



Ref: BCG/SE/2023/June-08

Date: June 09, 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: Investor Presentation for the Financial Year 2022-23**

In compliance with the Reg.30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 and in continuation of intimation given by the Company on June 08, 2023, about the Investor Call, please find below links for the Investor Presentation on Financial results for the fourth quarter and year ended March 31, 2023, which have been uploaded on the website of the Company and the same appended to this letter.

Link to access the Investor Presentation:

<https://www.brightcomgroup.com/wp-content/uploads/2023/06/JUNE-9Th-Latest.pdf>

Kindly make a note of the above information.

Thanking you,

Yours Truly,

**For Brightcom Group Limited**

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**Rajesh Vankadara**

Company Secretary & Compliance Officer





brightcom  
group

**FINANCIAL YEAR 2022-23**

# DISCLAIMER



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This presentation contains certain forward looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost overruns on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.

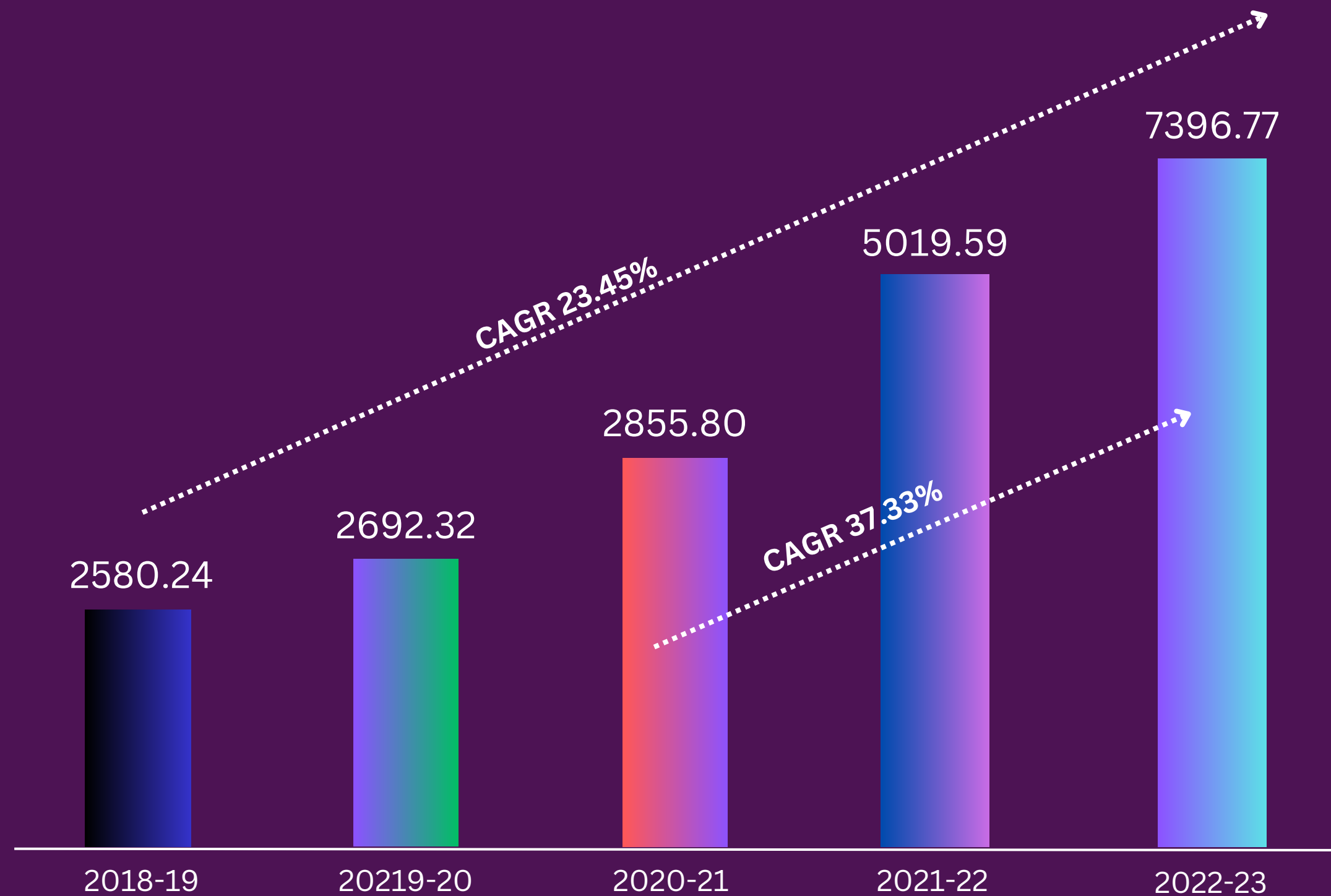
# KEY HIGHLIGHTS



	FY2022-23		FY2021-22
REVENUE (Rs. Crores)	7396.77	↑ 47.36%	5019.00
PAT (Rs. Crores)	1370.99	↑ 50.30%	912.2
EBITDA (Rs. Crores)	2166.08	↑ 43.96%	1504.66
ROE (%)	19.58%		17.23%
FCF (Rs. Crores)	436.76		287.00

- Figures in Rs. crores
- Consolidated figures

# REVENUE GROWTH



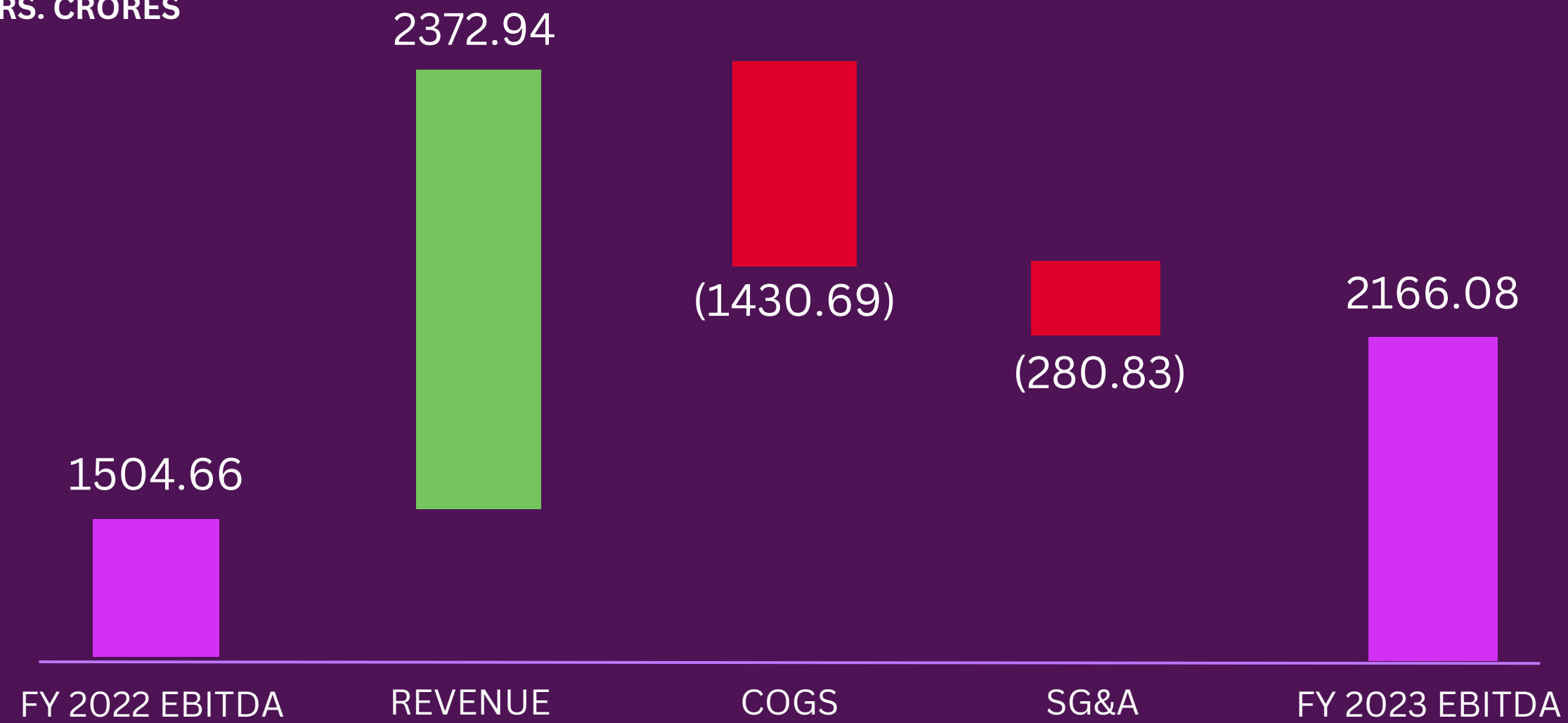
1. Yearly revenue have been continuously growing for the last five years.
2. BCG Revenue CAGR : 37.33 % - 3 yrs, 23.45% - 5 yrs.

**(IN RS. CRORES)**

# EBITDA BRIDGE 2022-23



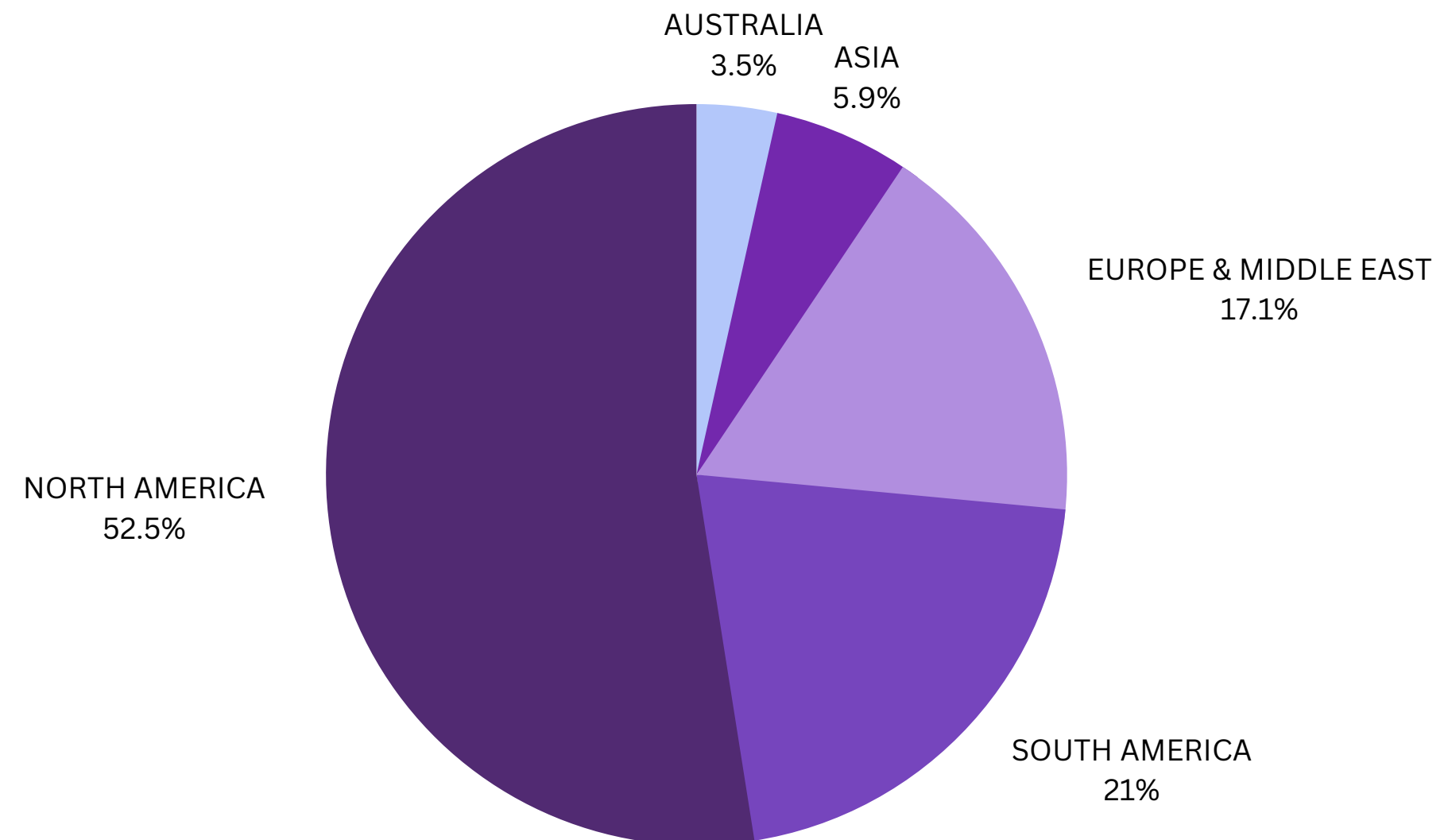
IN RS. CRORES



# STRATEGIC LEVERS OF GROWTH



## GLOBAL REVENUE DISTRIBUTION



# BUSINESS HIGHLIGHTS



**260 GLOBAL AGENCY RELATIONSHIPS**



**15 NEW ADVERTISING AGENCIES**



**630 DIRECT ADVERTISERS**



**650+ LARGE PUBLISHERS**



**50,000+ LONG-TAIL PUBLISHERS**

Better eCPMs. B-Local Exchange and Brightcom Video player, both New Product Introductions, have started contributing significantly to the overall business.



# 2022 – 23 SUM UP



## EVENTS PARTICIPATED

- AdMonsters OPS in NYC - June 2022.
- DMEXCO, Cologne - September 2022.
- Advertising Week Europe - Creative Capital - June 2022.
- DIGIDAY Summit in Miami, Florida - September 2022.
- CES 2023 at Las Vegas - January 2023.
- d3con Advertisers day in Hamburg - March 2023.
- MWC Barcelona 2023 - February 2023.
- Digiday Publishing Summit in Vail, Colorado, USA - March 2023

# TEAM



## Suresh Reddy

Chairman & CEO

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### Vijay Kancharla

Chief Innovation Officer

### Bradley N Cohen

Chief Strategy Officer

### Satish Cheeti

President - Audio

### Narayana Raju

Chief Financial Officer

### Peshwa Acharya

President - Group Strategy

### Sreedhar Reddy

General Manager - India Operations

A decorative graphic at the bottom of the page consisting of a teal wave on the left and a purple wave on the right.

# TIMELINE



**Started as USA Greetings in the US and renamed it to Ybrant Technologies in 2000.**

1998



2004



2007



2007



2007

**Acquired email marketing platform, VoloMP.**

**Raised US\$ 30 million from a few PE firms. Acquired AdDynamix in the US.**

**Changed name to Ybrant Digital and started offering tools and services to digital ad networks.**

**Acquired MediosOne in the US, thereby, entering into the front-end digital marketing space.**

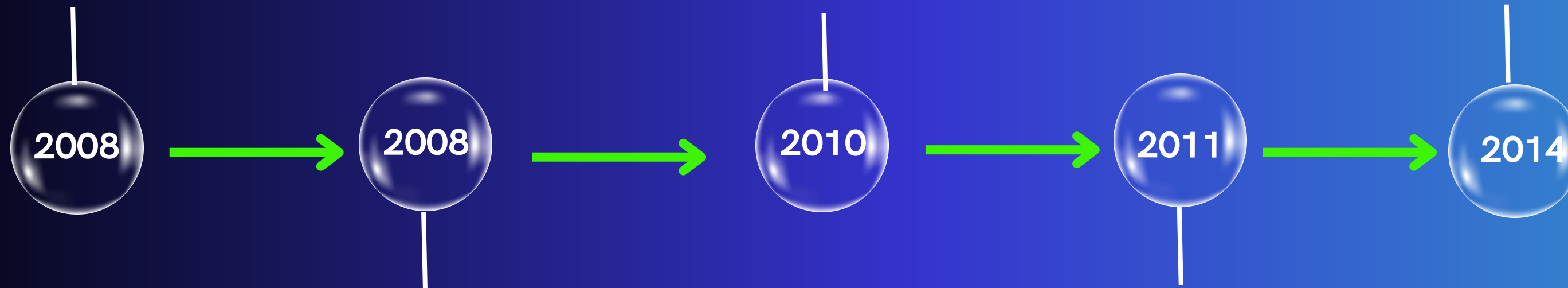
# TIMELINE



**Acquired Online Media Solutions in Israel with presence in 13 countries in Europe and South America.**

**Raised US\$ 18 mn from Oak India and Batterymarch. Acquired LYCOS from Daum Communications.**

**Changed name to Lycos Internet Limited. Lycos TV adds cool new content.**



**Raised US\$ 20 mn from Everest Capital. Acquired Dream Ad, Argentina. Acquired Max Interactive based in Australia.**

**Merger of Ybrant Digital and LGS Global. Facebook chooses Ybrant Digital as an official marketing API partner.**

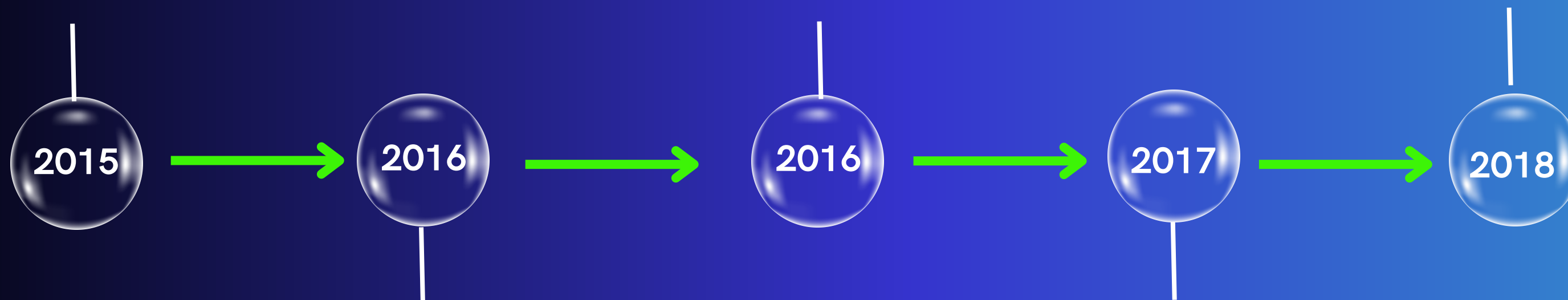
# TIMELINE



**LYCOS Gets Listed on the National Stock Exchange of India. Announces Lycos LIFE Division.**

**COMPASS nominated as finalist for Best Ad Tech Tool at Cynopsis Model D Awards 2016. Lycos LIFE band features in '10 best fitness bands in India.**

**Changed name to Brightcom Group Limited.**



**Brightcom Programmatic Platform launched and Ranked #4 in Video Seller Trust Index. Chosen as Top Alternative Ad Network in MonetizeMore's 2016 roundup.**

**Was listed as #1 in the world by Pixelate's Video Trust Index (International).  
Launched Israeli Ad-Tech Map. Ranked #345 in Business World Real 500 List.**

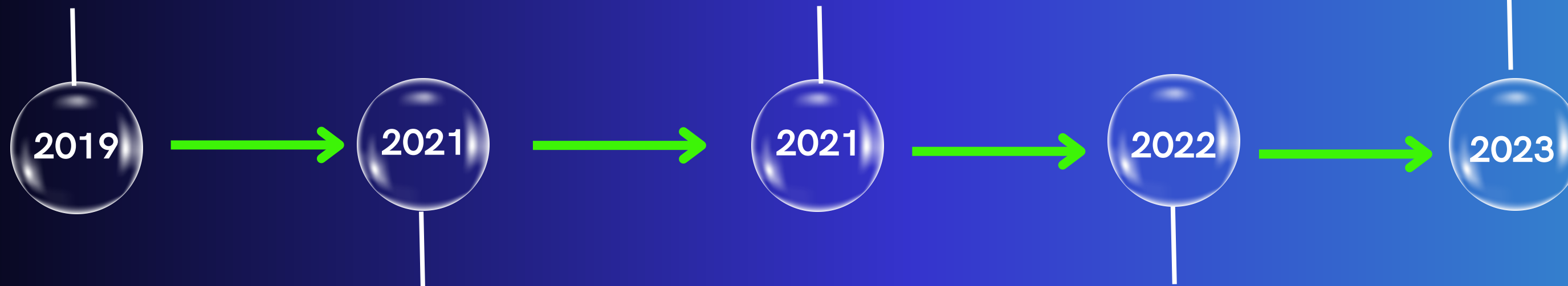
# TIMELINE



Featured among Fortune India 500 for the year 2019. Expanded offerings in Artificial Intelligence and Machine Learning.

Included in S&P BSE 500.  
Ranked # 235 in NSE 500.  
Company became debt-free.

Brightcom's HyGrowth Model was introduced. Brightcom and Consumable, Inc., USA, signed a definitive agreement to form a joint venture to offer Audio Advertising Solutions.



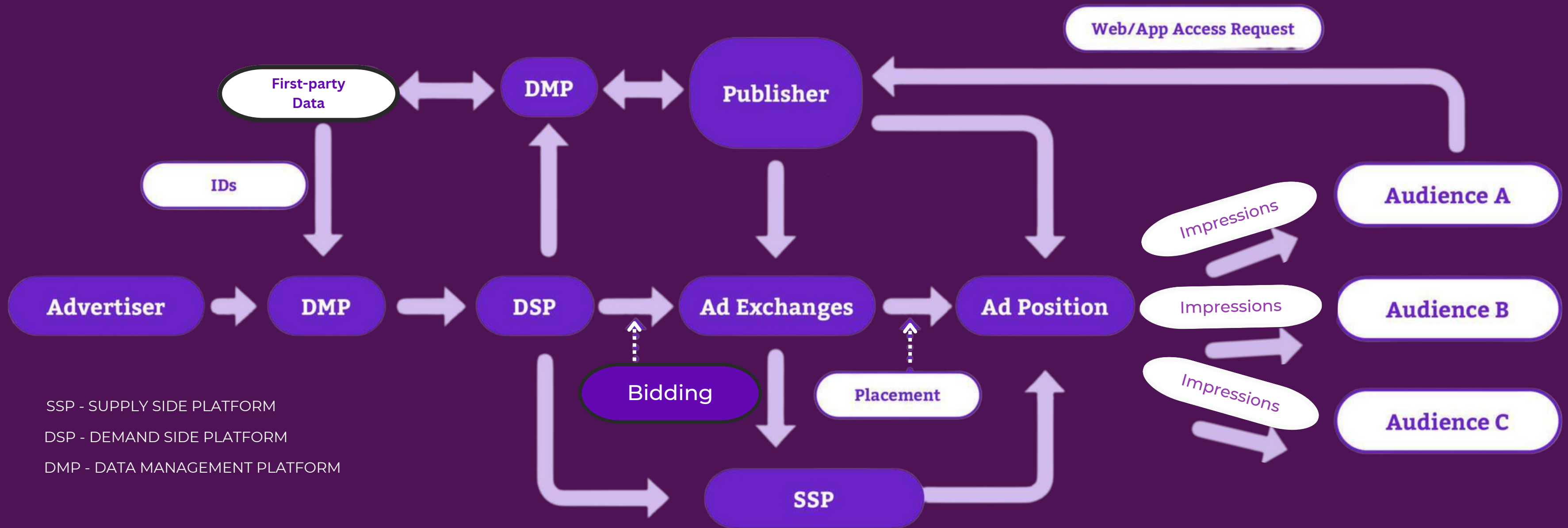
Recognized as the “Biggest Value Gainer” across India by Burgundy Private Hurun India 500 List, 2021.  
Included in MSCI (Morgan Stanley Capital International).

25th global office opened in Berlin which is a technology and innovation hub.  
Decision to invest on Quantum Computing Innovation Lab being set up in collaboration with Qulabz.

# OUR BUSINESS



# THE ADTECH ECOSYSTEM



SSP - SUPPLY SIDE PLATFORM  
DSP - DEMAND SIDE PLATFORM  
DMP - DATA MANAGEMENT PLATFORM



# BRIGHTCOM – STRENGTHS & OPPORTUNITIES



## STRENGTHS

- 25+ years proven track record.
- Global offices and teams for smooth business operation.
- YoY increasing FCF, ROE & ROC.
- Debt-free Company.
- High growth industry with opportunity for organic and inorganic growth.

## OPPORTUNITIES

- Digitalisation, E-commerce, and digital spends increasing.
- New technologies are creating favourable tailwinds - Connected TV, AVOD, Programmatic Advertising, Digital Media, Contextual Advertising, Digital OOH, etc.
- Building new technology through Qulabs and Innovation Labs.

# SERVING SOME OF THE BIGGEST BRANDS WORLDWIDE



**P&G**

**Coca-Cola**

**TITAN**

**BRITISH AIRWAYS**

**SONY**

**ITC Limited**

**ICICI Bank**

**Unilever**

**HYUNDAI**

**vodafone**

**LIC**  
भारतीय जीवन बीमा निगम  
LIFE INSURANCE CORPORATION OF INDIA

**MARUTI SUZUKI**

**M TV**

**Lenovo**

**SAMSUNG**

**STAR**

**QATAR AIRWAYS**  
القطرية

**airtel**

# WE WORK WITH SOME OF THE LEADING AD AGENCIES



mediacom

neo@Ogilvy

SAATCHI & SAATCHI

OgilvyOne  
worldwide

ZenithOptimedia

MINDSHARE



# SERVICES BY DIVISION



## DIGITAL ADVERTISING

ONLINE MEDIA SOLUTIONS  
LIMITED  
ISRAEL

BRIGHTCOM GROUP INDIA

INTERNATIONAL EXPRESSIONS INC.  
US

FRONTIER DATA MANAGEMENT INC.  
US

DYOMO CORPORATION  
US

DREAM AD, SA

MAX INTEARCTIVE PTY. LTD.  
AUSTRALIA

YREACH MEDIA PVT. LTD.  
INDIA

## SOFTWARE

LIL PROJECTS INDIA LTD.

BRIGHTCOM GROUP INDIA

YREACH MEDIA

DYOMO CORPORATION  
US

## FUTURE TECHNOLOGIES

LIL PROJECTS LTD.

BRIGHTCOM GROUP INDIA

YREACH MEDIA

# GLOBAL FOOTPRINT



(This map is just for graphical representation and is not indicative of the precise location of the offices)



**Israel**



**Argentina**



**Berlin**



**Serbia**



**GLOBAL OFFICES**



**Brazil**



**USA**



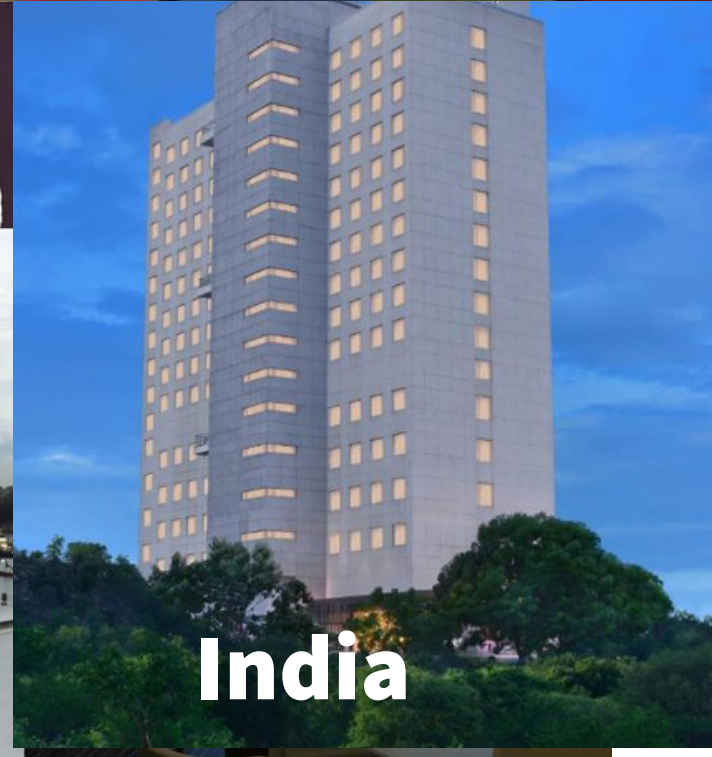
**Mexico**



**Max interactive**



**Australia**

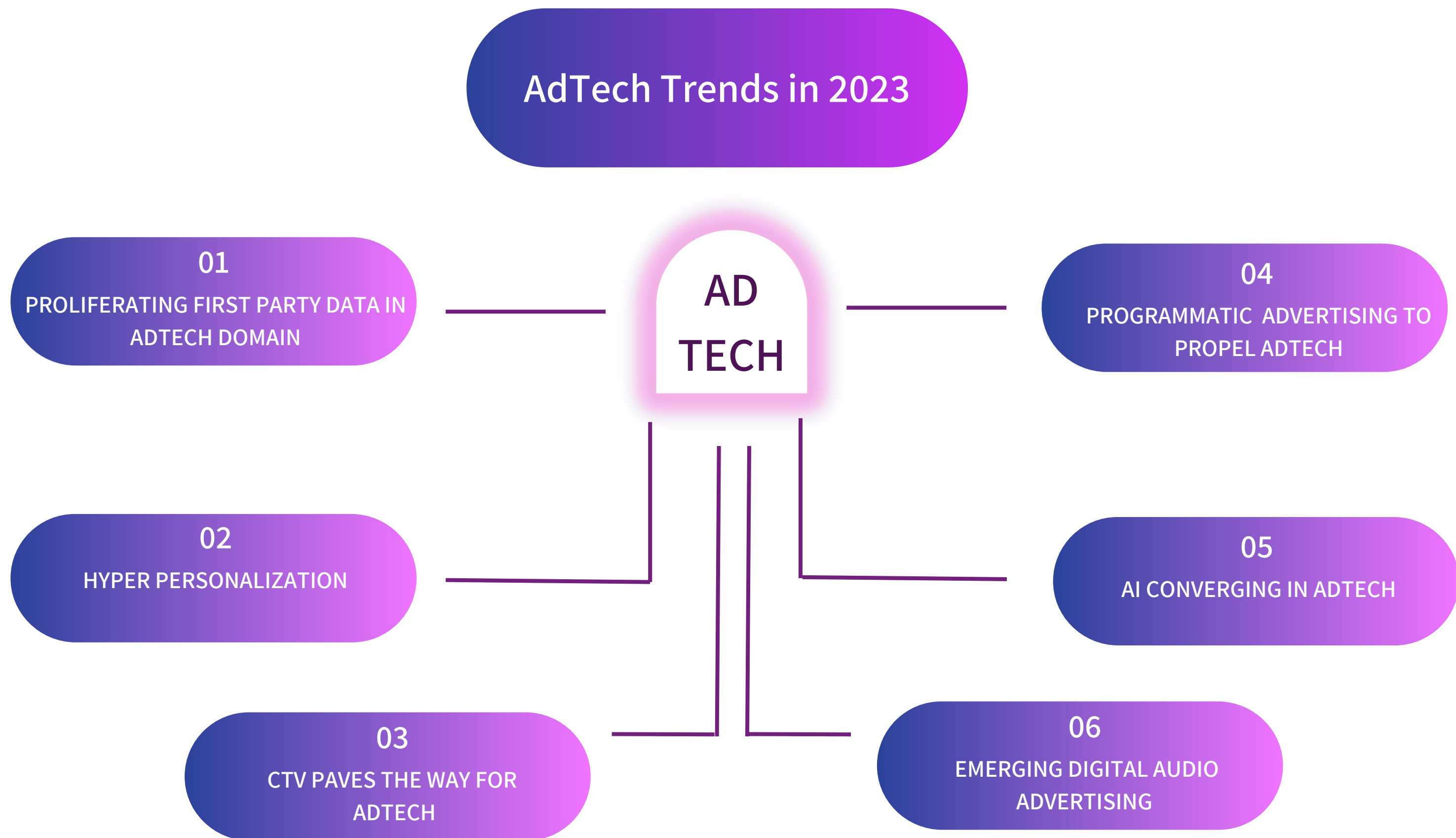


**India**

# ADTECH TRENDS 2023



## AdTech Trends in 2023



# GLOBAL ADTECH MARKET SEGMENTATION



## SOLUTIONS

Demand Side Platforms (DSPs)  
Supply Side Platforms (SSPs)  
Ad Networks  
Data Management Platforms (DMPs)

## ENTERPRISE SIZE

Small And Medium Enterprise (SME)  
Large Enterprise

## ADVERTISING TYPE

Programmatic Advertising  
Search Advertising  
Display Advertising  
Mobile Advertising  
Email Advertising  
Native Advertising

## INDUSTRY VERTICALS

Media & Entertainment  
BFSI  
Education  
Retail & Consumer Goods  
IT & Telecom  
Healthcare  
Travel & Hospitality  
Others



# GEOGRAPHICAL ADTECH MARKET SEGMENTATION



**01**

NORTH AMERICA

**04**

LATIN AMERICA

**02**

EUROPE

**05**

MIDDLE EAST

**03**

ASIA PACIFIC

**06**

AFRICA



# DIGITAL AUDIO ADVERTISING – WORLDWIDE

- Ad spending in the Digital Audio Advertising market is projected to reach **US\$10.5bn** approx in 2023.
- Ad spending projected market volume is expected to be at **US\$12.90bn** approx by 2027.
- Most revenue will be generated in the **United States** in 2023.
- Projected listeners is expected to amount to **1.6bn** users approx by 2027.

# MARKET LANDSCAPE



COMPANIES										
GLOBAL	DIGITAL MEDIA	INTERNET & SOCIAL	VIDEO ADS	AUDIO ADS	MEDIA & ENTERTAINMENT	MOBILE	ADVANCED MARKETING & SOFTWARE DEVELOPMENT	AI & DATA ANALYTICS	EMAIL MARKETING	E-COMMERCE
BRIGHTCOM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GOOGLE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FACEBOOK	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
AMAZON	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ADOBE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
THE TRADE DESK	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗
XANDR (PREVIOUSLY APPNEXUS)	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗
VERIZON MEDIA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CRITEO	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓
PUBMATIC	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗
LIVERAMP	✓	✓	✓	✗	✗	✓	✗	✓	✓	✗
OUTBRAIN	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗
TABoola	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
SIMPLIFI	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗
BASIS TECHNOLOGIES (PREVIOUSLY CENTRO)	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗
YIELDMO	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗
OPENX	✓	✓	✓	✗	✗	✓	✓	✓	✗	✗
MATOMY MEDIA	✓	✓	✓	✗	✗	✓	✓	✗	✓	✗
ADFORM	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
ADBOT	✓	✗	✓	✗	✗	✓	✗	✗	✗	✗
TRITON DIGITAL	✓	✗	✓	✓	✓	✓	✗	✗	✗	✗
METAVVERSE MOD SQUAD	✓	✓	✗	✗	✓	✗	✗	✗	✗	✓
BIDMIND (PREVIOUSLY FIKSU)	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗
NEWSMAX MEDIA	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗
INNOVID	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<b>INDIAN</b>										
AFFLE	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
INMOBI	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
ADZ JUNCTION	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗
EMIAC Technologies	✗	✗	✗	✗	✗	✗	✓	✓	✗	✓
DIGIVIGYAN	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗
GLOBALE MEDIA	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗
MCANVAS	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗
STREAMLYN	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗

# ADTECH TERMINOLOGIES



**DSP:** A demand-side platform (DSP) is a type of software that allows an advertiser to buy advertising with the help of automation. DSPs are a powerful advertising automation tool.

**SSPs:** A supply-side platform (SSP), or sell-side platform, is an advertising technology (Adtech) platform used to coordinate and manage the supply and distribution of ad inventories. SSPs help digital media owners and publishers sell ad space.

**DMP:** DMP or Data Management Platform, is a software tool used primarily in advertising and marketing to build profiles of anonymous individuals, store summary data about each individual, and share their data with advertising systems. DMP collects, organises, and activates first-, second-, and third-party audience data from various online, offline, and mobile sources.

**AGENCY TRADING DESK:** Agency Trading Desks (ATDs) are media agency departments that handle digital advertising buying – including programmatic, bid-based buying – for the agency's clients, using demand-side platforms (DSPs) and other buying technologies.

**AD EXCHANGES:** Ad Exchanges help facilitate programmatic ad deals, which have become the mainstay of digital advertising. There are Open (open auction), Private (closed platform with premium publishers, and Preferred (sell ad inventory at a negotiated fixed price for preferred advertisers) ad exchanges.

**AD SERVERS:** Ad Servers are the technological engines that allow advertisers and publishers to optimize, manage, and distribute ads across a multitude of paid channels. Based on a combination of advertising campaign settings such as audience segments, budget, and timeline, ad servers calculate in real-time the best ads to load for specific audiences on an array of devices, retail, and media channels. The Ad network dictates the cost of an inventory spot, while ad exchanges set it through real-time bidding.

# HISTORICAL QUARTERLY INCOME STATEMENTS



(IN RS. CRORES)

Historical Quarterly Income Statements (FY 2018-19 to 2022-23)					
Operating Information	Q4 2019	Q4 2020	Q4 2021	Q4 2022	Q4 2023
Digital/Advertisement Revenue	448.52	504.74	616.78	1,147.63	1,262.23
Software Revenue	116.41	123.51	82.58	92.79	105.70
Other Revenue	2.09	4.86	18.99	-1.33	0.58
<b>Revenue</b>	<b>567.02</b>	<b>633.11</b>	<b>718.35</b>	<b>1,239.09</b>	<b>1,368.51</b>
Growth Rate - Consolidated Revenue	NA	11.66	13.46	72.49	10.44
Cost of Sales/Services	302.04	339.48	382.18	710.59	766.40
<b>Gross Profit</b>	<b>264.98</b>	<b>293.63</b>	<b>336.17</b>	<b>528.50</b>	<b>602.11</b>
SG&A	97.64	89.43	86.12	146.31	210.26
Depreciation & Amortization	41.72	46.01	58.97	65.69	69.23
<b>EBIT</b>	<b>127.57</b>	<b>159.76</b>	<b>186.22</b>	<b>316.61</b>	<b>322.72</b>
Amortization	0.00	0.00	0.00	0.00	0.00
<b>EBITA</b>	<b>127.57</b>	<b>159.76</b>	<b>186.22</b>	<b>316.61</b>	<b>322.72</b>
Depreciation	41.72	46.01	58.97	65.69	69.23
<b>EBIDTA</b>	<b>169.29</b>	<b>205.77</b>	<b>245.19</b>	<b>382.30</b>	<b>391.95</b>
EBIDTA Margin(%)	29.86%	32.50%	34.13%	30.85%	28.64%
EBIDTA Growth(%)	NA	21.54	19.16	55.92	2.52
<b>Pre-Tax Income</b>	<b>125.62</b>	<b>158.19</b>	<b>191.075</b>	<b>316.50</b>	<b>322.62</b>
Income Taxes	18.12	50.55	51.06	93.45	93.47
Effective Tax Rate	14.20%	31.64%	27.42%	29.52%	28.96%
<b>Net Income</b>	<b>107.5</b>	<b>107.64</b>	<b>140.015</b>	<b>223.05</b>	<b>229.15</b>
Net Income Margin	19.30%	17.25%	18.82%	18.01%	16.75%

# HISTORICAL ANNUAL INCOME STATEMENTS



(IN RS. CRORES)

Historical Yearly Income Statements (FY 2017-18 to 2022-23)						
Operating Information	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Digital/Advertisement Revenue	1,967.69	2,132.07	2,233.86	2,494.84	4,657.13	6,967.57
Software Revenue	453.05	448.18	458.46	360.96	362.46	429.20
Other Revenue	-0.46	-2.51	14.15	20.82	-2.22	-6.46
<b>Revenue</b>	<b>2,420.28</b>	<b>2,577.74</b>	<b>2,706.47</b>	<b>2,876.62</b>	<b>5,017.37</b>	<b>7,390.31</b>
Growth Rate - Consolidated Revenue	NA	NA	4.99	6.29	74.42	47.29
Cost of Sales/Services	1,366.33	1,454.30	1,522.26	1,606.84	2,914.11	4,344.80
<b>Gross Profit</b>	<b>1,053.95</b>	<b>1,123.44</b>	<b>1,184.21</b>	<b>1,269.78</b>	<b>2,103.26</b>	<b>3,045.51</b>
SG&A	355.46	379.77	373.05	383.68	598.91	879.84
Depreciation & Amortization	108.15	135.10	179.53	226.09	246.24	265.55
<b>EBIT</b>	<b>605.14</b>	<b>621.73</b>	<b>623.44</b>	<b>660.11</b>	<b>1,258.42</b>	<b>1,900.53</b>
Amortization	0.00	0.00	0.00	0.00	0.00	0.00
<b>EBITA</b>	<b>605.14</b>	<b>621.73</b>	<b>623.44</b>	<b>660.11</b>	<b>1,258.42</b>	<b>1,900.53</b>
Depreciation	108.15	135.10	179.53	226.09	246.24	265.55
<b>EBIDTA</b>	<b>713.29</b>	<b>756.83</b>	<b>802.97</b>	<b>886.20</b>	<b>1,504.66</b>	<b>2,166.08</b>
EBIDTA Margin(%)	29.47%	29.36%	30.20%	30.81%	29.99%	29.31%
EBIDTA Growth(%)	NA	6.11	8.01	8.41	69.79	43.96
<b>Pre-Tax Income</b>	<b>590.34</b>	<b>607.98</b>	<b>631.63</b>	<b>660.01</b>	<b>1,258.11</b>	<b>1,900.12</b>
Income Taxes	183.34	164.58	177.04	177.00	345.90	529.13
Effective Tax Rate	30.30%	26.47%	27.75%	26.81%	27.49%	27.84%
<b>Net Income</b>	<b>407.00</b>	<b>443.40</b>	<b>454.59</b>	<b>483.01</b>	<b>912.21</b>	<b>1,370.99</b>
Net Income Margin	17.43%	17.74%	17.03%	16.79%	18.19%	18.56%

# OUTLOOK FOR THE FINANCIAL YEAR 2023-24



(IN RS. CRORES)

OUTLOOK					
Particulars	2023-24	Q1 2023-24	Q2 2023-24	Q3 2023-24	Q4 2023-24
Revenue	9196.03 - 9667.63	1732.31 - 1821.15	2034.83 - 2139.18	3855.08 - 4052.78	1573.8 - 1654.51
Growth at mid-point vs 2023	27.51%	20.00%	24.00%	38.00%	18.00%
EBIDTA	2668.91 - 2805.78	513.8 - 540.15	607.19 - 638.33	1080.97 - 1136.4	466.95 - 490.89
Growth at mid-point vs 2023	26.37%	16.43%	22.85%	36.14%	22.19%
PAT	1659.14 - 1744.23	308.87 - 324.71	381.33 - 400.88	701.24 - 737.2	267.7 - 281.43
Growth at mid-point vs 2023	24.12%	14.27%	21.96%	32.23%	19.82%
EPS	8.22 - 8.64	1.53 - 1.61	1.89 - 1.99	3.47 - 3.65	1.33 - 1.39



## **CONTACT US:**

**+91 75500 04474**

**[ir@brightcomgroup.com](mailto:ir@brightcomgroup.com)**