



December 10, 2021

BSE Limited

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

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Press Release

Please take note of the attached Press Release which is going to be published.

This is for your information only.

Thanking you,

Yours faithfully,

for BRIGHTCOM GROUP LIMITED

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: a/a





Media Release – For Immediate Publication:

NILENDU CHAKRABORTY JOINS BRIGHTCOM GROUP'S BOARD OF DIRECTORS

Senior Financial Leader, with 29 years of experience working with Tatas in India and with companies such as Abu Hani Establishment and Bahwan Group in Oman, comes on Board.

DECEMBER 10, 2021

The Board of Directors of Brightcom Group (BSE: 532368 | NSE: BCG) today announced the appointment of Nilendu Chakraborty as an independent director of the firm. Mr Chakraborty's appointment expands the Board to seven directors, four of whom are independent directors.

Suresh Reddy, Chairman and CEO of Brightcom Group Limited, commented, "On behalf of the Company and the Board, I would like to extend a warm welcome to Nilendu. His extensive experience and integrated expertise in financial controls and reporting systems will add tremendous value to the Company.

Mr Nilendu Chakraborty has vast experience of over two decades in corporate finance and controls, especially in a leadership role of overseeing (1000+) employees in multi-geography, multi-industry enterprises. Mr Chakraborty is renowned for conceptualizing, developing and executing new business lines. He is a natural with contract negotiations and building excellent client relationships in the ecosystem.

Commenting on his association with Brightcom Group, Mr Chakraborty said: "I am looking forward to being on the Board of Brightcom Group. I like the diversity in the backgrounds of the various board members, which will help bring a 360-degree perspective to the decisions taken."





MEDIA CONTACT:

Ajay Ponna 040 67449910

ajay.ponna@brightcomgroup.com

ABOUT BRIGHTCOM GROUP:

Brightcom Group (Formerly, Lycos Internet Limited - incorporated in the year Jan-1999) is an Ad-Tech and Software Development Company, actively engaged in providing technical and economical solutions to Digital Advertisement, Marketing and Information Management sectors through tech, New Media, and IoT based businesses across the globe, primarily in the digital ecosystem.

Brightcom Group is a leading global provider of comprehensive Ad-Tech online 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.

Brightcom has 25 office locations and has about 1700 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.

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 the financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and 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.

