



To  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400001

To  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East)  
Mumbai – 400051

Date: 24 April 2026

Subject: Update on Operational Milestone at Subsidiary – OMS (Brightcom Group)

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform the exchanges of a significant operational development at our subsidiary, OMS.

OMS has successfully executed a large-scale programmatic infrastructure deployment in partnership with Azerion, a leading global digital entertainment and media platform. This engagement involved scaling Azerion's publisher network from approximately 11 domains to over 100+ domains within a period of six months, while maintaining performance efficiency and revenue optimization.

#### Key Highlights of the Development

##### 1. Infrastructure-Led Scalability

OMS leveraged its proprietary infrastructure, including independently managed data centers and AI-driven systems, to support high-volume traffic expansion without performance degradation. The deployment enabled:

- \* High-throughput query handling without technical throttling constraints
- \* Seamless onboarding and activation of multiple domains in parallel
- \* Stable and consistent performance across all scaled assets

##### 2. Cost Efficiency Through Ownership Model

By operating its own infrastructure stack, OMS was able to optimize cost structures and eliminate dependency on third-party cloud environments, thereby improving operational margins and enabling reinvestment into performance optimization.

##### 3. AI-Driven Monitoring and Optimization

OMS deployed automated monitoring systems powered by artificial intelligence to continuously track performance metrics, detect anomalies, and optimize yield across campaigns and inventory.





#### 4. Structured Scaling Framework ("Triple-A" Approach)

The scaling exercise was executed through a systematic framework comprising:

- \* Real-time automated health checks across campaigns and targeting layers
- \* Precision inventory mapping to align high-value demand with relevant audience segments
- \* Accelerated domain activation using standardized workflows to achieve optimal yield from inception

#### Outcome

The implementation enabled Azerion to scale its publisher ecosystem rapidly without compromising on monetization efficiency or operational precision. The project underscores OMS's capability to manage complex, large-scale programmatic environments while maintaining high standards of performance and reliability.

#### Strategic Significance

This milestone reinforces Brightcom Group's continued focus on:

- \* Building infrastructure-led competitive advantages
- \* Strengthening AI-driven programmatic capabilities
- \* Expanding partnerships with global digital platforms
- \* Enhancing publisher revenue optimization at scale

The Company believes that such capabilities position OMS and the broader Brightcom Group ecosystem to capitalize on growing global demand for efficient, scalable, and performance-driven digital and data centric infrastructure.

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This is for your information and records.

Thanking you,  
Yours faithfully,

**For Brightcom Group Limited**

**Raghu Aliamsetty**  
Executive Director

