



Date: January 22, 2026

Re: AMAGI/SE/2025-26/5

**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: Intimation of Press Release – January 22, 2026**

Please find enclosed Press Release dated January 22, 2026, titled “*Amagi becomes the first cloud-native SaaS Company offering end-to-end solutions in the broadcasting and streaming ecosystem to list on Indian stock exchanges.*”

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

Please take the above on record.

Thanking you.

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

**Sridhar Muthukrishnan**  
**Company Secretary and Compliance Officer**  
Membership No.: F9606



**Amagi Media Labs Limited**

(formerly known as “Amagi Media Labs Private Limited”)  
CIN: U73100KA2008PLC045144  
Registered office: Raj Alkaa Park, Sy. No. 29/3 & 32/2,  
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## Press Release

# Amagi becomes the first cloud-native SaaS company offering end-to-end solutions in the broadcasting and streaming ecosystem to list on Indian stock exchanges

***Amagi to utilise ₹ 5,500.64 million of the Net Proceeds towards technology and cloud infrastructure, till Fiscal 2028***



**Bengaluru, India, January 22, 2026:** [Amagi](#) Media Labs Limited, the only cloud-native SaaS provider offering end-to-end solutions across live production, content preparation, distribution, and monetization in the global broadcasting and streaming ecosystem, yesterday announced the successful public listing of its equity shares on Indian stock exchanges (BSE and NSE).

Amagi is the only end-to-end, AI-enabled cloud platform in the video category of the Media & Entertainment (M&E industry), serving as the 'industry cloud' for the sector. It is also the largest cloud-native software solution provider in cloud playout for the broadcasting and streaming industry (in terms of FY25 revenues)

The Company's initial public offering (IPO) opened on January 13, 2026, and closed on Friday, January 16, 2026, and witnessed strong investor participation across categories underlining robust confidence in Amagi's differentiated, technology-led business model and long-term growth prospects.

Speaking at the listing ceremony, Baskar Subramanian, Co-Founder, Managing Director & Chief Executive Officer, Amagi Media Labs Limited, said: "Amagi's public listing is just the

beginning. From a global cloud transformation standpoint, we are still in the very early stages—less than 10% of the media ecosystem has migrated to the cloud and 90% is yet to transform. At the same time, streaming has emerged as the single largest growth lever across the industry worldwide.”

*“Amagi’s growth strategy is guided by the ‘Win, Expand, Extend’ framework as a structured strategy framework for vertical SaaS companies. We shall continue to invest in product innovation and technology and harness Amagi Intelligence to drive innovation across our platform. We shall leverage domain expertise to expand into new geographies and strategically pursue acquisitions and partnerships. We shall scale profitably through disciplined capital allocation in order to enhance value for stakeholders and shareholders,” added Subramanian.*

Amagi proposes to utilise the net proceeds from the fresh issue primarily towards expenses in technology and cloud infrastructure amounting to ₹550.64 crore (Rs. 5,500.64 mn), funding inorganic growth through unidentified acquisitions, and general corporate purposes. The planned expenses towards technology and cloud infrastructure will be deployed in phases, till Fiscal 2028.

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 acted as the Book Running Lead Managers to the public issue.

#### **About Amagi Media Labs Limited**

Amagi is an AI-enabled industry cloud platform built for the new video economy, helping media companies modernize operations, unify streaming and broadcast workflows, and drive advanced monetization. From live remote production and real-time ad decisioning to automated playout and global content syndication. We operate a dynamic content and advertising marketplace and offer fully managed broadcast services that ensure 24/7 reliability and compliance.

Trusted by 45% of the Top 50 listed media and entertainment companies globally, Amagi powers over 7,000 channel deliveries across 300+ content distributors, processing 500K+ hours of content and generating 26 billion+ monetized ad impressions. Headquartered in Bengaluru, India, with an 850+ member global team across the Americas, EMEA, and APAC, Amagi is redefining how media is created, distributed, and monetized—intelligently and globally.

*\*The data above is as of March 31, 2025*

On the financial front, Amagi reported revenue from operations of ₹1,162.64 crore (Rs. 11,626.37 mn) in FY25, registering a CAGR of 30.70% between FY23 and FY25, driven by new customer additions and increased platform adoption by existing customers. For the six-month period ended September 30, 2025, the Company reported a profit of ₹6.47 crore (Rs. 64.70 mn) on revenue of ₹704.82 crore (Rs. 7,048.23 mn)

#### **For more information:**

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