



March 19, 2026

Re: AMAGI/SE/2025-26/20

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001, Maharashtra
Scrip Code – 544679

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051, Maharashtra
Symbol – AMAGI

Dear Sir/Madam,

Subject: Press Release – March 19, 2026.

Please see enclosed the Press Release dated March 19, 2026 titled “*Amagi Launches AI Artwork Engine: Ending the Era of Manual Resizing for Global Streaming*”.

This disclosure is made pursuant to the requirements under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also being hosted on the Company’s website at <https://www.amagi.com/investors/notifications>.

We request you to please take the same on record.

Thanking you.

For and on behalf of **Amagi Media Labs Limited**

Sridhar Muthukrishnan

Company Secretary and Compliance Officer
Membership No.: F9606

Encl.: As above



Amagi Media Labs Limited

(formerly known as “Amagi Media Labs Private Limited”)

CIN: L73100KA2008PLC045144

Registered office: Raj Alkaa Park, Sy. No. 29/3 & 32/2,
4th Floor, Kalena Agrahara Village, Begur Hobli,
Bengaluru - 560076 Karnataka

P: +91 80 4663 4444 | E: info@amagi.com | W: www.amagi.com

Amagi Launches AI Artwork Engine: Ending the Era of Manual Resizing for Global Streaming

New Amagi Intelligence capabilities identify the image that best tells a title's story, and transforms it across every format, platform, and region — eliminating one of media's most time-consuming manual workflows.

New York — March 19, 2026 — Amagi, the cloud-native SaaS platform powering broadcast and streaming TV worldwide, today unveiled AI-driven Artwork Generation and Transformation as part of its industry cloud ingest-to-monetization platform Amagi NOW — giving media companies the ability to go from raw video to fully formatted, platform-ready promotional artwork without ever leaving the Amagi platform.

Built on Amagi Intelligence, the company's AI layer, the new capability tackles a pain point every content distributor knows: the artwork bottleneck. A single title distributed across FAST, OTT, Connected TV, and social channels can demand dozens of artwork variants — different aspect ratios, localized text, platform-specific safe zones, and branding overlays. Until now, that meant hours of manual artwork creation, repeated creative cycles, and frequent rejections from distribution partners. That workflow is now automated end-to-end within the platform.

The Image That Tells the Story — Found Automatically

Amagi's artwork engine doesn't start with a blank canvas or a static template. It starts with the video itself. The AI watches the content and analyses every frame for visual composition, subject prominence, emotional resonance, and narrative context — then identifies the single image that best captures the story of the title.

That story-aligned image becomes the base artwork for all downstream use. Editorial teams can review, refine, and approve before anything goes live — keeping creative judgment in human hands while eliminating hours of manual frame-hunting and guesswork.

One Image, Every Format — Instant Transformation

From a single approved base image, Amagi NOW transforms it into every variant a distributor needs: 16:9 for CTV, 9:16 for mobile, 2:3 for posters, 1:1 for social, 4:3 for legacy platforms — and more. The transformation engine intelligently maintains subject framing and visual integrity while respecting each platform's safe-zone and layout rules.

The result: zero rejection cycles, faster time-to-air, and consistent visual quality everywhere a title appears.

Full Creative Control, One Platform

Every artwork variant can be enhanced inside Amagi NOW with logos, title treatments, overlays, and branded templates — no need to export to third-party external tools. The workflow lives within Amagi's Media Manager, with role-based access controls, preview functionality, and full audit trails so every stakeholder can track what was created, modified, and approved.

Why It Matters

For media companies operating at scale, artwork has become a hidden operational cost. Amagi's new capabilities are designed to:

- Cut artwork turnaround from days to minutes
- Eliminate manual frame selection, resizing, and compliance rework
- Deliver consistent brand presentation across every distribution endpoint
- Scale multi-platform output without adding headcount to creative teams

“The industry has reached a breaking point where the sheer volume of platforms is outpacing the human ability to create for them. For too long, the ‘last mile’ of distribution—getting the right thumbnail for every app and region—has been a manual grind that slows down great stories. By teaching our AI to understand the narrative ‘soul’ of a video, we’re not just automating a task; we’re giving creative teams their time back. It’s about moving at the speed of streaming without ever losing creative integrity,” said **Srividhya Srinivasan, Co-founder and Chief Technology Officer, Amagi**. “Also, beyond solving operational headaches, innovations like the AI Artwork Engine drive deeper engagement with our ecosystem, translating customer success directly into long-term, scalable growth for Amagi.”

Availability

AI-driven Artwork Generation and Transformation is available now to Amagi NOW customers, with a phased rollout to the broader customer base beginning in Q2 2026. To learn more about the AI Artwork Engine, drop into Amagi booth at NABSHOW - West Hall #2331

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About Amagi

Founded in 2008, Amagi Media Labs Limited (www.amagi.com) is a cloud-native SaaS platform serving the global media and entertainment industry. Amagi enables media companies to launch, manage, distribute, and monetize live, linear, and on-demand content across cable, OTT, and FAST platforms without investing in traditional broadcast infrastructure. Its diversified platform, which includes Streaming Unification, Monetization & Marketplace, and Cloud Modernization, allows media companies to run end-to-end content operations, get comprehensive distribution reach, and offer monetization capabilities across streaming-led environments. Amagi is one of the few players in the media technology space that offers end-to-end, AI-enabled solutions across the video value chain. Amagi manages 9,000+ channel deliveries across 300+ distributors in 40+ countries with the aim of helping media companies build audience value using its cloud-native platform.

Forward-Looking Statements

This press release contains statements that may constitute “forward-looking statements” within the meaning of applicable securities laws and regulations, including the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended. These statements relate to, among other things, the anticipated benefits of the partnership, product capabilities, market opportunities, and future business prospects. Forward-looking statements are based on current expectations, assumptions, and projections and are subject to inherent risks, uncertainties, and other factors that could cause actual results or outcomes to differ materially from those expressed or implied in such statements. Amagi Media Labs Limited undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required under applicable law.