



Ref: BCG/SE/2023/Jul-05

Date: July 31, 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: Intimation of Board Meeting to be held on Wednesday, August 02, 2023 of  
Brightcom Group Limited;**  
**Ref: Reg.30 of SEBI(LODR) Regulations, 2015**

Dear Sir/Ma'am,

This is to notify you that the Company's Board of Directors will meet on Wednesday, August 02, 2023, at its registered office. The meeting will consider the following subjects, among others:

1. Strategic Long-Range Planning (SLRP) Process for both Organic and Inorganic Growth
  - a) Review of the organization's long-range goals and objectives.
  - b) Discussion on the current strategic planning process.
  - c) Discussion on potential inorganic growth strategies, such as mergers, acquisitions, or partnerships.
2. Realignment & Sectoral changes in Ad Tech, especially with respect to Generative AI
  - a) Discussion on the impact of AI on advertising, including opportunities and challenges.
  - b) Proposal for strategic realignment to leverage AI and technology in advertising efforts.
3. Exploring Growth Opportunities in the APAC Market with Renewed Vigour
  - a) Analysis on the APAC region's potential, as the present & Future Growth epicentre.
  - b) Discussion on the organization's current presence in the APAC market.
  - c) Proposal and strategies to strengthen the organization's footprint in APAC.
4. Additional topics or pointers from board members. Discuss any other matters that require attention.

This notice has also been posted to the Company's website at [www.brightcomgroup.com](http://www.brightcomgroup.com). Please acknowledge receipt of the information above and note it for your records.

The trading window continues to remain closed for dealing in the securities of the Company. (Starting July 1 and will end 48 hours after the financial results are made public).

Thanking you,

Yours Truly,

**For Brightcom Group Limited**

**Rajesh Vankadara**  
Company Secretary

