

FM/CS/2026/34

January 22, 2026

Mr. Sridhar Muthukrishnan
Company Secretary & Compliance Officer
AMAGI MEDIA LABS LIMITED
Survey No. 29/3 and 32/2, Raj Alkaa Park,
4th floor, Kalena Agrahara Village,
Begur Hobli, Bengaluru, Karnataka, 560076

Dear Sir/Madam,

Sub: Reporting under Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

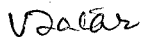
We wish to inform you that SBI Mutual Fund under its various schemes has acquired 77,32,654 shares of your Company on January 21, 2026, resulting to acquisition of above 5% of the paid up share capital of your Company. Pursuant to Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011, please find enclosed report detailing our holding in your Company.

The final holding of SBI Mutual Fund, under its various schemes, as at close of business hours on January 21, 2026, was 1,17,39,523 shares, which is 5.4264% of paid-up share capital of your Company.

Thanking you,

Yours faithfully,

For SBI Funds Management Limited



Vinaya Datar
Chief Compliance Officer & Company Secretary

Encl: As Above

- c.c.** 1. National Stock Exchange of India Limited
Listing Department
Exchange Plaza
Plot no. C/1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai - 400 051
2. General Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Trustee : **SBI Mutual Fund Trustee Company Private Limited** (CIN : U65991MH2003PTC138496)

Regd. Office : 9th Floor, Crescenzo, C-38 & 39, 'G' Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051

Tel. : +91 22 61793000 | Fax : 67425687-91 | E-mail : partnerforlife@sbimf.com | Website : www.sbimf.com

Branch Office : Unit No. 31 | CR2 Mall | Plot No. 240 & 240A | Backbay Reclamation | Block No. III | Nariman Point | Mumbai-400 021

Tel. : +91 22 66532800 | Fax : +91 22 66532801/02 | Website : www.sbimf.com

**SBI MUTUAL FUND**

A PARTNER FOR LIFE

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

SBI Funds Management Limited

A joint venture between SBI & AMUNDI

(CIN - U65990MH1992PLC065289)

Name of the Target Company (TC)	AMAGI MEDIA LABS LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	SBI MUTUAL FUND under its various schemes		
Whether the acquirer belongs to Promoter/Promoter group	N.A.		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Ltd & National Stock Exchange of India Ltd		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of :			
a) Shares carrying voting rights	40,06,869	1.8521%	NA
b) Share in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by equity shares	NA	NA	NA
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	NA	NA	NA
e) Total (a+b+c+d)	40,06,869	1.8521%	NA
Details of acquisition			
a) Shares carrying voting rights acquired	77,32,654	3.5743%	NA
b) VRs acquired otherwise than by equity shares	NA	NA	NA
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	NA	NA	NA
e) Total (a+b+c+d)	77,32,654	3.5743%	NA
After the acquisition, holding of acquirer alongwith PACs of :			
a) Shares carrying voting rights	1,17,39,523	5.4264%	NA
b) VRs otherwise than by equity shares	NA	NA	NA
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others) Shares pledged with the acquirer	NA	NA	NA
d) Total (a+b+c+d)	1,17,39,523	5.4264%	NA
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Market Purchase		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Equity shares		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	Acquired 7,732,654 shares on 21-Jan-2026		
Equity share capital / total voting capital of the TC before the said acquisition	Rs 1,08,16,94,720 consisting of 21,63,38,944 equity shares having a face value of Rs. 5/- each.		
Equity share capital/ total voting capital of the TC after the said acquisition	Rs 1,08,16,94,720 consisting of 21,63,38,944 equity shares having a face value of Rs. 5/- each.		
Total diluted share/voting capital of the TC after the said acquisition	NA		


 Raviprakash Sharma
 Dealer

 Aparna Nirgude
 Chief Risk Officer

Place: Mumbai

Date: 22-January-2026

Note:

(*) Total share capital/ voting to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the Listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Part-B***

Name of the Target Company: AMAGI MEDIA LABS LIMITED

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/Promoter group	PAN of the acquirer and/or PACs
SBI MUTUAL FUND under its various schemes Add: 9th Floor, Parinee Cresenzo, C 38 & 39, 'G' Block, Bandra-Kurla Complex, Bandra (East), Mumbai - 400051.	NA	PAN No. AABTS6407Q



Raviprakash Sharma

Dealer

Signature of the acquirer / Authorised Signatory

Aparna Nirgude
Chief Risk Officer



Place: Mumbai

Date: 22-January-2026

Note:

- (*) Total share capital/ voting to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the Listing Agreement.
(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity
(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.