



September 20, 2022

**BSE Limited**

P. J. Towers, 25<sup>th</sup> 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 find enclosed the Press Release titled "Announcing the 'Brightcom-Qulabz Innovation Labs' for Quantum Computing".

This is for your information only.

Thanking you.

Yours faithfully,

**for BRIGHTCOM GROUP LIMITED**

**Authorised Signatory**

*Encl.: as above*





## Announcing the 'Brightcom-Qulabz Innovation Labs' for Quantum Computing

September 20, 2022

Brightcom Group Ltd. (BSE (BCG) | 532368 | NSE (INE425B01027), the leader in AdTech & Digital Marketing Industry, has announced on setting up a Quantum Computing Innovation Lab in collaboration with Qulabz Inc.

Brightcom expects this initiative to power its growth in the coming periods by significantly enhancing its technological edge. As per 'Boston Consulting Group', Quantum Computing could create a value of \$850 billion, across industries: Optimization - \$220 billion, Machine Learning-\$220 billion, Simulation - \$330 billion, and Cryptography - \$80 billion.

Further to Brightcom's announcement in August 2022 to enter the 'Quantum Computing' domain, the company today announced the setting up of a Quantum Computing Innovation Lab in collaboration with Qulabz with facilities that enable cutting edge experimentation in this domain.

The company proposes to set up a Quantum Lab, under a joint branding and ownership as 'Brightcom Qulabz Innovation Labs' for enabling creation of a Quantum AI team with technical and operational support to create applied AI and Quantum AI solutions and products.

The above mentioned 'Brightcom Qulabz Innovation Labs' will broadly include lab interior, clean room, optical tables, and other lab equipment related to conducting research in applications of Quantum Computing.

It represents the next frontier for technological innovation for Brightcom Group. With Mr. Nixon Patel on the advisory board of Brightcom Group, this collaborative effort will be a jump-start for the company's Quantum Computing venture. This Innovation Lab, will be state-of-the art, with cutting-edge Quantum





Simulators, Networks, Equipment, etc. and would be located at Hyderabad, India.

Mr Nixon Patel has 30 years of stellar expertise in innovating, scaling & growing sunrise tech businesses in areas of Quantum Computing, Voice & Digital solutions, etc. He is considered as an expert in the field of Quantum Computing, Data Science & AI. He has completed his Master of Business & Science (MBS) in Analytics, Rutgers University, NJ and Master of Science (MS) in Computer Science, New Jersey Institute of Technology (NJIT), NJ and undergrad from IIT Kharagpur. He is also an Adjunct Professor at IIT Hyderabad in AI & EE Department, appointed to ISO Quantum Computing International Standards Working Group (2018), also appointed to Inter-Ministerial committee on Quantum Communications by Govt. Of India DoT (2022).

Mr Peshwa Acharya, President of Group Strategy at Brightcom Group and the division head for 'BRIGHTCOM QUANTUM' said – "Brightcom has been at the forefront of technology over the years. I am convinced that Quantum Computing and its applications will be a promising growth area for those working in Digital Marketing and AdTech domain, amongst others. This is why, in collaboration with Qulabz, we are investing in this area of science, technology, and innovation to ensure that we can develop a tech leap, new IPs, new applications for us and our customers."

Mr Nixon Patel said: "Our discussion with Brightcom has been going on for a while now, and I am delighted to be joining the advisory board as well as co-creating the "Brightcom Qulabz Innovation Labs". We are already in the process of developing reliable, distributed, scalable quantum AI systems that will surpass today's classical methods. I think that this collaboration will open up enormous Quantum Computing potential, and harness the R&D and technical expertise available today and in the future."

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## ABOUT QULABZ

Qulabz is engaged in the domain of offering mentoring in technical product design, operational support, Business strategy and establishing Centers of Excellence in Artificial Intelligence (AI), NLP, Quantum Communications and Quantum Artificial Intelligence technologies, protocols, simulators and products.

## 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 24 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.

