for the Digital Audio Division

### KEY HIGHLIGHTS

- Satish Cheeti, a proven business leader with nearly three decades of work experience joins Brightcom Group
- Seasoned senior level leader with strategic experience in successfully driving digitization & transformation across varied Industries and Geographies
- He was associated with Delphi, Michigan (USA), PriceWaterhouse Coopers, Cyient and Ramky at a senior level.

### SATISH CHEETI TO BE THE PRESIDENT OF BRIGHTCOM AUDIO

Hyderabad - Nov 8, 2021 - Brightcom Group (NSE: BCG | BSE: [BCG.BO](#)) today announces the appointment of Satish Cheeti as President & Division Chief of the recently announced division Brightcom Audio.

Satish Cheeti previously served as the CEO of Ramky Reclamation and Recycling Ltd, part of Ramky Group. He started a formal recycling business, as a subsidiary of India's largest waste management company and also led their digitization drive. In his other avatars, Satish Cheeti was the co-founder and COO of the data sciences and ML division of Cyient Limited, Invati Insights. He worked at Delphi, helping the M&A group and led an extensive reorganization across four continents that involved over 4000 employees. He also worked at Pricewaterhousecoopers, where he was advising various Fortune 50 companies' CEOs on strategy and operations and Fiat Chrysler Automobiles. Satish holds management and advanced engineering degrees from University of Michigan (Ross Business School), Texas A&M University and Osmania University (India).

Satish Cheeti said "I am delighted to join Brightcom Group as we continue to profitably grow by adding strong digital audio capabilities. We are now uniquely positioned to provide Adtech solutions to Digital Media houses to monetize their traffic and create ROI to the advertisers targeting their consumers. I look forward to expanding opportunities to clients while enhancing value for the company."





Commenting on the development, Suresh Reddy, Chairman and CEO, Brightcom Group, said: "With the appointment of Satish to the role of Division Chief, Brightcom Audio, I am very confident we have the right leader in driving the strategy for the next evolution of BCG in Digital Audio. He will help execute the current acquisition process of the digital audio target company in the US. Satish will continue as the operational leader of the division post the acquisition. His mandate is to develop an entire game plan for the group to become a significant force in the audio segment of digital advertising in the coming years. He has the right mindset and experience to guide the company through these times of transformation."

Brightcom Group is looking at Digital Audio space which is perhaps the second most popular activity involving about 204 million listeners in US alone. Digital Audio is the ultimate multitasking media channel where nearly 50% of millennials and GenZ listen to digital content while doing their daily chores. As more users are joining the bandwagon, advertisers are following the users.

## MEDIA CONTACT

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## ABOUT BRIGHTCOM GROUP

Brightcom Group (Formerly, Lycos Internet Limited) provides a unique variety of multi-channel products, turnkey solutions and proprietary programmatic solutions. Our mission is to make it easier for our publishers to maximize yield across video, display and mobile channels. We empower our advertisers and demand-side partners by providing valuable access to high volume of quality ad impressions. Our network delivers over 60 billion impressions every month.

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks.

The Company has 22 office locations and has 463 employees and consultants worldwide. Brightcom client list contains some of the biggest names, i.e. 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. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptimedia, to name a few. Brightcom Group ranks at 400 among Fortune 500 India companies.

For more information please visit [www.brightcomgroup.com](http://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 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.

