EE: +91 (40) 67449910 EFAX: +91 (22) 66459677

July 14, 2020.

The BSE Limited

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

Dear Madam/Sir,

The National Stock Exchange of India Ltd.

Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai-400051.

Symbol: BCG

Sub: Presentation of our new product "B-local" launched in the US

We are enclosing a copy of the presentation on our new product "B-local". This is a service to provide ad opportunities in local markets by working with news agencies that publish authentic news. We launched B-local in the US early this year and is beginning to see traction during the COVID period.

Kindly disseminate the attached information through your exchange to the shareholders, investors and the analyst community.

The same is also available on the website of the company at www.brightcomgroup.com/investors/

Regards,

For BRIGHTCOM GROUP LIMITED

M. SURESH KUMAR REDDY

EMAIL: IR@BRIGHTCOMGROUP.COM

CHAIRMAN & MANAGING DIRECTOR

DIN: 00140515



CIN: L64203TG1999PLC030996

WEB: WWW.BRIGHTCOMGROUP.COM



BELOCAL

BE WHERE EVERYDAY HAPPENS



Aaaaa bbbbbbb

AT BRIGHTCOM, WE HAVE BEEN FOCUSING OUR
EFFORTS ON THE AMERICAN LOCAL NEWS SECTOR FOR
THE PAST FEW YEARS. IN THIS PRESENTATION, WE'LL
EXPLORE THE UNIQUE CHARACTERISTIC OF THIS
COMMUNITY. WE'LL ALSO DISCUSS THE ADVANTAGES
THIS SECTOR HOLDS FOR ADVERTISERS.

When we think about the term "local news," proximity to one's community comes to mind. Being "a local" means to know the area, speak the lingo and have an insider's view of what's going on. In contrast to national or international news, local news focuses more on localized issues, familiar businesses of geographic relevance, and human-interest stories. By watching local news, viewers understand how big issues affect them personally.







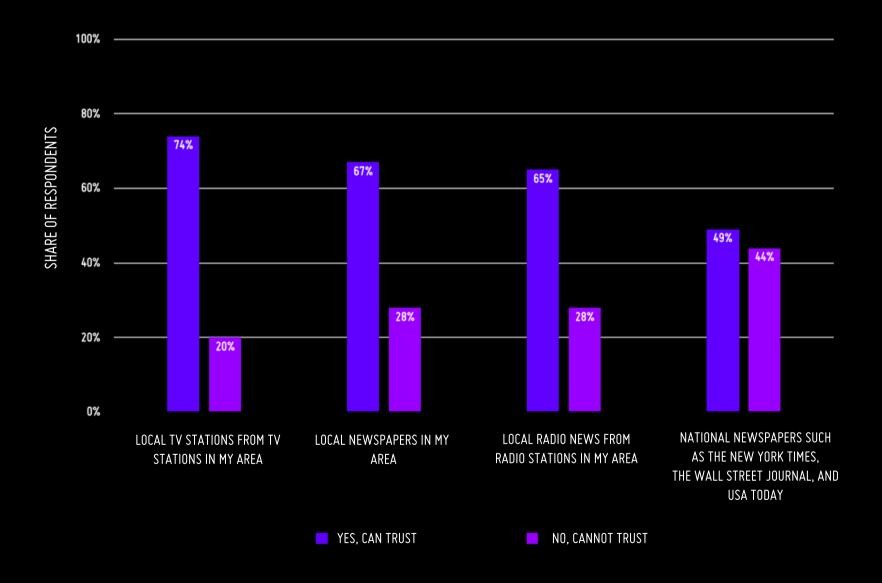


WHY LOCAL NEWS IS SO IMPORTANT? TRUST

In this rapidly changing world, we get tons of news from tons of news platforms, and many of them are fake.

This begs the question: How can we recognize fake news and differentiate it from news we can trust?

Of late, millions of American news consumers chose to stick closer to home and put their trust in local news.



In addition, a 2018 Pew Research survey found that "accurate reporting" was named by about two-thirds (65%) of respondents, as one of the two functions they value most in local media.

IN THE CURRENT EPIDEMIC, 4x MORE PEOPLE TRUST ADS ON NEWS SITES, MORE THAN ON SOCIAL MEDIA



THE COVID-19 CRISIS WILL ONLY FURTHER

STRENGTHEN THE TREND OF TRUST IN LOCAL NEWS

OUTLETS

The Covid-19 pandemic can potentially lead to the end of globalization as we know it. Governments everywhere adopted emergency measures to manage the ongoing health crisis. In America, these measures have strengthened each state, reinforcing localization. They are forcing people to remain even closer to their homes and, in turn, to their communities.







Local news is considered and expected to be part of the community. Citizens place a high value on maintaining a close connection to their community. Thus, they value local news as it covers relevant businesses that they care about. When people support local businesses, more jobs are created in their town. When local news is seen promoting local businesses, it's a boon to the economy and community morale. So, the bond with local news is an emotional one with immediate effect.

VAST MAJORITY OF AMERICANS VALUE JOURNALISTS' COMMUNITY CONNECTION

\$ of U.S adults who say it is _ for local journalists to _

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY/ NOT AT ALL IMPORTANT
UNDERSTAND THE HISTORY OF THE COMMUNITY	48%	37%	13%

BE PERSONALLY ENGAGED IN	42%	40%	16%
THE LOCAL COMMUNITY			

Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Oct.15 - Nov.8.2018

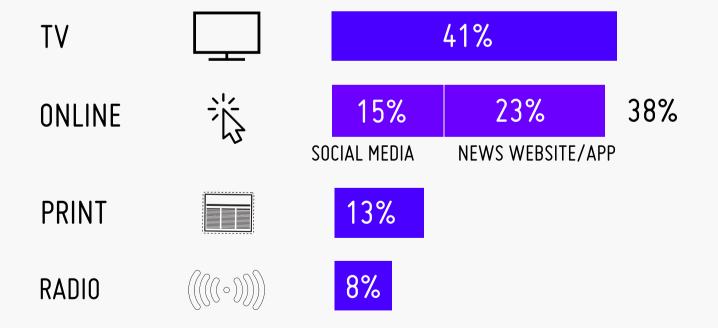
"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"



TV, THE INTERNET ALMOST EQUALLY PREFERRED AS PATHWAYS TO LOCAL NEWS

THE MOVE ONLINE

Local news used to be about our town papers and local TV channels. However, "nearly as many Americans today prefer to get their local news online as from their TV set." (Pew Research)



Source: Survey conducted Oct. 15- Nov, 8, 2018 "For Local news, Americans Embrace Digital but still want strong community connection"





company. See our website Send resume.

Word Processing Specialist Our client is seeking a talented and TODAY short-term project. a strong ★ MORTGAGE EXPERT ★ background in computer programs

We are looking for: highly skilled, motivated and dynamic individuals who have strong communication QUICKLY

love for teaching. \$12/h B.A. is a must.

We offers an opportunity for private dance lessons. Students car

primarily fo Market.

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DEMAND-SIDE IS GAINING TRUST WHEN PUBLISHING ON LOCAL NEWS SOURCES

In marketing, one of the most important values is to be perceived as trustworthy. In this context, brand messages are met with less suspicion. When potential customers trust you, they are more likely to become your clients. When you have their trust, your lifetime value for each customer will grow higher.



2020, ELECTION YEAR — NEWS YEAR

The importance of local news becomes even greater in an election year, given how toxic social media has become, and how suspicious people are of big media. During an election year, people need familiar ground from which to learn how campaign promises directly relate to their lives.



AND THIS IS EXACTLY WHY WE LAUNCHED B-LOCAL

Brightcom's B-local is a local news audience exchange providing demand partners with direct access to people's everyday lives. With Brightcom's unparalleled 20-year industry experience, and an award-winning Al platform at its heart, B-local offers advertisers an alternative to the programmatic "faceless masses" approach. B-local does so by re-incorporating brands into a local, familiar community that viewers can recognize and trust.









boston.com

The Seattle Times



OUR GROWING
FAMILY OF
LOCAL-NEWS
PUBLISHERS













Deseret News



