

## National Stock Exchange of India Limited

### Security Parameters - Amagi Media Labs Limited - EQ (Mainboard) IPO

Security symbol	AMAGI
Series	EQ
Company Name	Amagi Media Labs Limited
Issue size	Initial Public Offer of Fresh Issue aggregating up to Rs. 8160 million and Offer for Sale aggregating up to 26,942,343 Equity Shares (including Anchor investors portion of 2,22,95,799 Equity Shares)
Face Value	Rs. 5 per Equity Share
Price Range	Rs. 343 to Rs. 361 per Equity Share
Lot size	41 Equity shares and in multiples thereof
Minimum Order Size	41 Equity Shares
Tick size	Re.1
Subcategories	FI, IC, MF, FII, OTH, CO, IND and NOH
Sub - Categories applicable for UPI	IND (upto 5 Lakhs)
Book Running Lead Managers	<ol style="list-style-type: none"> <li>1. Kotak Mahindra Capital Company Limited</li> <li>2. Citigroup Global Markets India Private Limited</li> <li>3. Goldman Sachs (India) Securities Private Limited</li> <li>4. IIFL Capital Services Limited</li> <li>5. Avendus Capital Private Limited</li> </ol>
Sponsor Bank	Kotak Mahindra Bank Limited and ICICI Bank Limited
Registrar to Issue	MUFG Intime India Private Limited

Important Web Links	
E-forms link:	<a href="https://ipoforms.nseindia.com/issueforms/html/index.jsp">https://ipoforms.nseindia.com/issueforms/html/index.jsp</a>
Banks Eligible for UPI	<a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=40</a>
Mobile applications accepting UPI as Payment Option	<a href="https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=43">https://www.sebi.gov.in/sebiweb/other/OtherAction.do?doRecognisedFpi=yes&amp;intmId=43</a>
Live Web URL:	<a href="https://eipo.nseindia.com">https://eipo.nseindia.com</a>

Live Session Details	
Issue Period	<b>13-Jan-2026 to 16-Jan-2026</b>
Bidding Timings	10.00 A.M. to 5.00 P.M.
QIB and NIB Closure Date & Time	16-Jan-2026 (upto 4:00 P.M.)
Cut-off time for UPI Mandate Confirmation	16-Jan-2026 (upto 5:00 P.M.)

Sr. No.	Main Category	No of equity shares reserved for the main category	Minimum Application Size	Maximum Application Size	Cut-off Price allowed (Yes / No)
1	QIB	Not less than 1,45,83,482 Equity Shares (excluding anchor Portion of 2,22,95,799 Equity Shares)	Such number of Equity Shares in multiples of 41 Equity Shares such that the Bid Amount exceeds Rs. 2,00,000.	Such number of Equity Shares in multiples of 41 Equity Shares not exceeding the size of the Offer, subject to applicable limits.	No
2	NIB (Total)	Not more than 76,09,864 Equity Shares	Such number of Equity Shares in multiples of 41 Equity Shares such that the Bid Amount exceeds Rs. 2,00,000.	Such number of Equity Shares in multiples of 41 Equity Shares not exceeding the size of the Offer (excluding the QIB Portion), subject to applicable limits.	No
2(A)	NIB (Above 10 Lakhs)	50,73,243 Equity Shares			
2(B)	NIB (between 200001 to 1000000 Lakhs)	25,36,621 Equity Shares			
3	Retail	Not more than 50,73,243 Equity Shares	41 Equity Shares	Such number of Equity Shares in multiples of 41 Equity Shares so that the Bid Amount does not exceed Rs. 2,00,000.	Yes
<b>Total Issue size (1+2+3)</b>		<b>2,72,66,589 Equity Shares</b>			

**Note:** - The above numbers are calculated at the Lower end of the price band of Rs. 343/-

#### Max Bid quantity (Post-Anchor)

Category	Max Quantity*	Max Value**
QIB	2,72,66,558 Equity Shares	Rs. 9,83,73,95,844/-
NIB	1,26,83,104 Equity Shares	Rs. 4,47,15,44,911/-

\* Calculated at lower price band of Rs. 343 per Equity share/-

\*\* Calculated at higher price band of Rs. 361 per Equity share/-

**As per SEBI ICDR Regulations, "The qualified institutional buyers and the non-institutional investors shall neither withdraw nor lower the size of their bids at any stage"**

As per SEBI circular no SEBI/HO/CFD/DIL/CIR/P/2016/26 dated January 21, 2016. The exchange shall validate the electronic bid details with depository's records for DP ID, Client ID and PAN, at periodic intervals throughout the bidding day and download mismatch information on daily basis. (Path: - Transaction inquiry > mismatch)

As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2022/45 dated April 05, 2022, all Syndicate Members / Registered Stockbrokers / DPs / RTAs shall use Unified Payments Interface (UPI) as a mandatory payment mechanism for bid amounting upto Rs. 5 Lacs for applications in public issues by individual investors. All Other Category of investors shall mandatorily use only Application Supported by Blocked Amount (ASBA) facility for making payments.

**As per SEBI circular no SEBI/HO/CFD/DIL2/CIR/P/2019/76 dated June 28, 2019 all are requested to comply with the provisions of the aforementioned circular which states as below:**

*"Intermediaries shall retain physical application forms submitted by retail individual investors with UPI as a payment mechanism, for a period of six months and thereafter forward the same to the issuer/ Registrar to Issue. However, in case of Electronic forms, "printouts" of such applications need not be retained or sent to the issuer. Intermediaries shall, at all times, maintain the electronic records relating to such forms for a minimum period of three years."*

In view of SEBI Circular dated May 30,2022 following shall be applicable for all issues opening from **01 September 2022 onwards.**

- *All the ASBA applications in Public Issues (EQ IPO/FPO) shall be processed only after the application money is blocked in the investor's bank accounts. Bids shall be accepted only with a mandatory ASBA Block Ref No for confirmation on the application money is blocked.*
- *ASBA Block Ref No shall mandatorily start/prefix with "**D**" for **Direct ASBA** and with "**S**" for **Syndicate ASBA** for bids entered by bank user and "**T**" for bids entered by syndicate members for their investors with **3-in-1 type account facility**.*
- *Bid modification/Updation shall be allowed in parallel to the regular bidding period of IPO and shall close at 5:00 PM on the last day. The dedicated window provided for bid modification on **T+1 day shall cease to exist.***
- *UPI Mandate Shall expire on the closing day of IPO at **5:00 PM**.*
- *Exchange shall display demand on website for only those applications which are successfully blocked i.e. (D, S or T) in case of ASBA bids and (RC 100 Status) in case of UPI bids.*