



Ref: BCG/SE/2023/Ju1-02

Date: July 22, 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: New Collaboration with LoopMe's Intelligent Marketplace**

Dear Sir/Ma'am,

We are pleased to announce that Brightcom, recognized for its global consolidation of Ad-tech, New Media based businesses, has partnered with LoopMe. LoopMe is renowned for its expertise in artificial intelligence-driven brand advertising performance.

As a proud publisher within LoopMe's network, Brightcom is fully committed to harnessing the vast capabilities of LoopMe's Intelligent Marketplace. This groundbreaking platform is transforming the programmatic ecosystem by enabling supply partners to maximize the value of their inventory whilst ensuring high bid matches for demand.

This powerful alliance is set to revolutionize our interactions within the digital ecosystem, home to over 2 billion monthly active users globally. Our synergistic efforts are geared towards amplifying engagement and enhancing our global footprint.

The Intelligent Marketplace by LoopMe, powered by AI technology and dynamic filtering capabilities, offers unparalleled advancements, including a 40-fold increase in DSP buying efficiencies.

Brightcom's illustrious portfolio of collaborations extends to a vast network of blue-chip advertisers, top-tier publishers, and agencies. This includes industry heavyweights like Airtel, British Airways, Coca-Cola, Hyundai Motors, Facebook, LinkedIn, MSN, Twitter, Yahoo!, Havas Digital, JWT, Mediacom, and Mindshare.

We are optimistic that this alliance with LoopMe will catalyze innovation, taking our service offerings and operational efficiencies to next level.

Thanking you,

Yours Truly,

**For Brightcom Group Limited**

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**Rajesh Vankadara**

Company Secretary & Compliance Officer

