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AMAGI MEDIA LABS LIMITED

(TO BE LISTED ON THE MAIN BOARD OF BSE AND NSE)

(Please scan this QR code to view the Prospectus)

Our Company was originally incorporated as "Amagi Technologies Private Limited" at Bengaluru, Karnataka as a private limited company under the Companies Act, 1956, pursuant to the certificate of incorporation dated February 1, 2008, issued by the Registrar of Companies, Karnataka at Bengaluru ("RoC"). Subsequently, the name of our Company was changed to "Amagi Media Labs Private Limited" pursuant to a fresh certificate of incorporation dated March 11, 2010, issued by the RoC. Thereafter, our Company was converted from a private limited company to a public limited company as approved by a resolution of our Board dated May 22, 2025 and a special resolution of our Shareholders dated May 23, 2025. A fresh certificate of incorporation consequent upon such conversion dated June 2, 2025 was issued by the RoC and the name of our Company was changed from "Amagi Media Labs Private Limited" to "Amagi Media Labs Limited". For details in relation to changes in the registered office of our Company, see "History and Certain Corporate Matters" on page 275 of the prospectus dated January 16, 2026 ("Prospectus") filed with the RoC.

Registered and Corporate Office: Raj Alkaa Park, Survey No. 29/3 and 32/2, 4th floor, Kalena Agrahara Village, Begur Hobli, Bengaluru - 560076, Karnataka, India
Telephone: 080-46634406; Website: www.amagi.com; Contact person: Sridhar Muthukrishnan, Company Secretary and Compliance Officer; E-mail: compliance@amagi.com, Corporate Identity Number: U73100KA2008PLC045144

THE PROMOTERS OF OUR COMPANY: BASKAR SUBRAMANIAN, SRIVIDHYA SRINIVASAN AND ARUNACHALAM SRINIVASAN KARAPATTU

Our Company has filed the Prospectus with the RoC and the Equity Shares are proposed to be listed on the Main Board platform of the Stock Exchanges and the trading will commence on January 21, 2026.

BASIS OF ALLOTMENT

INITIAL PUBLIC OFFER OF 49,546,221 EQUITY SHARES OF FACE VALUE OF ₹5 EACH ("EQUITY SHARES") OF AMAGI MEDIA LABS LIMITED ("COMPANY" OR "ISSUER") FOR CASH AT A PRICE OF ₹361.00 PER EQUITY SHARE (INCLUDING A SHARE PREMIUM OF ₹356.00 PER EQUITY SHARE) ("OFFER PRICE") AGGREGATING TO ₹17,886.19 MILLION COMPRISING A FRESH ISSUE OF 22,603,878 EQUITY SHARES OF FACE VALUE OF ₹5 AGGREGATING TO ₹8,160.00 MILLION BY OUR COMPANY ("FRESH ISSUE") AND AN OFFER FOR SALE OF 26,942,343 EQUITY SHARES OF FACE VALUE OF ₹5 AGGREGATING TO ₹9,726.19 MILLION ("OFFERED SHARES") BY THE SELLING SHAREHOLDERS, AND SUCH EQUITY SHARES OFFERED BY THE SELLING SHAREHOLDERS ("OFFER FOR SALE"), COMPRISING AN OFFER FOR SALE OF 9,889,646 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹3,570.16 MILLION BY PI OPPORTUNITIES FUND-I, 5,072,582 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹1,831.20 MILLION BY ACCEL INDIA VI (MAURITIUS) LTD., 5,072,582 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹1,831.20 MILLION BY TRUDY HOLDINGS, 3,411,792 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹1,231.66 MILLION BY PI OPPORTUNITIES FUND-II AND 3,381,721 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹1,220.80 MILLION BY NORWEST VENTURE PARTNERS X - MAURITIUS (THE "INVESTOR SELLING SHAREHOLDERS"), AND 60,000 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹21.66 MILLION BY RAHUL GARG, 22,725 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹8.20 MILLION BY RAJAT GARG, 18,495 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹6.68 MILLION BY KOLLENGODE RAMANATHAN LAKSHMINARAYANA, 10,000 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING TO ₹3.61 MILLION BY PREM GUPTA AND 2,800 EQUITY SHARES OF FACE VALUE OF ₹5 EACH AGGREGATING UP ₹1.01 MILLION BY RAJESH RAMAIAH, (THE "INDIVIDUAL SELLING SHAREHOLDERS").

ANCHOR INVESTOR OFFER PRICE: ₹361.00 PER EQUITY SHARE OF FACE VALUE OF ₹5 EACH
OFFER PRICE: ₹361.00 PER EQUITY SHARE OF FACE VALUE OF ₹5 EACH
THE OFFER PRICE IS 72.20 TIMES THE FACE VALUE OF THE EQUITY SHARES.

RISKS TO INVESTORS

For details refer to section titled "Risk Factors" on page 56 of the Prospectus

1. Risk relating to losses and negative cash flows:

Our revenue growth did not outpace our expenses resulting in prior period losses for the six months ended September 30, 2024 and the Financial Years 2025, 2024 and 2023. Further we have reported negative cash flows in the past. We expect our expenses to increase over time as we continue to grow our operations and invest in expanding our technological capabilities and presence. Any inability to improve operating leverage could result in the recurrence of losses which may adversely affect our business.

Particulars	For the six months ended September 30,		Financial Year		
	2025	2024	2025	2024	2023
	(₹ in million)				
Restated profit/(loss) for the period/year	64.70	(660.08)	(687.14)	(2,450.01)	(3,212.68)
Net cash flows (used in)/generated from operating activities	(2,005.95)	(862.12)	335.74	(1,829.90)	(2,452.36)
Net cash flows generated from/ (used in) investing activities	2,392.56	857.31	(242.38)	(4,382.75)	(2,571.53)
Net cash flows (used in)/generated from financing activities	(382.54)	(45.04)	(86.97)	(78.85)	5,378.98

2. Risk Relating to Objects of the Offer and its utilization:

Our utilization of the Net Proceeds for expenses towards technology and cloud infrastructure will not result in the creation of any tangible or intangible assets and will be recorded as expenses in our statement of profit and loss. Moreover, our funding requirements and proposed deployment of Net Proceeds of the Offer are based on management estimates and have not been independently appraised by a bank or a financial institution and if there are any delays or cost overruns, our results of operations may be adversely affected.

3. The Offer also consists of an offer for sale of up to 26,942,343 Equity Shares of face value ₹5 each (approximately 54.38% of the Total Offer Size at upper end of the Price Band), the proceeds of which will not be available to the Company.

4. Geographical Concentration Risk:

Our revenue from operations is concentrated in the America region and Europe (including the United Kingdom). The concentration of customers in the said regions exposes us to adverse economic or political circumstances including on account of any on-going economic slowdown and inflationary trends in such economies. We do not actively hedge our exposure to foreign currency, which exposes us to foreign currency risk. Any change in the regulatory framework, government policies and regulations, including employment laws, immigration laws, privacy and data protection laws, political unrest, disruption, disturbance, or sustained downturn in such economies could adversely affect our business.

% of revenue from operations	For the six months ended September 30, 2025	For the six months ended September 30, 2024	FY25	FY24	FY23
America Region	73.23%	71.81%	72.86%	72.64%	77.65%
Europe (including UK)	17.27%	18.05%	17.34%	19.65%	17.00%
Others*	9.50%	10.14%	9.80%	7.71%	5.35%
Revenue from operations	100.00%	100.00%	100.00%	100.00%	100.00%

*Others include Asia Pacific, Middle East and India

5. Acquisition of shares at a price that may be lower than the Offer Price.

Vinculum Advisors LLP, a member of our Promoter Group, has acquired Equity Shares from certain Shareholders during the preceding year at a price of ₹25.00 per equity share pursuant to share purchase agreement dated July 21, 2025.

6. Dependence on Third-Party Cloud infrastructure:

For cloud infrastructure, we are dependent on two cloud service providers and if we are unable to renew our agreements with these cloud services providers on acceptable terms, we may be required to transfer our infrastructure to new cloud infrastructure providers, and may incur additional costs and possible service interruptions. Given the high level of industry concentration among hyperscale cloud providers and recent developments in pricing models and regional-resilience expectations, we may also face higher unit costs or the need to negotiate revised commercial terms which could increase our operating expenses. Our technology and cloud infrastructure costs are as follows:

Particulars	For the six months ended Sept, 30, 2025		For the six months ended Sept. 30, 2024		FY25		FY24		FY23	
	(₹ in million)	(% of total ex-penses)	(₹ in million)	(% of total ex-penses)	(₹ in million)	(% of total ex-penses)	(₹ in million)	(% of total ex-penses)	(₹ in million)	(% of total ex-penses)
Technology and cloud infrastructure costs*	1,912.59	26.48%	1,513.01	24.76%	3,323.83	26.07%	2,397.42	20.33%	2,029.13	19.52%

* Technology and cloud infrastructure costs form a portion of our communication costs.

7. Risk of Technology failures, interruptions and data breaches:

Any data breaches, technology failures or interruptions in the availability or functionality of our solutions, whether due to technical or human errors, cyberattacks, natural disasters could result in loss of content, data or revenue for our customers which may result in loss of our market share, increased costs as well as harm our reputation, customer relationships and expose us to legal liability. In the event of significant physical damage to any of the data centers, it may take a significant period of time to achieve full resumption of our services. We also depend on the maintenance of reliable internet infrastructure with the necessary speed, data capacity and security, as well as timely development of complementary solutions, for providing reliable access.

8. Research and Development Challenges:

An inability to dedicate sufficient resources to our research and development operations could erode our competitive advantage. Our R&D efforts may not result in the timely launch, adoption, or profitability of new or improved solutions. We may face technical, regulatory, legal, or operational challenges in developing, testing, launching, or maintaining our technological solutions, which could adversely affect our reputation, user experience and revenue.

Particulars	As of September 30,		As of March 31,		
	2025	2024	2025	2024	2023
Number of R&D personnel	547	427	471	369	325
Number of R&D personnel as a percentage of total workforce (%)	55.48%	50.47%	53.28%	44.95%	42.10%

9. Markets for our solutions are new, unproven and evolving:

The markets for our solutions are new, unproven and evolving, and our future success depends on the growth and expansion of these markets. Further, the media and entertainment industry is undergoing rapid changes due to technological innovations, changing consumer preferences, regulatory developments. We may face difficulties or delays in developing, launching our solutions to meet the changing needs and expectations of our customers and end-users.

10. Industry related risks:

The broadcasting and streaming industry is highly competitive, dynamic and subject to rapid changes in technology, consumer preferences, regulations and business models. Key challenges faced by this industry include rising content costs and financial pressure, piracy and illegal content distribution and subscription fatigue and consumer churn. Any of these factors, individually or in combination, could adversely affect our business, results of operations.

11. Customer concentration risk:

We depend on certain key customers for a significant portion of our revenue from operations. The loss of one or more of our key customers or an inability to replace such customers could adversely affect our business and results of operations.

(% of revenue from operations)	For the six months ended Sept. 30, 2025	For the six months ended Sept. 30, 2024	FY25	FY24	FY23
Largest customer	14.06%	7.65%	11.41%	6.93%	6.88%
Five largest customers	30.94%	19.81%	23.65%	23.76%	25.94%
Ten largest customers	40.19%	30.38%	33.74%	33.21%	37.64%

Further, we may be unable to attract new customers at rates or on terms that would be favorable or comparable to prior periods and our existing customers may decide to terminate their agreements upon conclusion of the contract period, or not renew at the same terms or level of functionality.
(in ₹ million)

Particulars	For the six months ended September 30,		Financial Year		
	2025	2024	2025	2024	2023
Revenue from operations attributable to New Customers ⁽¹⁾	125.02	131.25	655.87	533.28	418.17
Revenue from operations attributable to Existing Customers ⁽²⁾	6,923.21	5,105.81	10,970.50	8,258.27	6,387.41
Total revenue from operations	7,048.23	5,237.06	11,626.37	8,791.55	6,805.58

⁽¹⁾ New Customers are defined as the number of active customers at the end of the specified financial period who were not active at the end of the immediately preceding Financial Year or six month period (i.e., active customers from whom revenue was generated during the specified financial period and from whom no revenue was generated during the immediately preceding Financial Year or six month period). Revenue from operations attributable to such customers is measured in accordance with Ind AS 115.

⁽²⁾ Existing Customers are all customers other than New Customers

12. Risk of Employee attrition:

Our employee benefits expense constitutes the largest component of our total expenses, demonstrating how significantly we rely on our employees.

Particulars	For the six months ended September 30,		Financial Year		
	2025	2024	2025	2024	2023
Employee benefits expense as a percentage of total expenses (%)	53.40%	56.14%	54.50%	56.26%	57.59%
Employee benefits expense as a percentage of revenue from operations (%)	54.72%	65.50%	59.76%	75.46%	87.97%

If we fail to attract and retain highly skilled engineering personnel, we may not have the necessary resources to properly staff our business divisions. High attrition rates of qualified personnel may cause us to incur greater personnel expenses and training costs. Moreover, if such personnel join a competitor, there could also be unauthorized disclosure or use of our technical knowledge, practices or procedures by such personnel.

Particulars	For the six months ended September 30,		Financial Year		
	2025	2024	2025	2024	2023
Attrition rate of technology professionals*	7.70%	8.22%	15.24%	18.29%	13.57%
Attrition of sales and support professionals^	16.27%	12.86%	21.40%	27.63%	18.62%

*Attrition of technology professionals is computed as percentage of technology professionals leaving the organization (on a voluntary and involuntary basis), compared to the average count of such professionals during the specified financial year.

^ Attrition of sales and support professionals is computed as percentage of sales and support professionals leaving the organization (on a voluntary and involuntary basis), compared to the average count of such professionals during the specified financial year

13. Our market capitalization to net tangible assets as of March 31, 2025 multiple is 15.60 times at the upper end of the Price Band and 14.90 times at the lower end of the Price Band. Our market capitalization to revenue as of March 31, 2025 is 6.72 times at the upper end of the Price Band and 6.42 times at the lower end of the Price Band. Since Company has negative EBITDA in Fiscal 2025 based on restated consolidated financial information, the enterprise value to EBITDA is negative and hence, the enterprise value to EBITDA is Not ascertainable.
14. There are no listed players in India or abroad in the broadcasting and streaming ecosystem. Accordingly, our position in the market may differ from that presented in the Prospectus.
15. Since Company has incurred loss in Fiscal 2025 based on Restated Consolidated Financial Information, the basic and diluted EPS is negative, and hence, the Price to Earnings ratio is Not Ascertainable.
16. Weighted Average Return on Net Worth for Financial Year ended 2025, 2024 and 2023 is (31.49%) and return on net worth for the six months period ended September 30, 2025 is 0.75% (not annualised).
17. The average cost of acquisition of Equity Shares for Selling Shareholders ranges from ₹21.44 per Equity Share to ₹172.16 per Equity Share and the Offer Price at upper end of the Price Band is ₹361 per Equity Share.
18. Weighted average cost of acquisition of all equity shares transacted in one year, eighteen months and three years by the Promoters, members of our Promoter Group, Selling Shareholders and shareholders with the right to nominate directors or other rights preceding the date of the Prospectus.

Period	Weighted average cost of acquisition (in ₹)	Cap Price is 'x' times the weighted average cost of acquisition	Range of acquisition price: Lowest Price -Highest Price (in ₹)
Last one year preceding the date of the Prospectus	25.00	14.44	25.00
Last 18 months preceding the date of the Prospectus	2.39	151.05	NA**- 25***
Last three years preceding the date of the Prospectus	33.58	10.75	NA**- 12,609.91***

As certified by, Manian & Rao, Chartered Accountants, by their certificate dated January 16, 2026.

** Includes shares acquired by way of bonus issuances

***Considering the impact of split of shares and considering cost per equity share assuming conversion of CCPS including securities premium

19. The 5 BRLMs associated with the issue have handled 98 public issues in the past three years out of which 23 issues closed below the issue price on listing date.

Book Running Lead Managers	Total Issues	Issues that closed below IPO price as on listing date
Kotak Mahindra Capital Company Limited*	16	5
Citigroup Global Markets India Private Limited*	9	1
Goldman Sachs (India) Securities Private Limited*	1	0
IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)*	41	14
Avendus Capital Private Limited*	-	-
Common Issues	31	3
Total	98	23

*Issues handled where there were no common BRLMs

BID/OFFER PERIOD:
ANCHOR INVESTOR BIDDING DATE OPENED AND CLOSED ON: MONDAY, JANUARY 12, 2026
BID/OFFER OPENED ON: TUESDAY, JANUARY 13, 2026
BID/OFFER CLOSED ON: FRIDAY, JANUARY 16, 2026**

**The UPI mandate end time and date was at 5:00 p.m. on the Bid/Offer Closing Date.

The Offer was made in terms of Rule 19(2)(b) of the SCRR read with Regulation 31 of the SEBI ICDR Regulations. The Offer was made through the Book Building Process in compliance with Regulation 6(2) of the SEBI ICDR Regulations wherein in terms of Regulation 32(2) of the SEBI ICDR Regulations not less than 75% of the Offer was available for allocation on a proportionate basis to Qualified Institutional Buyers (“**QIBs**”) and such portion the “**QIB Portion**”) provided that our Company in consultation with the BRLMs, allocated 60% of the QIB Portion to Anchor Investors on a discretionary basis in accordance with the SEBI ICDR Regulations (“**Anchor Investor Portion**”), of which (i) 33.33% was available for allocation to domestic Mutual Funds, and (ii) 6.67% for life insurance companies and pension funds, subject to valid Bids having been received from domestic Mutual Funds, life insurance companies and pension funds at or above the Anchor Investor Allocation Price. In the event of under-subscription or non-allocation in the Anchor Investor Portion, the balance Equity Shares could have been added to the QIB Portion (other than the Anchor Investor Portion) (“**Net QIB Portion**”). Further, 5% of the Net QIB Portion (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only and the remainder of the Net QIB Portion shall be available for allocation on a proportionate basis to all QIBs (other than Anchor Investors) including Mutual Funds, subject to valid Bids having been received at or above the Offer Price. However, if the aggregate demand from Mutual Funds was less than 5% of the Net QIB Portion, the balance Equity Shares available for allocation in the Mutual Fund Portion could have been added to the remaining QIB Portion for proportionate allocation to QIBs. If at least 75% of the Offer cannot be Allotted to QIBs, then the entire application money will be refunded forthwith. Further, not more than 15% of the Offer was available for allocation to Non- Institutional Bidders (“**NIBs**”) of which (a) one-third portion was reserved for Bidders with application size of more than ₹0.20 million and up to ₹1.00 million; and (b) two-thirds of the portion was reserved for Bidders with application size of more than ₹1.00 million, provided that the unsubscribed portion in either of such sub-categories could have been allocated to Bidders in other sub-category of the NIBs in accordance with SEBI ICDR Regulations and not more than 10% of the Offer was available for allocation to Retail Individual Bidders (“**RIBs**”) in accordance with the SEBI ICDR Regulations, subject to valid Bids having been received from them at or above the Offer Price. All Bidders (except Anchor Investors) were required to mandatorily utilise the Application Supported by Blocked Amount (“**ASBA**”) process by providing details of their respective ASBA accounts and UPI ID (in case of UPI Bidders (defined herein) using the UPI Mechanism), in which case the corresponding Bid Amounts were blocked by the SCSBs or under the UPI Mechanism, as applicable to participate in the Offer. Anchor Investors were not permitted to participate in the Offer through the ASBA process. For details, see “*Offer Procedure*” on page 454 of the Prospectus.

The bidding for Anchor Investors opened and closed on Monday, January 12, 2026. The Company received 42 Anchor Investor Application Forms from 25 Anchor Investors (including 11 domestic mutual funds through 28 Mutual Fund scheme and 3 Life Insurance Companies) for 2,34,29,778 Equity Shares. The Anchor investor price was finalized at ₹ 361.00 per Equity Share. A total of 2,22,95,799 Equity Shares were allocated under the Anchor Investor Portion aggregating to ₹ 8,04,87,83,439.00.

The Offer received 11,84,823 applications for 84,93,15,205 Equity Shares (prior to rejections) resulting in 17.14 times subscription as disclosed in the Prospectus (including Anchor Investors). The details of the applications received in the Offer from Retail Individual Investors, Non-Institutional Investors, QIBs and Anchor are as under: (before rejections)

Sl. No.	Category	No. of Applications received	No. of Equity Shares applied	No. of Equity Shares reserved as per Prospectus	No. of times Subscribed	Amount (₹)
A	Retail Individual Investors	9,93,120	4,82,46,873	49,54,622	9.74	17,41,56,99,929.00
B	Non-Institutional Investors - More than ₹0.20 million Up to ₹1.00 million	1,13,355	6,63,32,096	24,77,311	26.78	23,94,50,62,187.00
C	Non-Institutional Investors - Above ₹1.00 million	78,198	22,02,30,762	49,54,622	44.45	79,50,30,69,250.00
D	Qualified Institutional Bidders (excluding Anchors Investors)	108	49,10,75,696	1,48,63,867	33.04	1,77,27,83,26,256.00
E	Anchor Investors	42	2,34,29,778	2,22,95,799	1.05	8,45,81,49,858.00
	Total	11,84,823	84,93,15,205	4,95,46,221	17.14	3,06,60,03,07,480.00

Final Demand

A summary of the final demand as per BSE and NSE as on the Bid/Offer Closing Date and as at different Bid prices is as under:

Sr. No.	Bid Price (₹)	No. of Equity Shares	% to Total	Cumulative Total	Cumulative % of Total
1	343	2,36,037	0.03	2,36,037	0.03
2	344	12,136	0.00	2,48,173	0.03
3	345	32,595	0.00	2,80,768	0.03
4	346	3,075	0.00	2,83,843	0.03
5	347	3,075	0.00	2,86,918	0.03
6	348	3,690	0.00	2,90,608	0.03
7	349	6,724	0.00	2,97,332	0.04
8	350	51,045	0.01	3,48,377	0.04
9	351	12,792	0.00	3,61,169	0.04
10	352	9,389	0.00	3,70,558	0.04
11	353	2,378	0.00	3,72,936	0.04
12	354	533	0.00	3,73,469	0.04
13	355	21,115	0.00	3,94,584	0.05
14	356	2,501	0.00	3,97,085	0.05
15	357	3,321	0.00	4,00,406	0.05
16	358	5,617	0.00	4,06,023	0.05
17	359	52,357	0.01	4,58,380	0.05
18	360	87,617	0.01	5,45,997	0.06
19	361	79,75,45,325	93.98	79,80,91,322	94.04
20	CUT-OFF	5,05,45,456	5.96	84,86,36,778	100.00
	TOTAL	84,86,36,778	100.00		

The Basis of Allotment was finalized in consultation with the Designated Stock Exchange, being BSE on January 19, 2026.

A. Allotment to Retail Individual Bidders (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Retail Individual Investors, who have bid at the Cut-Off Price or at the Offer Price of ₹ 361.00 per Equity Share, was finalized in consultation with the BSE. This category has been subscribed to the extent of 9.47 times. The total number of Equity Shares allotted in this category is 49,54,622 Equity Shares to 1,20,844 successful applicants. The category-wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1.	41	9,07,640	93.90	3,72,13,240	79.30	41	1:8	46,52,557
2.	82	30,669	3.17	25,14,858	5.36	41	1:8	1,57,194
3.	123	9,276	0.96	11,40,948	2.43	41	1:8	47,560
4.	164	4,280	0.44	7,01,920	1.50	41	1:8	21,935
5.	205	3,613	0.37	7,40,665	1.58	41	1:8	18,532
6.	246	1,762	0.18	4,33,452	0.92	41	1:8	9,020
7.	287	1,607	0.17	4,61,209	0.98	41	1:8	8,241
8.	328	597	0.06	1,95,816	0.42	41	1:8	3,075
9.	369	441	0.05	1,62,729	0.35	41	1:8	2,255
10.	410	1,288	0.13	5,28,080	1.13	41	1:8	6,601
11.	451	326	0.03	1,47,026	0.31	41	1:8	1,681
12.	492	356	0.04	1,75,152	0.37	41	1:8	1,804
13.	533	4,713	0.49	25,12,029	5.35	41	1:8	24,149
14.	0	7,367 Allottees from Serial no 2 to 13 Additional 1(one) share				1	18:7367	18
	TOTAL	9,66,568	100.00	4,69,27,124	100.00			49,54,622

B. Allotment to Non-Institutional Bidders (More than ₹0.20 million Up to ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Investors (more than ₹0.20 million Up to ₹1.00 million), who have bid at the Offer Price of ₹ 361.00 per Equity Share or above, was finalized in consultation with BSE. This category has been subscribed to the extent of 26.44 times. The total number of Equity Shares allotted in this category is 24,77,311 Equity Shares to 4,315 successful applicants. The category-wise details of the Basis of Allotment are as under:

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	574	1,08,823	97.20	6,24,64,402	95.38	574	17:441	24,07,930
2	615	1,162	1.04	7,14,630	1.09	578	45:1162	26,010
3	656	212	0.19	1,39,072	0.21	578	8:212	4,624
4	697	156	0.14	1,08,732	0.17	578	6:156	3,468
5	738	95	0.08	70,110	0.11	578	4:95	2,312
6	779	76	0.07	59,204	0.09	578	3:76	1,734
7	820	174	0.16	1,42,680	0.22	578	7:174	4,046

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
8	861	92	0.08	79,212	0.12	578	4:92	2,312
9	902	23	0.02	20,746	0.03	578	1:23	578
10	943	23	0.02	21,689	0.03	578	1:23	578
11	984	24	0.02	23,616	0.04	578	1:24	578
12	1,025	41	0.04	42,025	0.06	578	2:41	1,156
13	1,066	28	0.03	29,848	0.05	578	1:28	578
20	1,353	339	0.30	4,58,667	0.70	578	13:339	7,514
22	1,435	21	0.02	30,135	0.05	578	1:21	578
27	1,640	18	0.02	29,520	0.05	578	1:18	578
35	1,968	7	0.01	13,776	0.02	578	0:7	0
37	2,050	20	0.02	41,000	0.06	578	1:20	578
40	2,173	2	0.00	4,346	0.01	578	0:2	0
44	2,378	2	0.00	4,756	0.01	578	0:2	0
52	2,747	93	0.08	2,55,471	0.39	578	4:93	2,312
53	0	120 Allottees from Serial no 2 to 52 Additional 1(one) share				1	21:120	21
	TOTAL	1,11,954	100.00	6,54,90,243	100.00			24,77,311

C. Allotment to Non-Institutional Bidders (more than ₹1.00 million) (After Rejections) (including ASBA Applications)

The Basis of Allotment to the Non-Institutional Investors (more than ₹1.00 million), who have bid at the Offer Price of ₹ 361.00 per Equity Share or above, was finalized in consultation with BSE. This category has been subscribed to the extent of 44.23 times. The total number of Equity Shares allotted in this category is 49,54,622 Equity Shares to 8,631 successful applicants. The category-wise details of the Basis of Allotment are as under: (Sample)

Sr. No.	Category	No. of Applications Received	% of Total	Total No. of Equity Shares Applied	% to Total	No. of Equity Shares Allotted per Bidder	Ratio	Total No. of Equity Shares Allotted
1	2,788	76,453	98.26	21,31,50,964	97.27	574	74:667	48,68,668
2	2,829	366	0.47	10,35,414	0.47	574	41:366	23,534
3	2,870	240	0.31	6,88,800	0.31	574	27:240	15,498
4	2,911	83	0.11	2,41,613	0.11	574	9:83	5,166
5	2,952	147	0.19	4,33,944	0.20	574	16:147	9,184
6	2,993	41	0.05	1,22,713	0.06	574	5:41	2,870
7	3,034	34	0.04	1,03,156	0.05	574	4:34	2,296
8	3,075	32	0.04	98,400	0.04	574	4:32	2,296
9	3,116	10	0.01	31,160	0.01	574	1:10	574
10	3,157	11	0.01	34,727	0.02	574	1:11	574
21	4,510	5	0.01	22,550	0.01	574	1:5	574
33	10,086	5	0.01	50,430	0.02	574	1:5	574
47	4,264	3	0.00	12,792	0.01	574	0:3	0
59	5,494	1	0.00	5,494	0.00	574	0:1	0
72	8,323	3	0.00	24,969	0.01	574	0:3	0
85	13,940	3	0.00	41,820	0.02	574	0:3	0
98	41,000	1	0.00	41,000	0.02	574	0:1	0
100	61,500	2	0.00	1,23,000	0.06	574	0:2	0
105	0	All applicants from Serial no 38 to 104 for 1 (one) lot of 574 shares				574	3:102	1,722
106	0	8631 Allottees from Serial no 1 to 105 Additional 1(one) share				1	6:121	428
	Total	77,804	100.00	21,91,25,238	100.00			49,54,622

D. Allotment to QIBs (After Rejections)

Allotment to QIBs, who have Bid at the Offer Price of ₹ 361.00 per Equity Share or above, has been done on a proportionate basis in consultation with the BSE. This category has been subscribed to the extent of 33.04 times of Net QIB Portion. As per the SEBI ICDR Regulations, Mutual Funds were allotted 5% of the Equity Shares of Net QIB Portion available i.e., 743,194 Equity Shares and other QIBs and unsatisfied demand of Mutual Funds were Allotted the remaining available Equity Shares i.e., 1,41,20,673 Equity Shares on a proportionate basis. The total number of Equity Shares Allotted in the QIB Portion is 1,48,63,867 Equity Shares which were allotted to 108 successful QIB Investors. The category-wise details of the Basis of Allotment are as under:

Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC	VC's	Total
Allotment	21,18,072	20,10,923	4,91,981	16,29,372	17,57,711	68,55,808	-	1,48,63,867

E. Allotment to Anchor Investors (After Rejections)

Our Company, in consultation with the BRLMs, have allocated 2,22,95,799 Equity Shares to 25 Anchor Investors (through 42 Anchor applications forms) (including 11 domestic mutual funds through 28 Mutual Fund scheme and 3 Life Insurance Companies) at the Anchor Investor Offer Price of ₹ 361.00 per Equity Share in accordance with the SEBI Regulations. This represents 60% of the QIB Portion.

Category	FI'S/BANK'S	MF'S	IC'S	NBFC'S	AIF	FPC	OTHERS	Total
Allotment	-	1,69,79,358	14,95,298	-	7,74,546	30,46,597	-	2,22,95,799

The Board of Directors of our Company on January 19, 2026 has taken on record the Basis of Allotment of Equity Shares approved by the Designated Stock Exchange, being BSE and has allotted the Equity Shares to various successful Bidders. The Allotment Advice-cum-Intimations and/or notices have been dispatched to the address of the investors as registered with the depositories. Further, the instructions to the Self Certified Syndicate Banks for unblocking of funds, transfer to Public Offer Account have been issued on January 19, 2026 and payment to non-Syndicate brokers have been issued on January 19, 2026. In case the same is not received within ten days, investors may contact the Registrar to the Offer at the address given below. The Equity Shares Allotted to the successful Allottees have been uploaded on January 20, 2026 for credit into the respective beneficiary accounts subject to validation of the account details with the depositories concerned. The Company has filed the Listing application with BSE and NSE on January 20, 2026. The Company has received listing and trading approval from BSE and NSE and the trading will commence on January 21, 2026.

Note: All capitalised terms used and not specifically defined herein shall have the same meaning as ascribed to them in the Prospectus.

INVESTORS PLEASE NOTE

The details of the allotment made will be hosted on the website of the Registrar to the Offer, MUFG Intime India Private Limited (Formerly Link Intime India Private Limited) at <https://in.mpms.mufg.com>

All future correspondence in this regard may kindly be addressed to the Registrar to the Offer quoting full name of the First/sole Bidder, Bid cum Application Form number, Bidder DP ID, Client ID, PAN, date of submission of Bid-cum-Application Form, address of the Bidder, number of Equity Shares applied for, the name and address of the Designated Intermediary where the Bid cum Application Form was submitted by the Bidder and a copy of the Acknowledgment Slip received from the Designated Intermediary at the address given below:



MUFG Intime

MUFG Intime India Private Limited
(Formerly Link Intime India Private Limited)
C-101, Embassy 247, L B S Marg, Vikhroli (West), Mumbai - 400 083, Maharashtra, India
Tel: +91 810 811 4949
E-mail: amagimedia ipo@in.mpms.mufg.com
Investor grievance ID: amagimedia ipo@in.mpms.mufg.com
Website: <https://in.mpms.mufg.com>
Contact Person: Shanti Gopalkrishnan
SEBI Registration Number: INR000004058

For **AMAGI MEDIA LABS LIMITED**
On behalf of the Board of Directors
Sd/-
Sridhar Muthukrishnan
Company Secretary and Compliance Officer

Place: Bengaluru, Karnataka
Date: January 20, 2026

THE LEVEL OF SUBSCRIPTION SHOULD NOT BE TAKEN TO BE INDICATIVE OF EITHER THE MARKET PRICE OF THE EQUITY SHARES ON LISTING OR THE BUSINESS PROSPECTS OF AMAGI MEDIA LABS LIMITED.

AMAGI MEDIA LABS LIMITED has filed the Prospectus dated January 16, 2026 with RoC. The Prospectus is available on the website of SEBI at www.sebi.gov.in, as well as on the websites of the Stock Exchanges i.e. BSE and NSE at www.bseindia.com and www.nseindia.com, respectively, on the website of the Company at www.amagi.com; and on the websites of the BRLMs, i.e. Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and Avendus Capital Private Limited at <https://investmentbank.kotak.com>, <https://www.citigroup.com/global/about-us/global-presence/india/disclaimer>, www.goldmansachs.com, www.iiflcapital.com and <https://www.avendus.com>, respectively. Any potential investors should note that investment in equity shares involves a high degree of risk and for details relating to such risk, see ‘Risk Factors’ beginning on page 56 of the Prospectus.

The equity shares described in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “**U.S. Securities Act**”) or any other applicable law of the United States and, unless so registered, may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable U.S. state securities laws. Accordingly, the equity shares of the Company are being offered and sold (i) within the United States only to persons reasonably believed to be “qualified institutional buyers” (as defined in Rule 144A of the U.S. Securities Act) pursuant to Section 4(a) of the U.S. Securities Act, and (ii) outside the United States in “off