



Ref: BCG/SE/2023/Aug-01

Date: August 02, 2023

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

To
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.
NSE Symbol: BCG

Sub: Outcome of the Board Meeting held on Wednesday, August 02, 2023 i.e., today of Brightcom Group Limited;

Dear Sir/Ma'am,

This is to notify you that the following is the outcome of the board meeting held on Wednesday, August 02, 2023, at its registered office.

1. During the meeting, the Board members reviewed the planning process of SLRP (strategic long-range planning) and suggested conducting it at intervals of 6 or 12 months. This will provide a structured approach to creating and visualizing strategies, executing growth roadmaps, and reviewing progress.

The responsibility of handling SLRP will be assigned to the company's executives, with periodic reviews by the Board.

2. The Board identified key growth areas, including Quantum Computing, where work has already commenced. The next significant opportunity lies in Generative AI, with great potential in AdTech and related industries. Geographical expansion in "white spaces," like the Asia Pacific (APAC) region, was also recognized.
3. In the area of Generative AI, the focus will be on:
 - a. A/B testing and Optimization
 - b. User experience optimization
 - c. Optimizing visual video and copy content to enhance client performance
 - d. Hyper-personalization and targeting
4. The Board has proposed the following action points:
 - a. Hire a high-quality Generative AI Officer to lead the company's agenda and oversee a concurrent engineering team. Estimated timeline: 4-6 months.
 - b. Establish a strong office presence in crucial Asia Pacific hubs, potentially Hong Kong or Kuala Lumpur.
 - c. Seek strategic collaborations with compatible partners in the APAC region to boost business growth synergistically.





- d. Develop specialized expertise within headquarters to facilitate effective partnerships and acquisitions in the AdTech sector within Asia Pacific and neighbouring regions.
 - e. Appoint an Investor Relationship Officer to handle shareholder grievances and streamline processes effectively.
5. Additionally, Ms Neha Pamnani, a practising company secretary, was appointed as the Secretarial Auditor of the Company for the financial year 2022-23.

The meeting was duly commenced at 19:15 Hrs and concluded at 22:20 Hrs.

This intimation is also uploaded on the Company website: www.brightcomgroup.com. Please acknowledge receipt of the information above and note it for your records.

Thanking you,

Yours Truly,

For Brightcom Group Limited

Rajesh Vankadara

Company Secretary & Compliance Officer

